



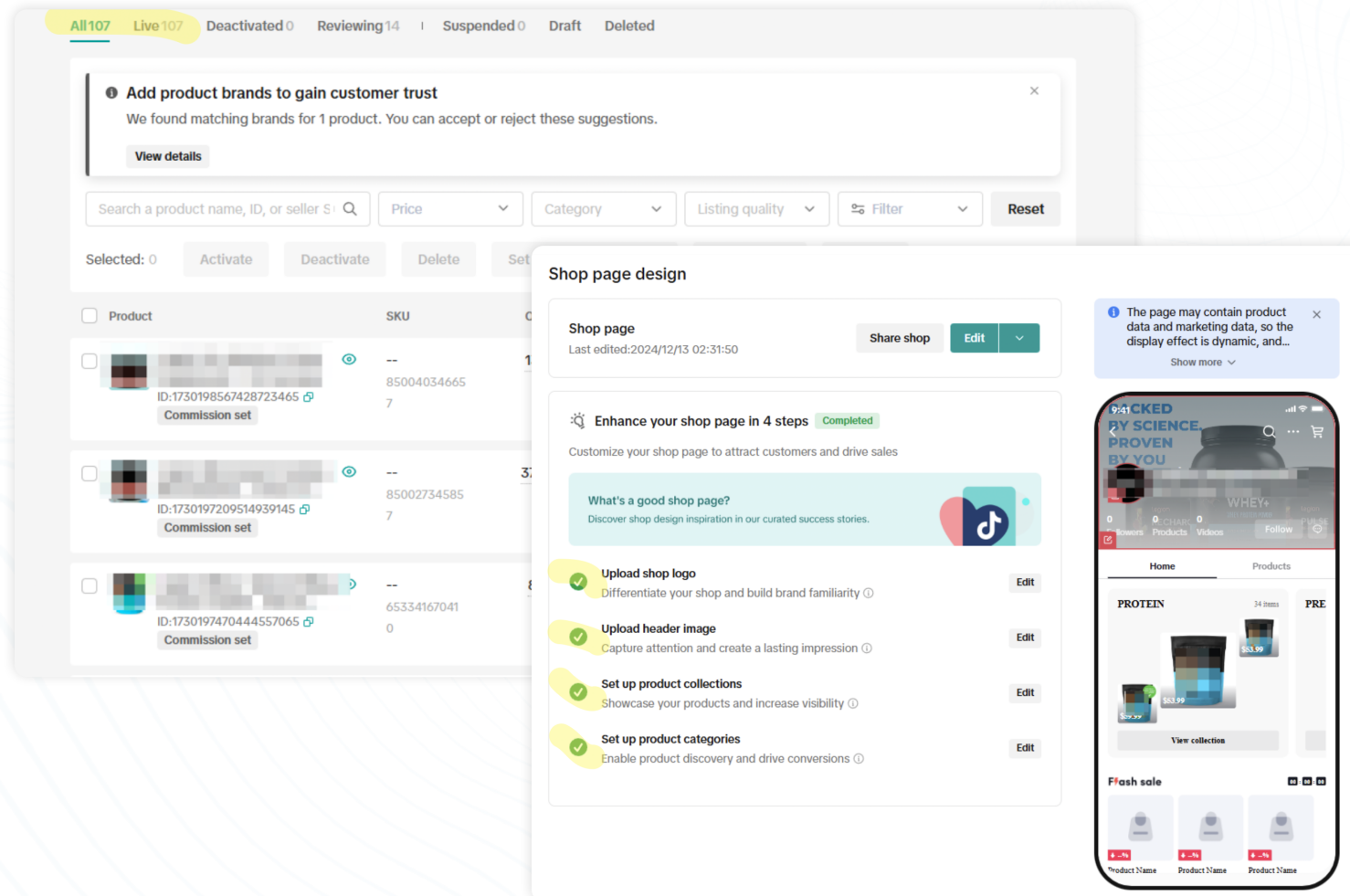
Winning on TikTok Shop



A proven, step-by-step approach to launching, scaling, and dominating sales on TikTok Shop for Amazon-focused brands



1. TikTok Account & Shop Approval



Timeline: 3 Days

- Account linking and verification
- Category and product approvals
- Shipping setup
- Brand qualification
- Compliance checks

2. Shipping & Fulfillment Integration



Timeline: 3 Days

- Shopify/Amazon MCF integration
- Automated shipping setup
- Order processing workflow
- Delivery tracking integration

TIKTOK SHOP CONNECTOR

Home

Products

Manage Products

Categories

Orders

Settings

All 21

Not Synced 2

Synced 9

Sync Failed 1

Update Failed 9

Bulk Actions

Search Product Name/ID

Price

Product Inventory

Product Category

Good X

Filter

Reset

Selected: 0

Sync Product

Update Product

Update Price

Update Stock

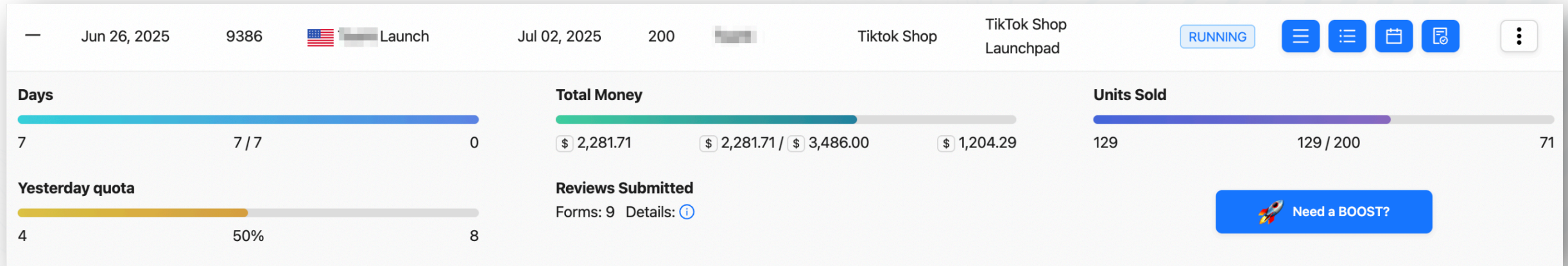
Refresh Product Sku

Delete Product Mapping

Optimize Info

	Product	Shopify		TikTok Shop							Actions	
		Status	Category	Product ID	Listing Quality	Product Status	Category	Brand Name	Product Description	Extra Info		
<input type="checkbox"/>	<div><div></div><div>Synced</div></div>	Active	Lotions & Mo...	1730586774295777690	Good	Live	Beauty & Personal Care - Skinc...		TikTok Shop	Certifi...	...	
1 Item												Expand
<input type="checkbox"/>	<div><div></div><div>Synced</div></div>	Active	Skin care	1730453821910847898	Good	Live	Beauty & Personal Care - Skinc...		TikTok Shop		...	
1 Item												Expand
<input type="checkbox"/>	<div><div></div><div>Wash</div><div>Update Failed</div></div>	Active	Skin care	1729655868591018394	Good	Live	Beauty & Personal Care - Skinc...		TikTok Shop	Attribi...	...	
1 Item												Expand
<input type="checkbox"/>	<div><div></div><div>Mask</div><div>Synced</div></div>	Active	Skin Care Ma...	1729655931111903642	Good	Live	Beauty & Personal Care - Skinc...		TikTok Shop	Attribi...	...	
1 Item												Expand

3. Reviews & Early Sales Boost



Timeline: 30 Days

- In-house network of TikTok buyers
- Verified reviews for free products
- Building trust and credibility

4. Affiliate Outreach – The Growth Engine



Timeline: Ongoing

- Thousands of targeted messages monthly
- High-performing influencer connections
- Hundreds of organic product videos
- Commission-based, zero upfront costs

The screenshot displays the Bullseye Sellers interface, which is used for managing affiliate outreach. It includes a message timeline on the left, a video post date filter in the center, and a sample requests table on the right.

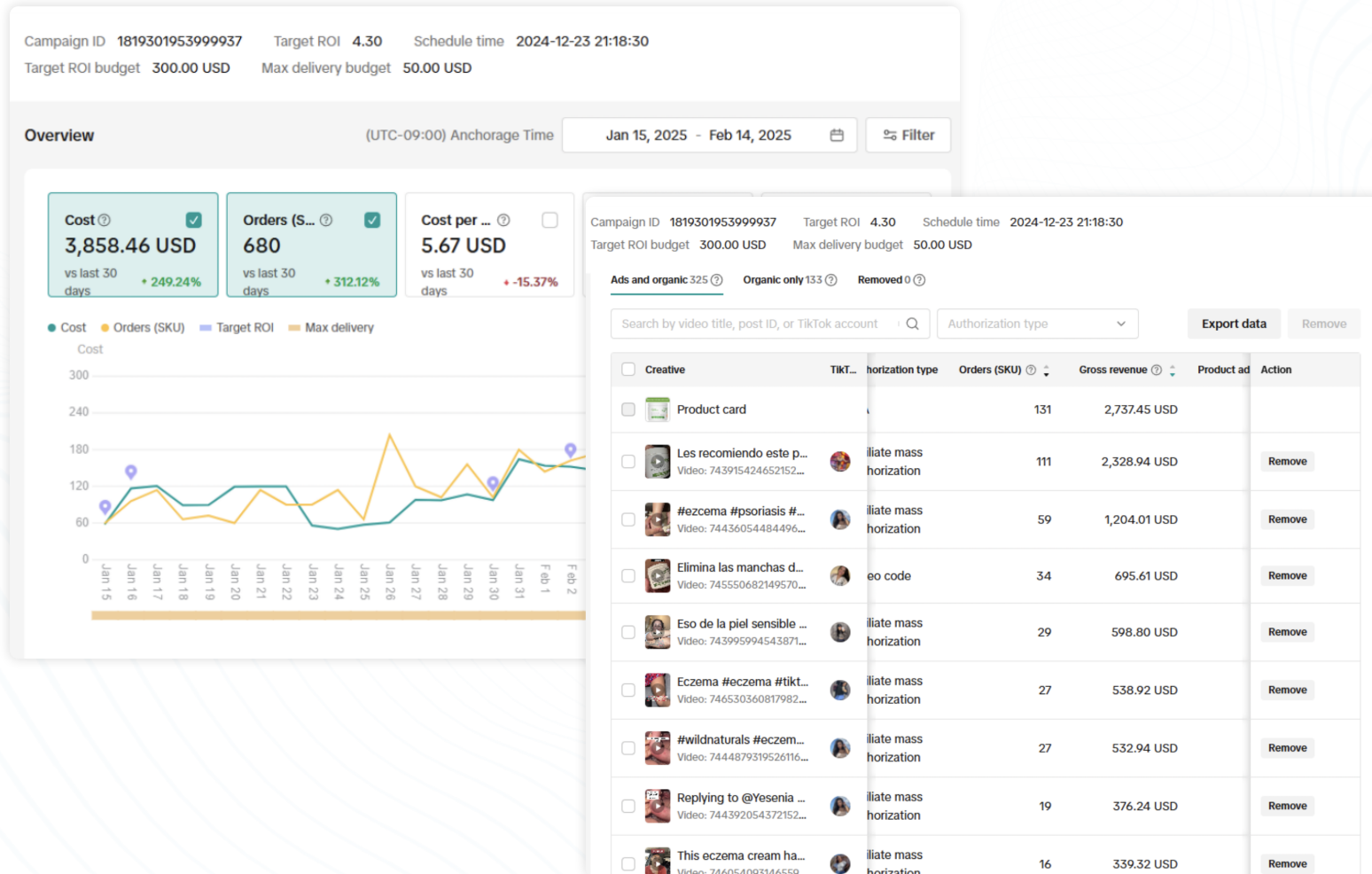
Message Timeline: Shows a list of messages from various creators, including alysonrse, thefamm, entre.el.mary.extrella, rxybylina, catchingupwithkeels, abeautifuldiaster101, walsara2018, divamontelaba, chocolate_asy, and leshaaaaaaa. The timeline is filtered by "Available this week" and shows messages from 10:41 AM to 9:54 AM.

Video Post Date Filter: Shows a list of video posts with columns for Video Information, Affiliate shop, GMV, Affiliate Items, and Shoppable vL. The filter is set to "All videos" and "All creators".

Sample Requests Table: Shows a list of sample requests with columns for Creators, Followers, Est. post rate, Sales Volume, and Average views per video. The table is filtered by "To Review 72" and "Ready to Ship 17".

Creators	Followers	Est. post rate	Sales Volume	Average views per video
@officialcooder OfficialCooder	337.0K	7.44%	\$37,871.73	702
@redheadrambl Cari Jo	14.2K	31.86%	\$7,678.16	290
@yeimariaciap... Alice	11.5K	92.38%	\$31,893.70	186
@_yuleisy09_ yuleisy09	4,188	93.36%	\$17,049.38	271
@jenslife5 Jenn	34.7K	70.11%	\$62,706.65	20
@angelcapineda... angelcapineda1	3,874	94.87%	\$6,852.57	203

5. Sponsored Ads for Scale



Timeline: Ongoing
(Begins after 40-50
videos)

- GMV Max campaigns activation
- Strategic ad spend allocation
- Maximized exposure and engagement
- Optimized conversion rates

Success Stories

Brands Winning with Bullseye

Case Study 1: Skincare Brand



Challenge:

- Declining market share on Amazon for two years
- Permanently banned from TikTok before partnership

Strategy:

- TikTok Shop approval in under 2 weeks
- First sale within 2 weeks of launch
- Scaled from 50 to 250 videos monthly

Results After 5 Months

- **\$65,035** monthly revenue at profit
- **3X** increase in branded search traffic
- New range of Amazon sales achieved



Case Study 2: Toy Brand



Challenge:

- Failed Tiktok Launch
- Zero sales history

Strategy:

- Massive affiliate outreach campaign
- GMV Max ads monetization
- Optimized for low-cost acquisition
- Developed Brand Ambassador program

Results After 7 Months

- **\$108,198** monthly revenue at profit
- **5X** increase in Amazon sales
- **\$4.65** customer acquisition cost

Key metrics

30 days: Jun 09, 2025 - Jul 08, 2025

Gross sales

\$108,198.44

Vs. previous period 173.23%

GMV with Tax

\$93,404.87

Vs. previous period 169.05%

GMV

\$86,867.42

Vs. previous period 168.49%

Total orders

5,557

Vs. previous period 173.21%

SKU orders

5,606

Vs. previous period 168.36%

Sold quantity

5,784

Vs. previous period 165.44%

Case Study 3: Supplement Brand



Challenge:

- Permanently banned from TikTok before partnership
- Zero sales history

Strategy:

- Massive affiliate outreach campaign
- GMV Max ads monetization
- Optimized for low-cost acquisition

Results After 3 Months

- **\$62,153** monthly revenue
- **3X** Amazon branded search

Key metrics

30 days: Apr 01, 2025 - Apr 30, 2025

Gross sales

\$75,072.01

Vs. previous period 323.75%



GMV with Tax

\$64,987.22

Vs. previous period 328.35%



GMV

\$62,153.27

Vs. previous period 328.37%



Total orders

2,381

Vs. previous period 217.89%



SKU orders

2,386

Vs. previous period 217.29%



Sold quantity

2,532

Vs. previous period 220.51%



Show more

Case Study 4: Home Goods Brand



Challenge:

- Under \$1000 in GMV
- Expensive household goods
- No affiliate strategy

Strategy:

- Changed product focus
- Massive affiliate outreach campaign
- GMV Max ads monetization
- Optimized for low-cost acquisition

Results After 4 Months

- **\$99,994** monthly revenue
- **5X** Amazon branded search

Key metrics

30 days: Jun 01, 2025 - Jun 30, 2025

Gross sales

\$99,994.43

Vs. previous period 230.05%



GMV with Tax

\$90,559.32

Vs. previous period 236.10%



GMV

\$84,250.55

Vs. previous period 235.35%



Total orders

3,195

Vs. previous period 231.09%



SKU orders

3,201

Vs. previous period 231.37%



Sold quantity

3,410

Vs. previous period 239.30%



Scope of Work



Account Setup & Approval

Register, verify, and ensure compliance for TikTok Shop approval.

Product Listing & Optimization

Optimize product listings with high-converting titles, descriptions, images, and UGC.

Affiliate Marketing & Influencer Collaboration

Onboard affiliates, structure commissions, and connect with creators for sales growth.

User-Generated Content (UGC) Generation

Source, direct, and optimize high-quality video content for ads and organic reach.

Sponsored Ads & Paid Campaign Management

Create, launch, and manage TikTok ad campaigns with A/B testing and performance tracking.

Order Fulfillment & Shipping Management

Streamline order processing, inventory management, and compliance with TikTok logistics.

Customer Support & Case Management

Handle inquiries, refunds, disputes, and maintain a high seller rating.

Promotions & Campaign Execution

Run discounts, coupons, and participate in TikTok sales events for maximum exposure.

Performance Tracking & Reporting

Analyze sales, ad performance, and market trends with regular reporting and strategy updates.


Deliverables & Timeline


Complete setup in weeks with ongoing daily management and monthly optimization.

Bullseye Sellers Marketplace Agency

5.0 ★★★★★ 50 Google reviews





 **Jason Becker**
2 reviews • 0 photos



★★★★★ 2 days ago **NEW**


Bullseye has done a tremendous job managing our Tiktok Shop. I'm highly impressed by them and their knowledge of the platform. We've experienced huge growth under their management and would recommend them to anyone.


 **Baily Weber**
3 reviews • 0 photos



★★★★★ 3 days ago **NEW**


Bullseye has been a fantastic partner to help grow our brand! They have an amazing dedicated team and it's a pleasure working together with them.


 **Cesar Vargas**
10 reviews • 1 photo



★★★★★ 17 hours ago **NEW**

I have been working with Bulleye for sometime now and I feel compelled to write a review about their agency. When Ryan and his team took over my account it was in disarray and was not performing as expected due to many technical variables that were discovered as part of the set up. This actually took months to find out and why sales had stagnated or declined. In all my years I had never had an agency take a super deep dive into my account and actually fix fundamental issues that were preventing my growth. I continued to be impressed as Ryan and team are never satisfied and are always testing strategies to keep my company growing.

 **Yurii Obolensky**
5 reviews • 2 photos



★★★★★ 4 weeks ago **NEW**

These guys are the real deal. I went from suspended products on TikTok, literally giving up on the platform, to hitting 10k in sales on TikTok this month, and we're only 3 months in. But more important is that all my other platforms, (website, Amazon, etc.) are hitting highest ever branded search, and sales are awesome - the only change was TikTok. Eric is my team lead, definitely ask for him.



Ready to Dominate TikTok Shop?

\$4,000/month + 3% of TikTok Sales

"Less than the cost of one in-house employee, you get a seasoned team that delivers proven results!"