



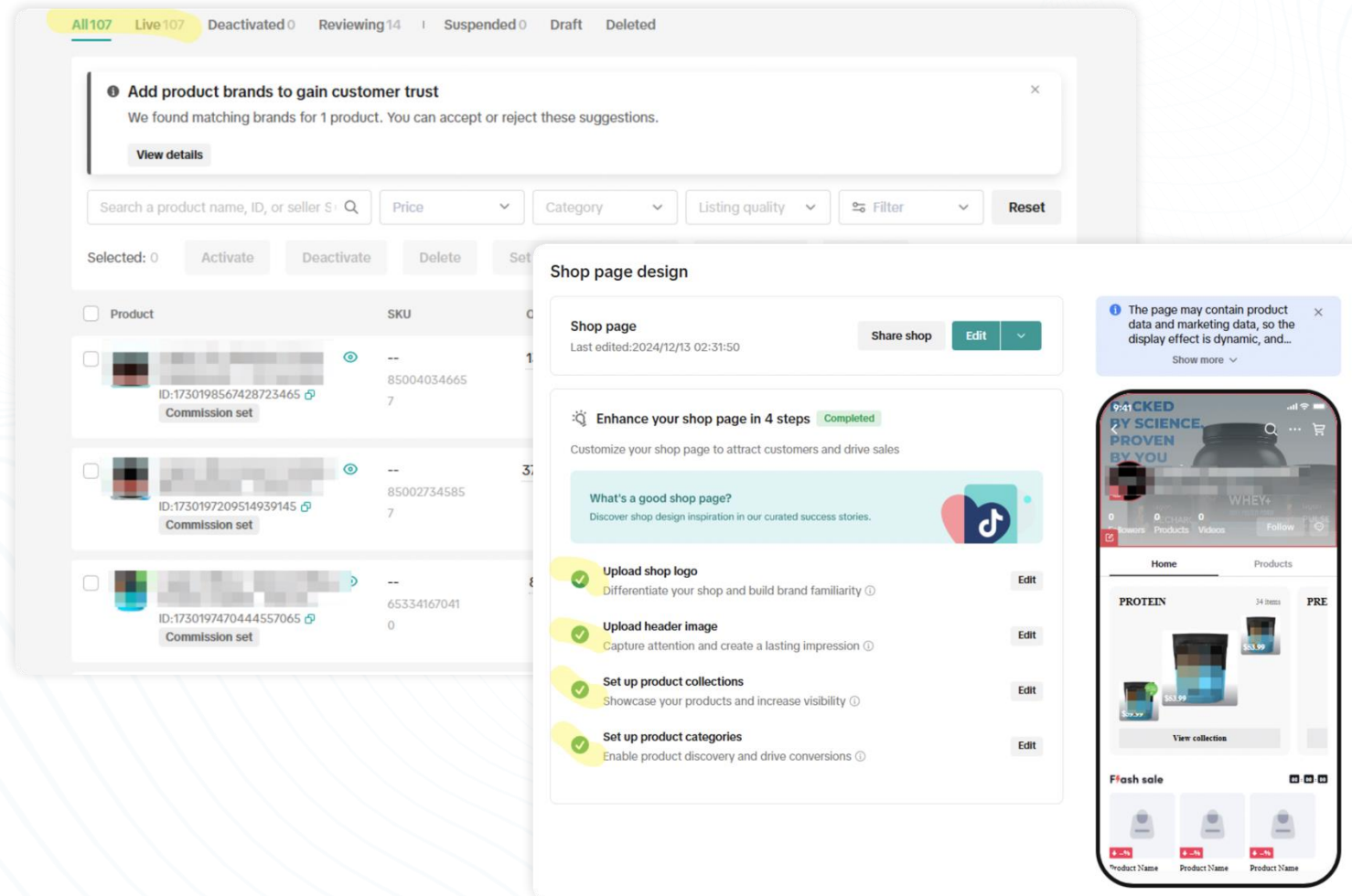
Winning on TikTok Shop



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



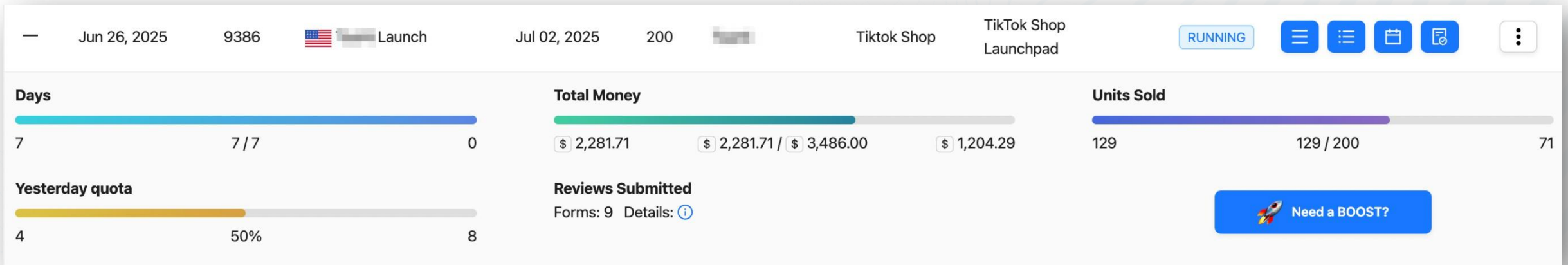
Timeline: 3 Days

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

The screenshot displays the 'TIKTOK SHOP CONNECTOR' interface. The top navigation bar includes 'Home', 'Products', 'Categories', 'Orders', and 'Settings'. The 'Products' section is active, showing a list of products with columns for 'Product', 'Shopify', and 'TikTok Shop'. The 'Shopify' column includes 'Status', 'Category', and 'Product ID'. The 'TikTok Shop' column includes 'Listing Quality', 'Product Status', 'Category', 'Brand Name', 'Product Description', and 'Extra Info'. The interface also features a search bar, filters, and a 'Bulk Actions' button.

Product	Shopify	TikTok Shop
Status	Category	Product ID
Active	Lotions & Mo...	1730586774295777690
Good	Listing Quality	Product Status
Live	Category	Brand Name
Beauty & Personal Care - Skinc...	Product Description	Extra Info
1 Item		Expand
Active	Skin care	1730453821910847898
Good	Listing Quality	Product Status
Live	Category	Brand Name
Beauty & Personal Care - Skinc...	Product Description	Extra Info
1 Item		Expand
Active	Skin care	1729655868591018394
Good	Listing Quality	Product Status
Live	Category	Brand Name
Beauty & Personal Care - Skinc...	Product Description	Extra Info
1 Item		Expand
Active	Skin Care Ma...	1729655931111903642
Good	Listing Quality	Product Status
Live	Category	Brand Name
Beauty & Personal Care - Skinc...	Product Description	Extra Info
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 contact list on the left, a message thread in the center, a video post date filter at the bottom, and a sample requests table on the right.

Sample Requests Table:

Creators	Followers	Est. post rate	Sales Volume	Average views per video	Request
☐ @officialcooder OfficialCooder	337.0K	7.44%	\$37,871.73	702	1 request
☐ @redheadrambl... Carl Jo	14.2K	31.86%	\$7,678.16	290	1 request
☐ @yelmarielclap... Alice	11.5K	92.38%	\$31,893.70	186	1 request
☐ @_yuleisys09 Yuleisys09	4,188	93.36%	\$17,049.38	271	1 request
☐ @jenslife5 Jenn	34.7K	70.11%	\$62,706.65	20	1 request
☐ @angelicapined... angelicapineda1	3,874	94.87%	\$6,852.57	203	1 request

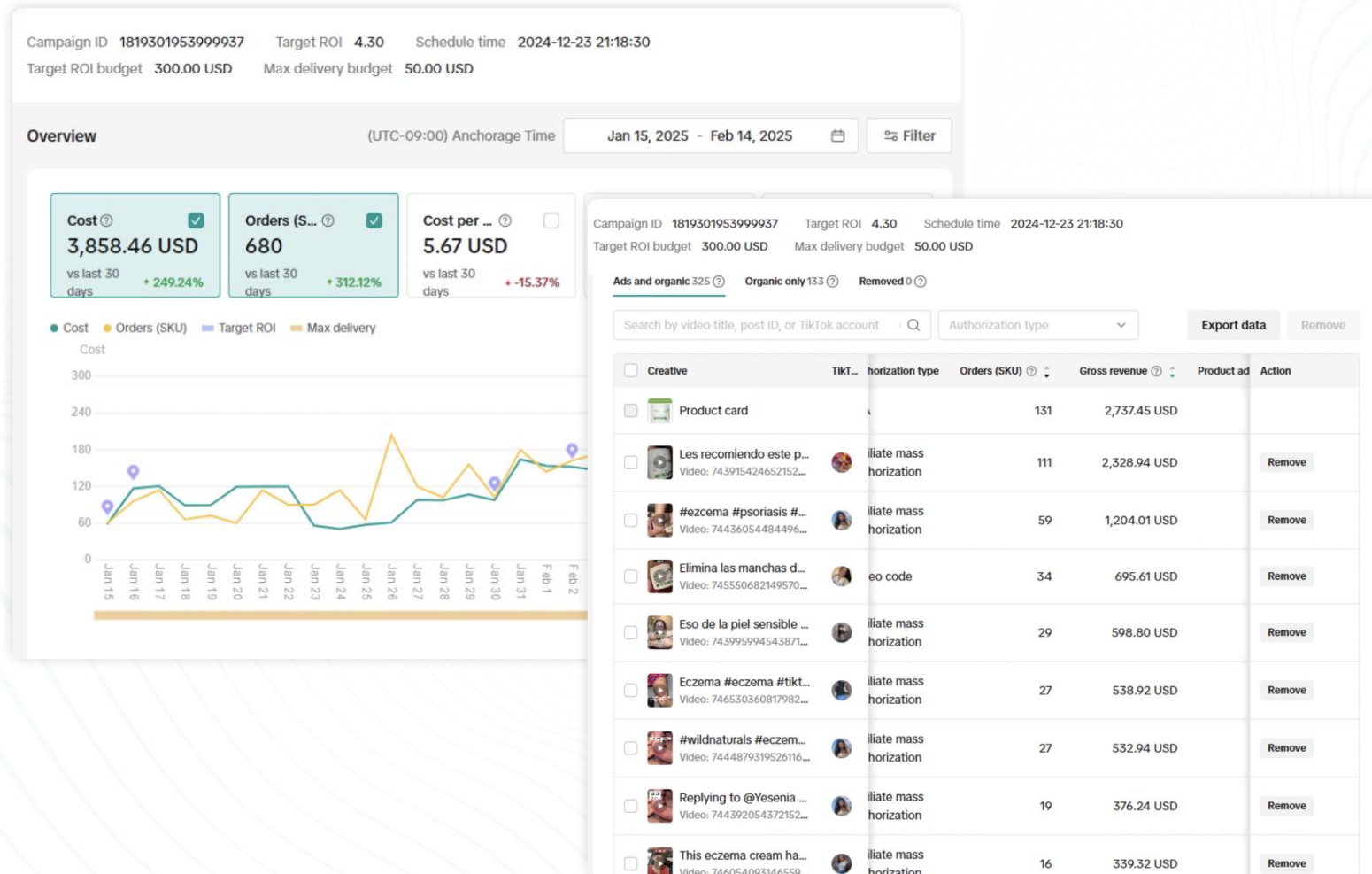
Video Post Date Filter:

Video post date: Start date - End date. All videos. All creators.

Video Information Table:

Video Information	Affiliate shop...	GMV	Affiliate items...	Shoppable v...
Les recomiendo este producto es un 10/10 @officialcooder Post time 10/10/2024	\$2.26K	\$2.12K	118	\$20.35
#eczema #psoriasis #eczema #eczema... @arastasiaartemio Post time 09/12/2024	\$1.21K	\$1.12K	61	\$20.24
Elimina las manchas de hongos en la piel #... @GJellysaw Post time 02/01/2025	\$824.34	\$604.78	43	\$19.63
#wildnatures #eczema #eczemaawareness... @arastasiaartemio Post time 05/12/2024	\$704.54	\$499.35	37	\$19.53
Eczema & Psoriasis Cream - Effi#eczema & ... @karenellert13 Post time 02/02/2025	\$661.06	\$429.13	34	\$20.01
Eso de la piel sensible si me la se# #pielsec... @jennyh2only Post time 21/11/2024	\$620.94	\$587.01	32	\$20.01
Eczema #eczema #tiktokshop @stafernandez02 Post time 24/01/2025	\$591.93	\$532.05	32	\$18.11
I love free shipping! #eczema #psoriasis #s... @slowcarbproteinlover Post time 23/01/2025	\$467.51	\$354.29	27	\$17.91

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:

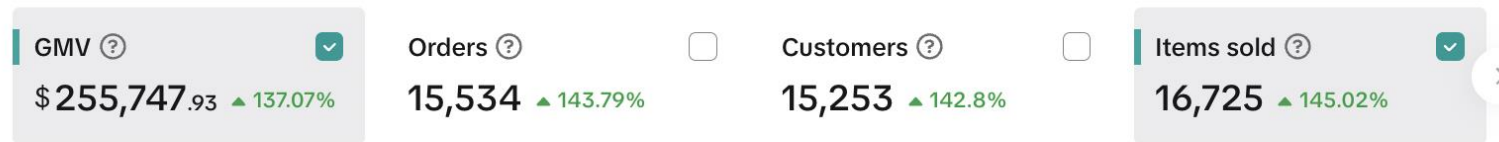
- Massive affiliate outreach campaign
- GMV Max ads monetization
- Optimized for low-cost acquisition
- Developed Brand Ambassador program

Results After 11 Months

- **\$255,747** monthly revenue at profit
- **5X** increase in Amazon sales
- **ZERO** ad spend!

Key metrics

Oct 06, 2025 - Nov 04, 2025 | Compare 2025-09-06~2025-10-05



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%

Case Study 5: Pet Accessory Brand



Challenge:

- Stuck at \$15K in GMV
- No clear content strategy
- Affiliate videos not performing sales

Strategy:

- Changed product focus
- Created a custom TikTok offer
- GMV Max ads monetization
- Optimized for low-cost acquisition

Results After 4 Months

- **\$95,530** monthly revenue
- Achieved with commission only Affiliate content

Key metrics

Oct 06, 2025 - Nov 04, 2025 | Compare 2025-09-06~2025-10-05

GMV ?

\$95,530.47 ▲ 25.85%

Orders ?

3,283 ▲ 11.97%

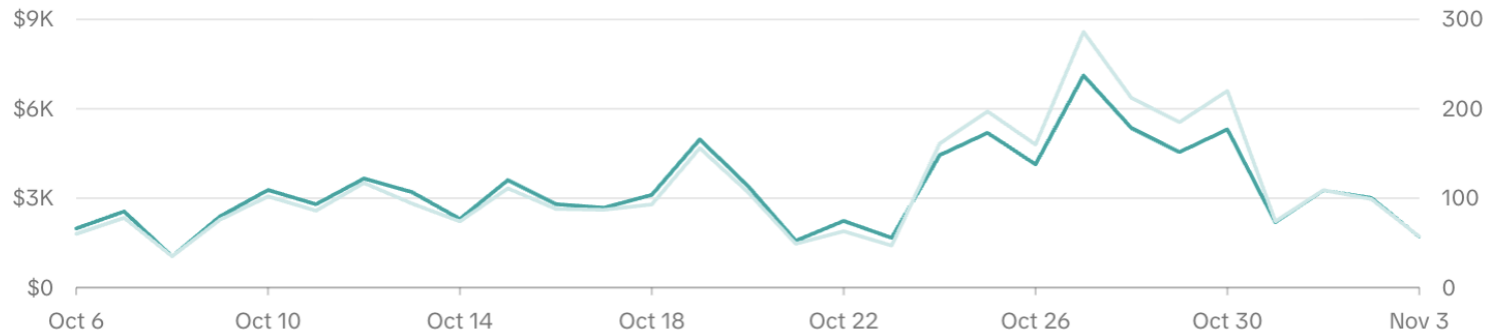
Customers ?

3,249 ▲ 12.19%

Items sold ?

3,610 ▼ 0.82%

— GMV — Orders



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



J 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.

B 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.

C 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!"