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## Q&A answers from TikTok webinars

### TikTok Shop 101: everything you need to know webinar Q&A

- 1. I have a UK LTD. but I am in Pakistan. Can I create a TikTok Seller account for my UK ltd while sitting in Pakistan?**

*Only UK residents with a UK IP address are able to register on TikTok Shop UK.*

- 2. Most of our items are personalised, but TikTok shop has a limited number of options when listing a product, how do we get round this?**

*Currently, TikTok Shop does not have features to support personalisation.*

- 3. How do you add the shoppable links to videos?**

*Once a registered TikTok Shop seller, the option to link products before posting a video or before you go LIVE will be visible.*

- 4. How does min basket size work vs. pricing for shipment?**

*Pricing for shipment is dependent on the shipping option you have chosen rather than the min. basket size.*

*Check out our Academy course on our [shipping options](#)*

- 5. We struggle with Brand Authorisation I have uploaded letters from suppliers and these are rejected can you help?**

*Ensure your documents comply with our policies by checking out our academy [here](#).*

- 6. Do you have means to directly contact TikTok support team - a phone number?**

*To get support from seller experts and the TikTok Shop team, you will need to join the Lark seller community <https://www.larksuite.com/paid/tiktokshop>. You will need to be a registered TikTok Shop seller as your Shop Code will be requested to gain entry.*

## **7. What are the CAPS fees?**

*Creator Agency Partners set their own fees and are dependent on the requirements from the seller.*

## **8. All my products are created by printify made to order. Will that be 4PL?**

*Printify would not be considered a 4PL and is currently not an approved connector for TikTok Shop UK. 4PL refers to our 'Shipped by Platform' option where TikTok Shop completes shipment using one of their couriers.*

## **9. Can you please talk about the fees?**

*TikTok Shop commission is currently 5% off all orders. For new sellers, if they complete a targeted mission in the Seller Center within 60 days of onboarding, your commission rate will be reduced to 1.8% for the next 90 days*

## **10. When uploading products, I had to download silk connector even though I had shopify. I still had to input weight, individual dimensions, etc. but each of my products are different so is there a way to make that process smoother?**

*Download the newly released TikTok app within the Shopify app store that will directly connect your Shopify store and your TikTok Shop.*

## **11. How can we find a connector from our own platform (shopify) to tiktok?**

*Check the Apps & Services tab under 'Growth Centre' in the Seller Center. There is a selection of connectors under the 'e-commerce management' drop down menu*

## **12. I have listed my products on TikTok, also I have attached videos. But I'm unable to get orders.**

*You're in the right place as we have a future webinar all about content creation, so stay tuned!*

## **13. On Lives, you get quite a few young viewers - inappropriate activity, therefore would like to limit access**

*Before you go LIVE, under 'Settings' switch on the 'Audience Controls' option to limit it to those 18 and older.*

## **14. If you sell to the UK and also Ireland - is there capacity to reach the audience in ROI?**

*TikTok Shop UK currently does not operate in ROI*

**15. So UK sellers cannot target the USA? This is a huge demographic for my product**

*Producing non shoppable content can still help your visibility to users outside of the UK, that's why we suggest having your own website linked in your profile*

**16. When I am outside the UK is there any way I can see the content that I would see if I was in the UK?**

*Only non shoppable content is visible from outside the UK*

**17. Can you set up a subscription for orders or is it one off purchases only?**

*We have subscriptions in place for accounts, so brands can give their subscribers special content/ products/ discounts but there is currently no subscription model for orders*

**18. I have an alcohol brand, if I list other merchandise on TikTok shop is there a way I can promote/direct buyers away from TikTok to purchase the alcohol?**

*This would be recognised as 'redirection' which is not permitted for TikTok Shop sellers and may result in violations against the seller.*

For any TikTok Shop account issues, please use the [Academy](#), raise a [ticket](#) within the Help Centre or chat directly with a [live agent](#) all found within the Seller center.

# How to grow your health & beauty brand on TikTok

## 1. Right now my 'For You feed' is nothing I want to see, how do I help TikTok feed me things I actually like?

Check out this article to find out more about how the ForYouYou page works <https://newsroom.tiktok.com/en-us/how-tiktok-recommends-videos-for-you>

## 2. How can I keep up with the beauty trends - is there somewhere we can see what's coming?

Creative Centre is a great tool for keeping an eye on trends! And just using the app itself to watch what other brands are doing <https://ads.tiktok.com/business/creativecenter>

## 3. What is an example of a violation?

More info on our community guidelines (<https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>) and Ad Policy (<https://ads.tiktok.com/help/article/tiktok-ads-policy-ad-format-and-functionality?lang=en>)

## 4. Why does TikTok remove mainstream sounds from the search when trying to add a trending sound to a video?

Find out more information on our commercial music library <https://www.tiktok.com/legal/page/global/commercial-music-library-user-terms/en>

## 5. What is the best way to find a trending sound to use if I can't add the sound onto a video?

Check out the creative centre for top trending sounds and top sounding commercial music library sounds <https://ads.tiktok.com/business/creativecenter/inspiration/popular/music/pc/en>

## 6. I know this webinar focuses more on the beauty industry, but I work for a mobility aid company that sells bespoke grab rails, we are wanting to get our business known and grow our following. I think using influencers may help with this- I know in the beauty industry this is definitely the case. is there any kind of forum to find TikTok influencers for specific topics such as disabilities?

For creators I would recommend checking out the creator marketplace (<https://creatormarketplace.tiktok.com/register>) or you could try find agencies who work with creators who focus on diversity&inclusion who may be able to point you in the right direction

**7. Can you link the TikTok shop to your own website? Can orders go from a warehouse or distributor?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>*

**8. We use Wix for our website, is this something that can be linked?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>*

**9. Our dermaplaning products cannot be sold now on Tik Tok Shop. Can we find out why?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>*

**10. Do Tiktok warehouse the product and fulfil directly from orders made in the Tik Tok shop?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>*

**11. Is it common to see that discounted products will sell more?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>*

**12. Do you have to fulfil through Tik Tok shop when starting out or can you use your own fulfilment choices?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>*

**13. Where can we learn more about getting set up on TikTok shop?**

*Check out TikTok Shop Academy to find out how you can set your business up on TikTok Shop and for more information on content guidelines <https://seller-uk.tiktok.com/university/home>  
You can find more information on GS1 UK's TikTok hub [here](#).*