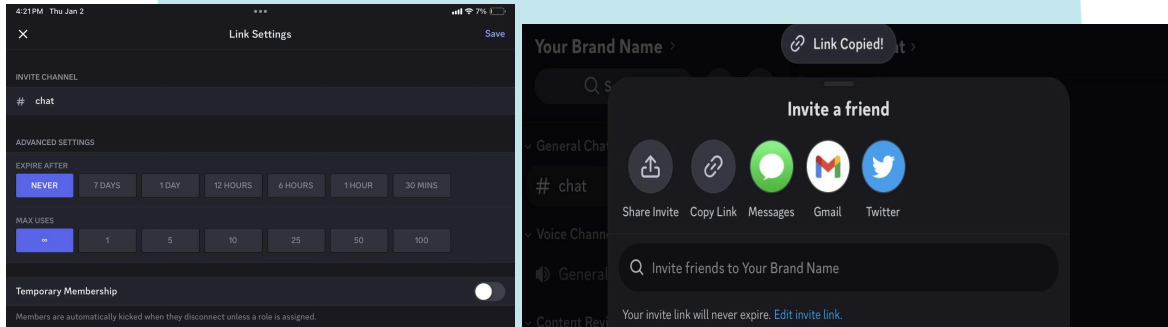




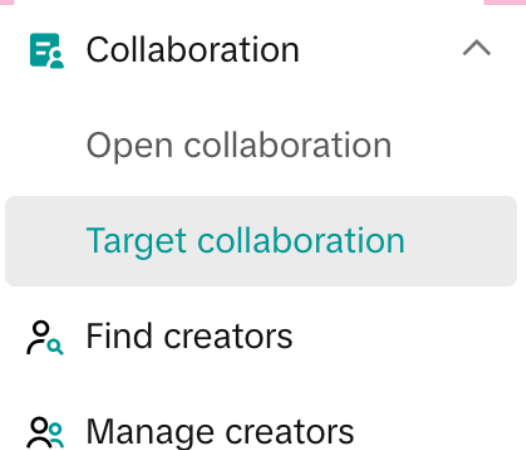
This is how you build a community of TikTok Shop Affiliates for your brand

1. Build a discord server that looks just like this. If you've never touched discord, it will take ~15 minutes to figure out. No matter your opinion on discord, it is what affiliates are using.

2. Copy the discord invitation link. Ensure the link settings are set to never expire.



3. Filter the 100,000+ affiliates by performance & send a TARGET COLLABORATION invite



see example below

Contact info

Share your contact info so invited creators can reach out with questions.

*** Email Address**

info@hypetok.com

Phone

US +1 7867374390

Message

Send a message to introduce yourself and share a bit about why you're excited to collaborate.

Insert creator username ?

FREE tiktok shop affiliate community! Enjoy access to PAID brand deals, product launches, content training, our brand story & more. After looking at your account, we think you are a great candidate for being early & successful with this brand. See you in our community!

Copy & Paste this into your browser to join!

<https://discord.com/invite/ff6>

347/500

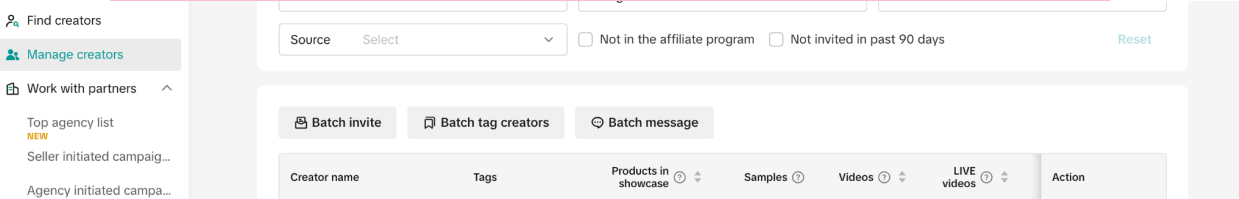
QR CODE IS FOR LATER

4. Make a QR code with your discord link & design a graphic that looks like this.



5. Post the discord invite photo on your tiktok story everyday with trendy music. Also, post your best affiliate content on your tiktok story every single day.

6. **Batch Message** all of the creators you target invited & include the discord photo.



message example below

Create message

Product cards
 Include products that are most likely to interest creators to start a conversation.

Image
 Include an image with text. This could contain info about your shop, and other details about collaboration at a glance.

Title

FREE Community w/ Brand Deals & Content Training 48/50


Message

FREE tiktok shop affiliate community! 🎁 Enjoy access to PAID brand deals, product launches, content training, monthly training calls, learn our brand story & more. See you there!

181/500

Image

JPEG or PNG less than 5MB.



NOTE: you can only send photos via creator messages. That is why you can **only** send the discord link in the target invitation.

The average affiliate gets 150+ free sample invites per day. The response rate can be low when reaching out to affiliates. To combat this, you just need to change your value proposition. If you offer money or community access in the first sentence, your response rate will change. Simply shop for the affiliates you want to work with & access them directly. Affiliates are used to being told that community access costs money. Offering value in your affiliate community is an asset you should view in the same category ad spend budget up to over the next decade.

Now you are wondering how to manage your community. First, you really need to be a quality brand. If you have a couple hundred alibaba units you are better off offering affiliates money in the first sentence of your invite instead of community access. If you are an established brand or have the budget of one, then you can definitely offer enough value to keep creators engaged.

To build & nourish your community, you can do it yourself or hire 1 - 2 VA's. Give VA's affiliate management access on tiktok shop & admin access to your discord channel. You can find & train VA's to do this using platforms like upwork or I can introduce you to the VA's that I've already trained. Your VA's will handle the entire affiliate outreach & discord funneling process so that you & your team can focus on strategy & implementation.

Discord Channels Explained:

Your VA's can help with the following channels: **Successful Videos & Chat moderation**

You or your team **need** to be involved in the community. Your VA's can handle the tedious tasks, but you can **not** expect them to operate a methodical community.

Successful Videos: Your VA's will copy the link of the successful affiliate ads & send them into this channel. This will show your community of creators what works & help them improve their content. You can also send successful ads from other products here to spark ideas for your product's ads.

Chat: Your VA's can reply to common asked questions as per the script that you will provide them. They can also handle any pressing issues or get a hold of you if it's out of their wheelhouse.

Content Review: Your affiliates can send in their videos & you can record a loom breaking down the pros & cons of their video. Just make sure you actually understand what goes viral on TikTok before you do this. Offering this gives serious value to your affiliates & your community.

Product Launch: You are obviously creating hype around your future launches so that you have educated affiliates on day 1 when it's time to promote. You can even develop closer ties to affiliates so they can have content ready on day 1.

Sample Signups: Include a google form that allows affiliates to submit information to receive samples

Contact Our Team: Include your external contact info (email, etc)

Voice Channels: We never use this. You can host group calls & send voice memos here

Implementation: To use your community effectively, you need to realize that tiktok shop is adding an ongoing human element to ecommerce that hasn't existed before. Most of the TikTok Shop agency monetization is through selling you access to creators. By having your own community of creators, your brand is better positioned to succeed in house over the next decade. If you are truly providing value, your community will be shared within the affiliates & grow exponentially.

You can use this community to hire hourly LIVE hosts or pay your affiliates per video they upload. Think about it like this- a boutique might pay a cashier to handle 30-40 customers per hour at best. Picture live hosts as a skilled cashier, only they have the potential to host thousands of customers instead of the predictability of an in person store. Yes, the idea of paying someone hourly for live streaming is new, but just picture them as a digital cashier & your perspective may change. You can also pay per video your affiliates post, just make an outline about the desired content or let trusted affiliates use their creativity. You can also host a weekly/ monthly zoom call & offer free products or even cash to those that attend.



This e-book is the opinion of our organization based on metrics that have worked successfully as of 1/7/2025. Check back for revisions.

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