

# KAJA BEAUTY'S BREAKTHROUGH ON TIKTOK SHOP WITH SILK



Website URL: <https://kajabeauty.com/>

TikTok Handle: <https://www.tiktok.com/@kajabeauty>

Kaja Beauty, a popular Korean makeup brand, originally started in the heart of Seoul, Korea. Its name stems from the Korean word "ka-ja," translating to "let's go" and Kaja Beauty's mission is to spread the newest makeup innovations the brand has to offer. Expanding its initiative even further, Kaja Beauty launched its business on the hottest social media marketplace, TikTok Shop, in the United States.

Upon launching its TikTok Shop, Kaja Beauty brought its products to the fun and engaging platform where influencers and buyers could easily purchase the brand's makeup products. To explore further growth and expansion of its TikTok Shop, Kaja Beauty partnered with Silk and our team of TikTok experts to reach new heights. Leveraging our team to implement and install Silk's TikTok Shop Connector, Kaja Beauty was able to seamlessly sync its website to TikTok Shop for easy business and channel management.

## HOW SILK SUPPORTS KAJA'S SUCCESS

- Full Management of TikTok Shop Affiliates
- Booming Growth in Best Selling Products on TikTok
- Complete Polishing of Product Pages
- In-Depth Consultation on Successful Content Creation Methods
- Start to Finish Support on Marketing Campaigns
- Seamless Integration Between Shopify and TikTok Shop



**118K+ INCREASE**

in New Followers



**230% INCREASE**

in Monthly GMV\*



**400% INCREASE**

in Ordered SKUs\*



**340% INCREASE**

in New Buyers\*

\* Compared to Previous 1  
Month Period

## FULL RUN-DOWN ON THE AFFILIATE PORTAL

Leveraging TikTok Shop's Affiliate Portal, Kaja Beauty partnered with Silk to understand, manage, and conduct outreach to different influencers that matched the brand's aesthetic and identity. With a large volume of TikTok Shop Affiliates to invite and review requests daily, Silk's TikTok Affiliate Experts were able to determine the best Affiliate strategies, commission rates, and influencers to run a successful Affiliate program. Silk's team of TikTok experts took the initiative to communicate and work with Kaja Beauty's Affiliates, process sample requests, and invite creators to promote the brand's products. As a result of running a successful affiliate management program, Kaja Beauty's Affiliates now contribute to 23% of its GMV on TikTok Shop.



### SILK'S AFFILIATE MANAGEMENT FOR KAJA BEAUTY:

- Best Strategies for Selling:
  - Shop, Open, and Targeted Plans
- Affiliate Outreach and List Comparison
  - Matching Best Fit Creators, Inviting, and Approval of Sample Requests
- Daily Content Tracking per Affiliate

## BOOSTED SALES AND GROWTH ON TIKTOK SHOP

Kaja Beauty is known for its unique packaging and exceptional product quality. Taking note of the brand's best-selling hero products, Silk was able to provide the strategies necessary to highlight and boost sales further for top products including:

### **JELLY CHARM LIP AND BLUSH GLAZED KEYCHAIN STAIN**



**32% INCREASE**

in GMV from new buyers through affiliate content contribution

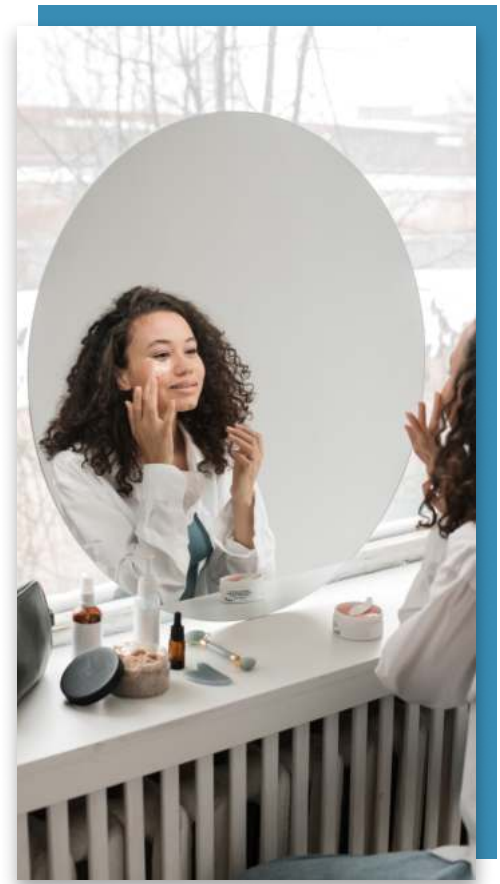
### **JUICY GLASS INSTANT HYDRATING AND PLUMPING LIP OIL**



**11% INCREASE**

in GMV from new buyers through affiliate content contribution

After implementing key strategies to better promote its top products, Kaja Beauty saw a 728% increase in GMV on its best-sellers, skyrocketing its revenue.



## CREATIVE AND COMPREHENSIVE CAMPAIGN SUPPORT

Kaja Beauty's kickstart to its beauty campaign was essential to its new TikTok Shop launch. After being invited to this exclusive campaign on TikTok, Kaja Beauty needed to strategize on its top SKUs and products to successfully promote the brand to its target audience. Researching and understanding the brand's aesthetic, Silk was able to pull Kaja's top products and compare the SKUs to top competitors involved in the campaign.

After strategically spotlighting over 20+ products and highlighting its top selling 5 hero products at the beauty event, Kaja Beauty was able to successfully promote its products and reach its target audience. Silk's integration team also provided unwavering support throughout the duration of this beauty event by ensuring that each of the products successfully launched on TikTok with seamless inventory and product detail synchronization.

# ENHANCED PRODUCT DESCRIPTIONS FOR HIGHER CONVERSION RATES



## BEFORE ENHANCING PRODUCT DESCRIPTIONS

With plain text and short descriptions on TikTok Shop, Kaja Beauty's product detail pages (PDP) did not reflect the brand's main aesthetic and mission. Understanding that TikTok Shop's platform places recommended products at the bottom of the Product Description page, it was easy for potential buyers to roam the Shop and click through competitors' products instead.



## AFTER ENHANCING PRODUCT DESCRIPTIONS

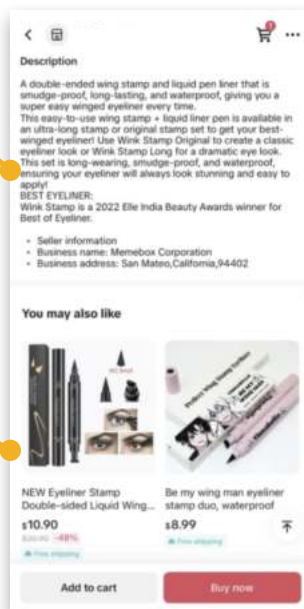
With Silk's team and robust Connector that allowed for newly enhanced images, Kaja Beauty's old Product Descriptions were swapped with beautifully designed product images and bold text that allowed the brand's identity to shine through. By taking old product descriptions and revamping them into eye-catching images, this showed proven results on keeping customers within the brand's product's page and away from competitors.

### OLD PDP

### NEW PDP

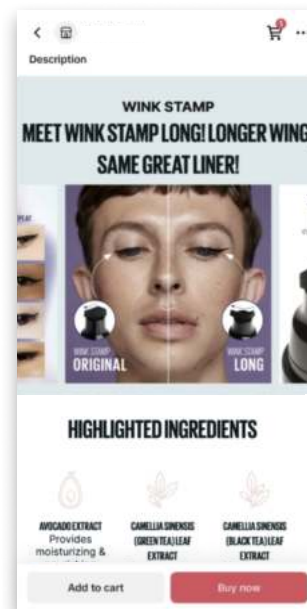
PLAIN TEXT

VISIBLE COMPETITORS



CUSTOM IMAGES

COMPETITORS AREN'T VISIBLE



## LOOKING AHEAD AT KAJA BEAUTY'S SUCCESS

Leveraging a winning combination between Connector by Silk and Silk's TikTok services, Kaja Beauty had an explosive breakthrough on TikTok. Silk's Connector empowered the brand to streamline its operations by providing the Kaja Beauty team with a centralized location for managing all its TikTok Shop orders, product synchronization, and other logistics. To meet the brand's unique requirements, Silk expedited the deployment of a pricing plugin that would allow the brand to leverage custom pricing and discounts on TikTok Shop.

By implementing key growth strategies on TikTok and improving areas including affiliate management, product descriptions, content creation methods, and more, Kaja Beauty saw a substantial increase of 4.4K% in creator produced videos and 6.1K% increase in shoppable videos, leading to increased sales and revenue on the platform. Looking ahead, our TikTok team will continue to support Kaja Beauty on its various TikTok initiatives and introduce new service areas including LIVE shopping into Kaja Beauty's marketing strategy to further fuel the brand's success on TikTok Shop.

Silk takes great pride in its close partnership with Kaja Beauty throughout all of its TikTok Shop endeavors and will continue to provide unwavering support from both the back-end and front-end of TikTok.

“If we were to partner with anyone for TikTok Shop, it would be Silk. We trust you all as a team.”

- Kaja Beauty Team



## ABOUT SILK

Aside from [Connector by Silk](#), we are a full digital agency dedicated to helping your business grow on TikTok. As TikTok's #1 integration and agency partner, our core values are deeply rooted in helping sellers boost performance, increase sales, and grow on the platform.

