

DRINKMATE GAINS MORE VIEWS AND OPTIMIZES SHOP OPERATIONS WITH CONNECTOR BY SILK ON TIKTOK SHOP



WEBSITE URL: <https://idrinkproducts.com/>

TIKTOK HANDLE: <https://www.tiktok.com/@drinkmateofficial>

ECOMMERCE PLATFORM: Shopify

As a leading seller of at-home soda makers, Drinkmate aimed to expand their business to all carbonated-drink lovers by launching on TikTok Shop, where social media meets eCommerce. Partnering with Silk's team of TikTok Shop experts, Drinkmate successfully onboarded onto TikTok Shop with Silk's support in managing their Seller Center. As a full digital agency, Silk ensured that Drinkmate's Shopify website was seamlessly synced with their Seller Center for optimal product and order management while providing strategy, training, and creative insights on growing their sales and TikTok account.

AT A GLANCE

- Full Onboarding & Management onto TikTok Shop & Connector
- Optimized Content Creation Strategies
- Black Friday Cyber Monday (BFCM) Campaign Strategy
- Product Description Enhancements
- Detailed Analyses of Account Logistics



+474%

Video Views



+1,039%

Average Video Likes



+255%

Profile Followers

THE TIKTOK SHOP EXPERIENCE

Understanding that the “Food & Bev” category was a growing opportunity for sellers on TikTok Shop, Drinkmate was quick to secure their spot in the marketplace. Being completely new to the US TikTok Shop platform, Drinkmate leveraged Silk’s support and partnership for expert advice, custom strategies, and comprehensive shop management.

SYSTEM MANAGEMENT & SYNCHRONIZATION

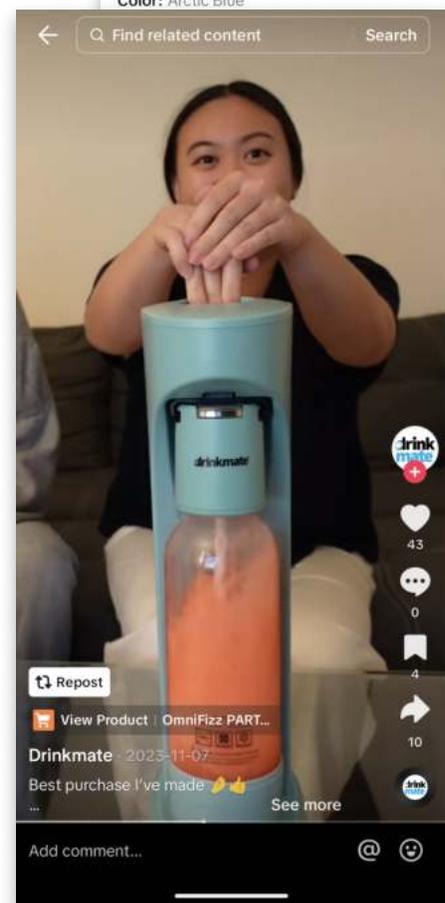
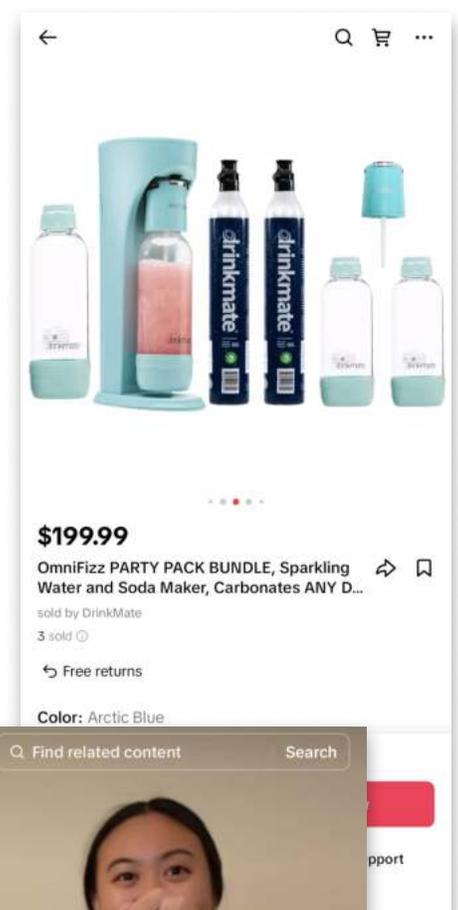
Leveraging Silk’s Connector, Drinkmate’s brand was able to upload, synchronize, and optimize their top products on TikTok Shop with an automated approach. As Silk’s partner, Drinkmate got started with the Connector quickly and seamlessly synced their products from their Shopify website to TikTok Shop with easy sync rules while managing orders and fulfillment from one location. Launching on TikTok Shop for the first time, Drinkmate heavily relied on Silk’s team of TikTok experts to guide, train, and manage the brand’s Seller Center in order to fully onboard onto the platform.

SELLER CENTER OPERATIONS FOR DRINKMATE:

- Getting Products Live & Active on TikTok Shop
- Upload & Approval of Certifications on TikTok Shop
- Expert Product Strategies for Promotions
- Managing Shop Health, Shop Operation, & Product Optimization

CONTENT CREATION

With Silk’s in-house content creation team, Drinkmate was fully equipped and ready to kick-start their launch and be included in TikTok’s BFCM Sale. From running a full TikTok analysis and performing a TikTok audit to drafting and creating content, Silk’s content team was able to increase Drinkmate’s number of video views by +300%, leading to a sales increase of +400%. With a custom content calendar, our strategic team supported Drinkmate’s growth by adjusting posting times, captions, and more to garner a larger audience on the For You Page.



FULL TIKTOK SHOP OPERATIONS AND SUPPORT



CONTENT CREATION + BFCM CAMPAIGN

To optimize Drinkmate's success with their Black Friday campaign, Silk provided end-to-end support, including registering the company and their products, strategizing optimal times for posting, pushing out content for their target audience, and more.



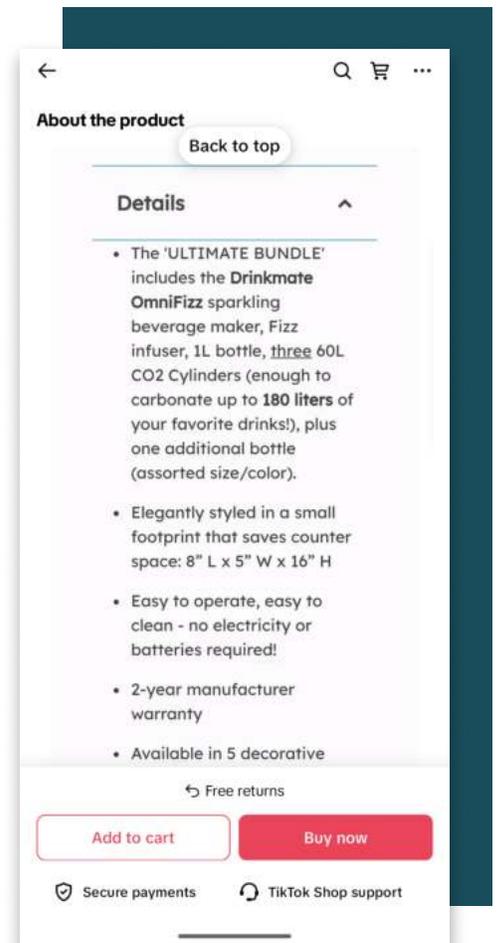
PRODUCT DESCRIPTION ENHANCEMENT

With Silk's expertise on Products and TikTok's optimization strategies, our team created beautifully designed product descriptions for Drinkmate's top selling SKUs to increase conversion rates and boost overall sales.



TRACKING & ANALYSIS

After onboarding onto both the Connector and TikTok Shop, Drinkmate's Seller Center is kept on track with completed orders and a healthy Shop Score. Dedicated account managers and Silk's ongoing support team consistently tracks all movement in Drinkmate's account to keep operations running smoothly.



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 and grow on the platform.