

shop *your* likes x  TikTok

Affiliate Strategy Guide

*How to Monetize
Your Content and
Maximize Reach*



Table of Contents

3	Why TikTok?
4	Setting Up Your TikTok Profile
5	TikTok Content Formats
6	Content Ideas That Drive High Earnings
7	How the TikTok FYP Algorithm Works
8	How to Increase Views + Reach
9	How to Share Links on TikTok
10	What Links to Use with Link in Bio
11	How to Monetize Without Link in Bio Access
12	How to Increase Link Clicks + Conversions
13	How to Measure Success
14	ShopYourLikes + TikTok Linking Process
15	Need Support? We Can Help

Why TikTok?



TikTok is one of the most powerful platforms for discovery and when paired with ShopYourLikes, it becomes a game-changing channel to turn content into earnings. With its viral potential, engaged users, and fast-paced format, TikTok offers creators the chance to reach entirely new audiences and drive real results.

Even if you're already thriving on platforms like Instagram or Facebook, diversifying your presence is essential to building a scalable and sustainable creator business.

This guide will show you exactly how to use TikTok and ShopYourLikes to create engaging content, share shoppable links, and start earning more from every post.

Let's get into it!

Setting Up Your TikTok Profile

Optimizing your TikTok profile is key to driving growth and affiliate success. It helps you create a search-friendly and clear bio that tells your audience exactly who you are, what kind of content they can expect, why they should follow you, and where to shop your links. A strong profile builds trust, encourages engagement, and turns views into earnings. Here's how to get the most out of your 80-character bio.

1 Profile (Display) Name

- Use keywords that describe your content and account to make it searchable.
- Keep it short and keyword-rich.

2 Username (@handle)

- Avoid lots of underscores or numbers
- Keep it consistent with your other social channels for easier recognition.

3 Bio Line 1 + 2: What You Post + Value Hook

- This helps with TikTok SEO and describes your content - use strong keywords.
- Share why someone should follow you.

4 Bio Line 3: Call-to-Action

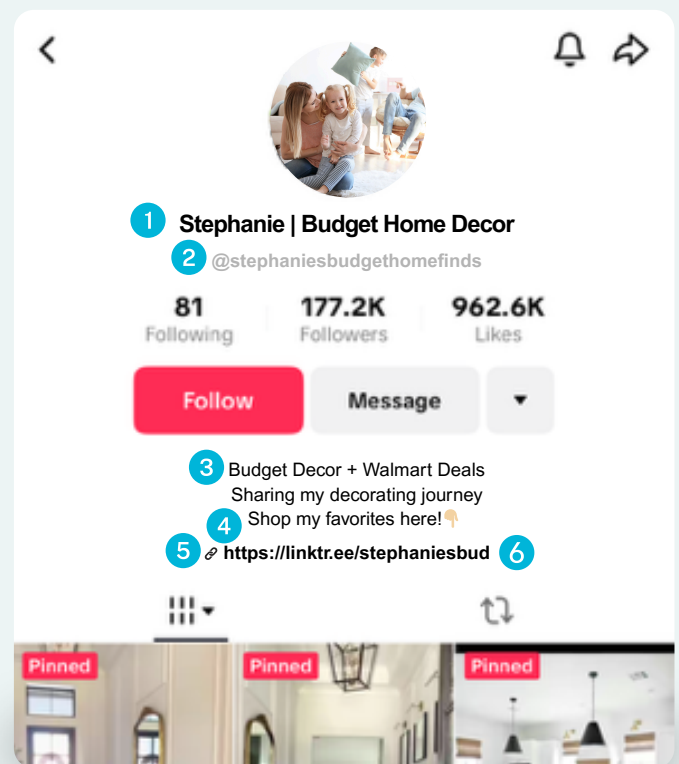
- Make it clear your link is clickable to shop your content and top products.

5 Link in Bio

- Only available if you have 1K followers or more.
- Tap **Edit Profile**, Scroll to **Links**, Tap **Website**, then paste your link.
- Add your ShopYourLikes Storefront or Collections link, or use a multi-linking tool like Linktree.

6 Add Other Social Channels

- Link Instagram or YouTube: Tap **Edit Profile**, Scroll to **Links**, tap **Add** on IG or YouTube and **connect your account(s)**.
- Social channel links will show within the link in bio, even if you don't have link in bio access.



TikTok Content Formats

TikTok has a variety of content formats to engage your audience and share your curated finds. Each format offers a unique way to showcase products, drive clicks, and earn affiliate income with ShopYourLikes. Leveraging the right mix of content can help you reach more viewers, increase engagement, and boost your earnings.



Videos

Videos are TikTok's core format. Ideal for hauls, reviews, tutorials, and storytelling. Post longer videos to build trust, share value, and show your personality.



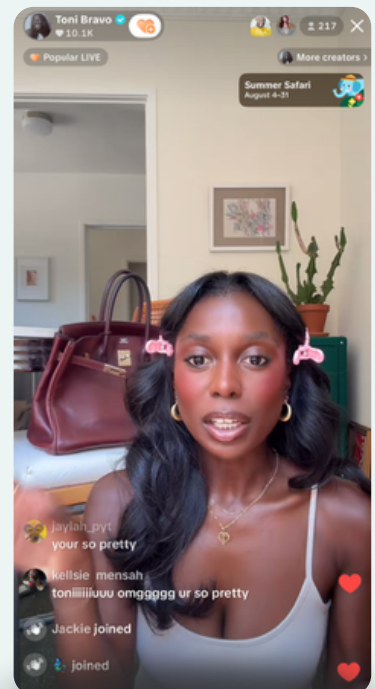
Image Carousels

Image Carousels let viewers swipe through multiple photos. Great for product roundups or sharing multiple deals/sales happening.



Stories

Stories are 24-hour posts perfect for sharing limited-time deals, daily steals or promoting recent posts.



Lives

Lives let you connect in real time. Ideal for product demos, hauls, and urgent sales. Great for driving engagement and instant action.

Note: Only some users have access to Link Stickers for sharing affiliate links in Stories, and you'll need at least 1,000 followers to go live on TikTok.

Content Ideas That Drive High Earnings



Shoppable + Deal-Focused Content

- Green screen behind you sharing deals, products, or what's in your cart
- Deals of the week/weekend
- Share shopping hauls or recent finds
- Share what you're shopping or what's on your wishlist every season
- Carousel roundup of what's in your cart, gift ideas, or products you're loving



Product-Focused Reviews + Demos

- Product review, "see it in action", or unboxing videos
- Ranked favorites: My Top 5 _ _ _
- Favorites of the month video
- "This or that" comparison, or designer vs affordable option video
- Life hacks or fun tips that involve products you can link to



Lifestyle, Vlogs + Personal Content

- Vlogs, day in the life, or in-store shopping videos
- "Facetime," "chat with me," or "story time" videos
- Get ready with me (#GRWM) beauty, or outfit of the day (#OOTD) style videos
- Recipes or tutorials



Home Decor + DIY Renovations

- Room or house tour
- Backyard or patio transformations
- Before and after videos
- Pantry and fridge restock/organization videos
- DIY Projects

How the TikTok FYP Works

The For You Page (FYP) is TikTok's main discovery feed and your best chance to reach new audiences. Powered by TikTok's algorithm, it shows content based on each user's interests and behavior—whether they follow you or not. Understanding how it works helps you create content that drives visibility, engagement, and growth.

Here's what TikTok's algorithm looks at when deciding which videos to show:



Engagement Signals

Videos with strong watch time, likes, comments, and shares are more likely to be pushed to more users. The longer people stay on your video, the better.



Video Information

Keywords in captions, hashtags, and sounds help TikTok understand what your video is about and who it's for.



User Behavior

TikTok curates each FYP based on what users interact with so your content is more likely to reach people who engage with similar content.



Device and Account Settings

Language, location, and device type have a small influence on what shows up in someone's feed.

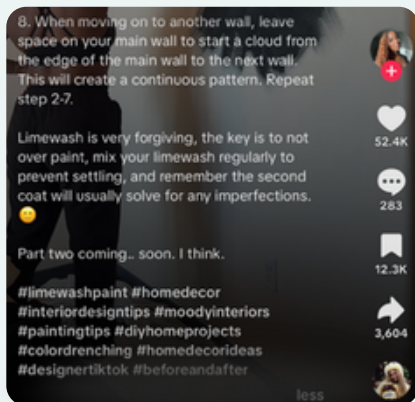
How to Increase Views + Reach

To boost reach and engagement, stay tapped into TikTok trends. Content that feels current and relevant is more likely to land on the For You Page.

TikTok's algorithm favors content relevance over follower count, so even smaller creators can go viral by consistently posting engaging, trend-aware videos.

Here are three ways to increase your reach:

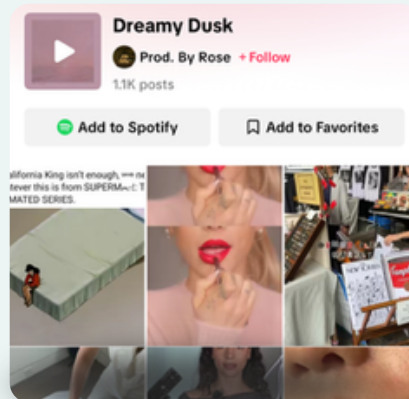
Keywords + Hashtags



Write keyword-rich captions and add 3-5 hashtags in your captions to help TikTok understand what your content is about and knows who to show your content to.

Combine niche terms with trending topics to boost discoverability and reach the right audience.

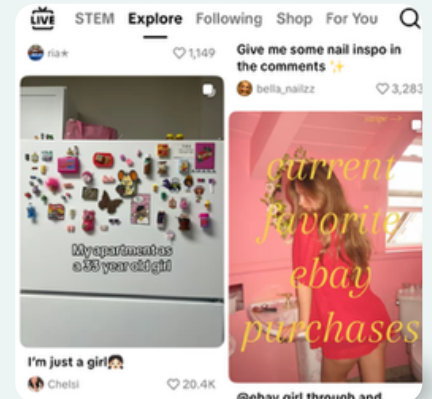
Trending Sounds



Use trending audio to boost discoverability. TikTok favors videos with popular sounds.

Add music/sounds directly in the TikTok app (not via CapCut or other editing tools) so the algorithm recognizes it.

Latest Trends



Stay on top of trends, memes, and pop culture moments. Creating content around what people are searching or talking about boosts visibility. The earlier you join a trend, the more audiences you'll reach.

Search Explore tab or #trendalert to find the latest trends.

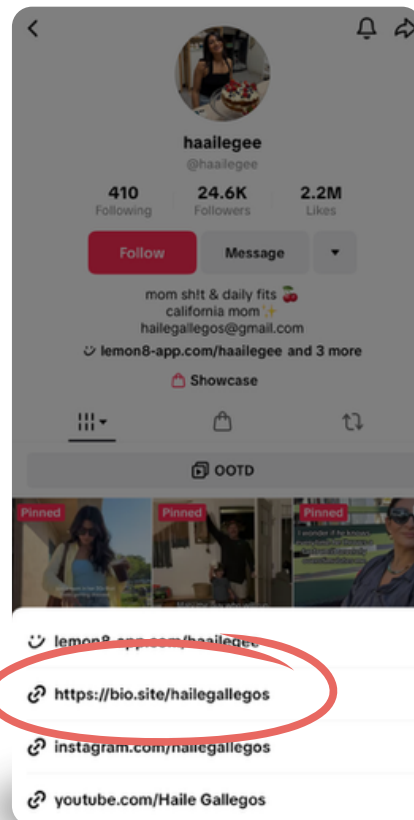
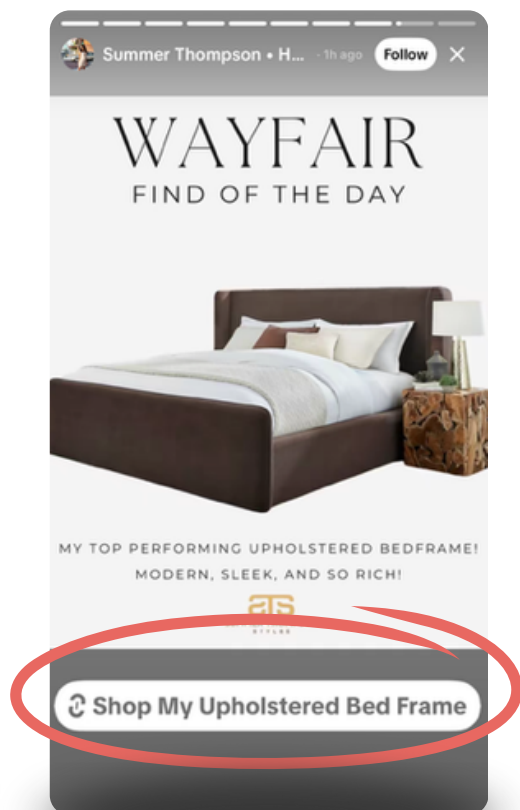
Pro Tip: Check out the [TikTok Trend Discovery Dashboard](#) to see what hashtags, sounds, and videos are trending!

How to Share Links on TikTok

Link in Bio

One of the main ways to monetize on TikTok is through your link in bio. This clickable link is your gateway to driving traffic to affiliate products, storefronts, or Collections.

TikTok allows creators to add a link in bio once they reach 1,000 followers, so growing your audience is key.



Link Sticker in Stories

TikTok is testing a new feature that lets users add external links to Stories using Link Stickers (similar to Instagram).

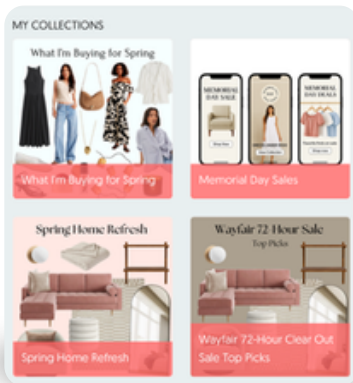
To check if you have access:

Go to your profile, tap the blue (+), select your content, tap the Sticker icon, and look for a "Link" option. If it's missing, the feature isn't available to you yet.

What Links to Use with Link in Bio

Your TikTok bio is valuable real estate, so use it strategically. ShopYourLikes offers multiple link options, each serving a different purpose depending on your content strategy. Choosing the right link can significantly impact clicks and conversions, so be intentional with what you feature.

ShopYourLikes Storefront Link



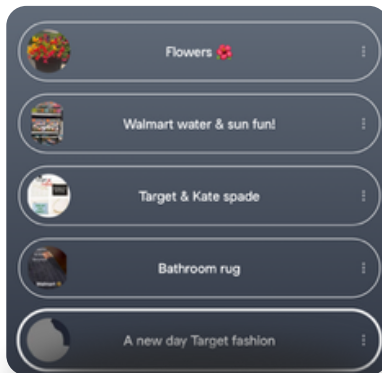
Link to your Storefront to give followers access to all your Collections in one place. Think of this as your “always open” storefront.

ShopYourLikes Collections Link



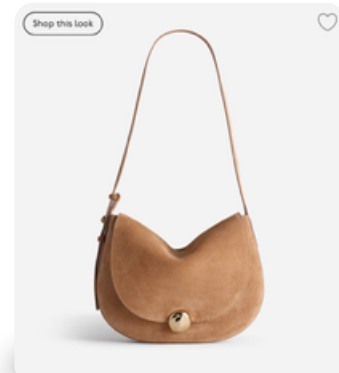
Share a Collection of items from a popular or viral video. Use a screen grab as the cover image so it's easy for followers to find.

Multi-Linking Site



Use a multi-link site to house all your ShopYourLikes links in one place. Linktree, Campsite, and Beacons are popular options.

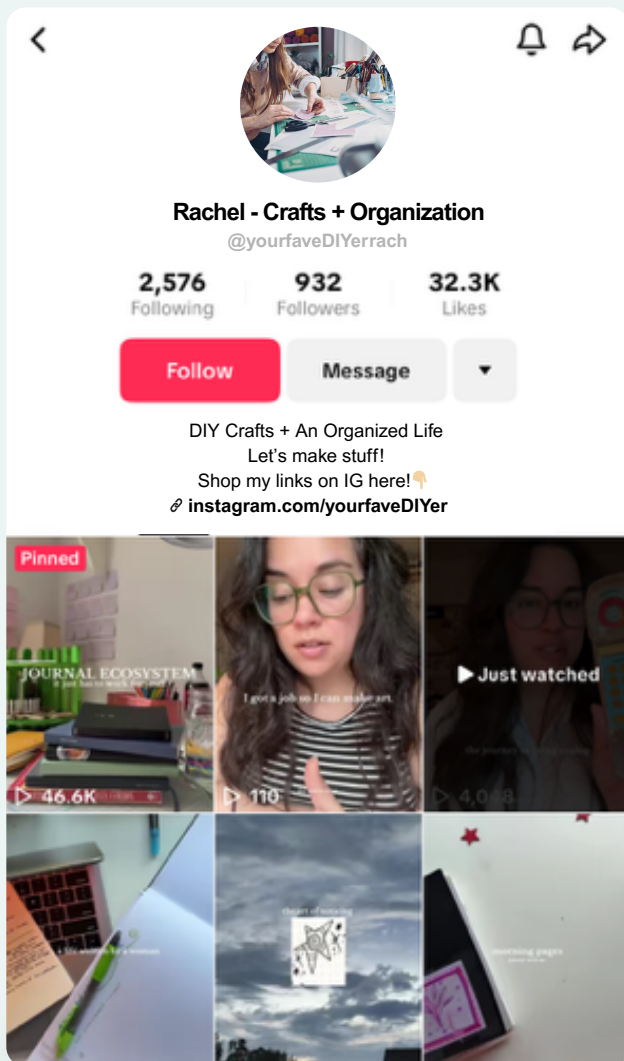
ShopYourLikes Product Link



Link to a single product featured in a viral or frequently asked-about video.

How to Monetize Without Link in Bio Access

If you don't have access to a clickable TikTok bio link yet, you can still drive traffic by connecting your Instagram and/or YouTube accounts to your profile. TikTok allows all users to link these platforms, giving your audience a clear, clickable path to shop your content on other channels.



To Add Instagram or YouTube to Your Profile:

- Go to your TikTok profile
- Tap **Edit Profile**
- Select **Links**
- Tap **Add Instagram** or **Add YouTube**.

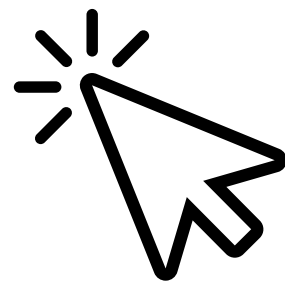
Best Practices:

Mention it in your TikTok content: Use your video content, captions, bio and comment replies to direct viewers to your IG or YouTube to shop:

- "Shop my links on IG!"
- "Check my YouTube About section for the link!"

Make sure to add your ShopYourLikes links to those social channels so your followers can easily shop your picks.

How to Increase Link Clicks + Conversions



Since TikTok doesn't allow clickable links in most content formats, using strong calls-to-action to guide viewers to your link in bio is key to driving affiliate traffic and earnings. Here's how to do it effectively across your TikTok content.

Content:

Use natural call-to-actions in your video to guide viewers to your profile, either by speaking directly to the camera, in a voiceover, or adding text on screen. Avoid the exact phrase "link in bio," as TikTok may deprioritize it. Instead, use phrases like "You can find it in my profile" or "Linked in my profile" to keep your reach strong.

Captions:

Include short call-to-actions in your post captions such as "Shop them in my profile". Keep it concise, clear, and aligned with your video content to reinforce the message.

Comments:

Use the comments section to reinforce your call to action. Comment on your own video with a reminder like "Shop it in my profile!", or paste the actual link to the product, your ShopYourLikes Storefront, or Collections.

Note: *links aren't clickable in comments, but viewers can copy and paste them into their mobile browser.*

Try alternating between text-only call-to-actions and pasted links when replying to comments to avoid repetition, boost engagement, and see what drives more clicks.

ShopYourLikes + TikTok Linking Process



Create (or repurpose) content to post on TikTok.



Write a caption with a clear call-to-action, strong keywords, and 3-5 relevant hashtags to boost discoverability and reach.



Visit the retailer site for your featured product(s) and use the **ShopYourLikes Extension** to save links to your **Link Journal**.



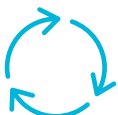
Create a **ShopYourLikes Collection**, then share your Storefront link in your link in bio. Or, add a product or Collections link to your Linktree (or other multi-linking site).



Post or schedule your TikTok content.



Track performance across TikTok and **ShopYourLikes**.

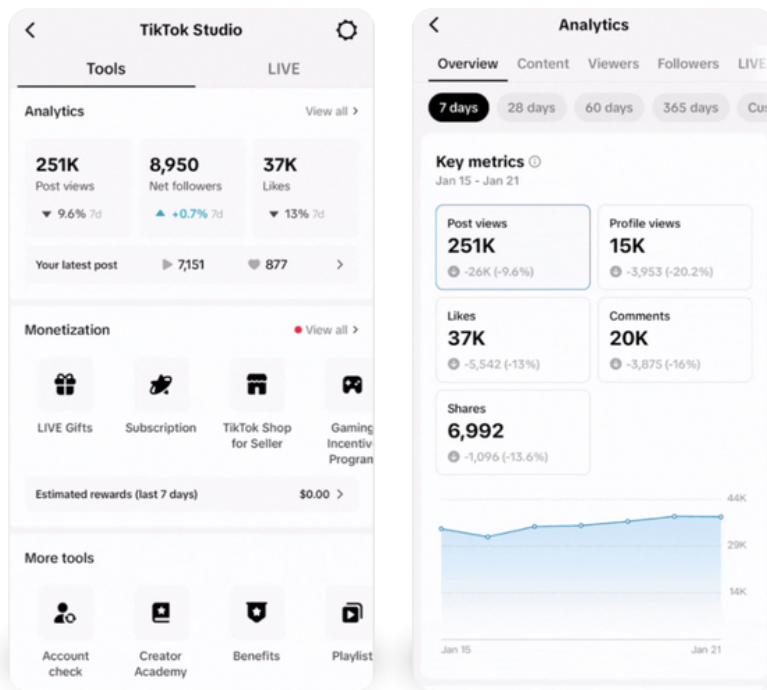


Repeat with new content or repost top performers!

How to Measure Success

Tracking your analytics shows you what content drives views, clicks, and earnings. Use both TikTok Analytics and your ShopYourLikes Dashboard to spot top performers so you can focus on what's working and rethink your strategy on what's not.

TikTok Analytics



To find your TikTok Analytics:

- Go to your **Profile**
- Tap the **menu bars** in top right corner
- Select **TikTok Studio**
- Find **Analytics** and click **View all**

Views: Shows how many people watched your video. A strong indicator of reach.

Likes: Reflects general audience approval.

Comments: Measures engagement and conversation.

Average Watch Time: Crucial for reach; higher retention = better algorithm favorability.

Click-Through Rate: Measures how many people clicked your bio link or comment links after watching.

Profile Views: Reflects how compelling your call-to-actions were.

FYP Reach: A spike in non-follower views often means you're landing on the For You Page.

ShopYourLikes Dashboard + Reporting

Dashboard: Use your ShopYourLikes Dashboard to track Earnings, Clicks, Conversion Rate, Top Earning Days, and Top Retailers so you can see what's working and optimize your strategy.

Reporting: Generate Link Reports by date range to identify top performing links and content.

Need Support? We Can Help

You've got the tools, strategy, and content ideas—now it's time to turn your TikTok into a revenue stream with ShopYourLikes!

Looking for guidance or ready to take your earnings to the next level?



Chat with Creator Success

Need a quick answer or help troubleshooting? Use our **in-platform chat** to connect directly with the Creator Success Team.



Send us an Email

For personalized support or deeper strategy help, you can reach out via email to your Partnerships Manager. Or, email our Creator Success Team: **community@shopyourlikes.com**.



Schedule a Call

Want more tailored advice? You can book a strategy call with your Creator Partnerships Manager or the Creator Success Team. Reach out via email or chat to get a call scheduled.



Explore the Creator Academy

Our **Creator Academy** is packed with helpful articles, tips, and tutorials covering everything from affiliate link strategy to TikTok best practices.

shop *your* likes