

# TikTok Shop's latest growth tactic: wooing creators

## Article

**The news:** TikTok is wooing creators as part of its strategy to grow sales for its nascent ecommerce offering TikTok Shop, [per](#) Insider.

- The company is offering some influencers cash incentives and dedicated points of contact to help them connect with sellers, identify trends, and troubleshoot any issues that arise.

**How it works:** Creators qualify for payments if they reach certain posting, sales, or livestream goals.

- For example, a creator might receive \$200 for producing content that drove at least 10 orders, or \$1,000 for a video generating at least \$3,000 in sales.
- That's on top of revenues generated via affiliate commissions, which can be anywhere from 10% to 20% of sales, as well as from other brand partnerships.
- While the cash incentives are currently available on an invite-only basis, creators are eligible to sell on TikTok Shop US—and qualify for the affiliate payments—if they have more than 5,000 followers and are over 18 years of age.

**The big picture:** Given how crucial hosts are to the livestream shopping experience, it's unsurprising that TikTok is doing all it can to convince creators to apply their influences to boosting TikTok Shop sales.

- Still, that may not be enough to change shoppers' skepticism about social commerce, or convince them to adopt live shopping en masse.

**Go further:** For more on TikTok Shop, check out our [TikTok Commerce report](#).

