

[Main] TikTok Share Link - Content Brief for Creators

TikTok Share Link	TikTok Shop now offers an affiliate feature called TikTok Share Link , allowing anyone to earn commissions simply by sharing product links. There's no need to have followers, create content, or go live, just share the link and earn a commission from every sale made through it. This feature makes it easy for anyone to start earning money anytime, anywhere.
Official Hashtag	#AffiliateLinkTikTok
Objective	<ol style="list-style-type: none"> 1. Educate a broader audience about TikTok Share Link 2. Encourage users to try and register for TikTok Share Link 3. Inspire more people by showing how easy it is to earn money online

Content Direction

Must to Have

✓ Strong Hook/USP (First 3 Seconds)

Grab attention with phrases like:

- "Cara dapet Komisi dari Tiktok Shop" ★★★★☆
- "Scroll Tiktok dapet Cuan" ★★★★★
- "Fitur Baru Tiktok Affiliate" ★★★☆☆

✓ Clear Value Points (Within First 10 Seconds)

- No need to have followers (0 followers)
- No need to create video content
- No need to go live
- Can do anywhere, anytime

Nice to Have (Highly Encouraged)

Include the following tutorials and explanations in your content (*additionally, you can include one, two, or all of the following tutorials*):

✓ How to register as a TikTok affiliate

Step-by-step tutorial or screen recording, with voice-over and text overlays

- [Tutorial on how to register](#)

✓ How to share product links

Show examples from both **TikTok Shop** and **Affiliate Center**

- [Tutorial on how to find product links via TikTok Shop](#)
- [Tutorial on how to find product links via Affiliate Center](#)

✓ How to withdraw commissions instantly

Highlight instant payout, ex: "Uangnya langsung cair detik itu juga!"

✓ Show real commission earnings to increase trust & motivation

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Zijian Liu 11:02 AM May 8

To add on: Brief for reference, for creator with good content making ability. Ideation and Creativity is strongly encouraged!

Caption Direction

Free-style captions, based on creator's personal tone or style.

Use the hashtag **#AffiliateLinkTikTok**

Style Guidelines

- Be authentic and use your personal tone/style, be creative! Choose a format that fits you: *Storytelling, Educational, Tutorial, Roleplay, Trend-style, POV, etc*
- Content Duration = ideally under 2 minutes

Content References

Leo Giovanni	watch here	Top Benchmark 🏆 ✓ Strong hook ✓ Clear explanation ✓ High-quality video & well-edited
Edho Zell	watch here	✓ Strong hook ✓ Clear explanation ✓ High-quality video
Bima Azhars	watch here	✓ Strong hook
Fridoo	watch here	✓ Viral trend adaptation ✓ Creative format explaining the feature

Restriction Words

Creators who use the following phrases often face ad restrictions, which prevent us from boosting their videos. Please avoid using these wordings:

- "**Menghasilkan**" → Instead, use "**nyari**" or "**dapetin**"
 - Example: "**Menghasilkan** dari TikTok" → "**nyari duit di TikTok**" or "**dapetin uang dari TikTok**"