美区 TikTok 店铺教程—3.上架产品

上架商品

1. 上传单个商品

TikTok Shop Seller Center				Buyer Messages
Home	▲ You have 10/200 orders for today. The count will be reset the next day at 00:00:00.			×
Orders	Manage Desiduate			
Products	Manage Products		Bulk action ~	Add new product
Manage Products	All14 Active 1 Inactive 1 Reviewing 0 I Suspended 4 Draft Deleted			
Product Ratings				
Product optimizer	Search by product name, ID or seller SKU Q Price Y	Category ~	√ Filter	~ Reset
Manage Stock	Selected: 0 Activate Deactivate Delete Set Affiliate			
Media Center				
Marketing	Product SKU Quantity	Retail Price	≑ Status	
Affiliate	C L	\$0.01 C 10/19/2023	3 Active	Edit
ive Manager 🗈		10.21744		More ~
Growth	4 items			Expand ~
Analytics	- 10	\$0.02 10/18/2023	3 Suspended	Edit
Account Health	nuser o	3:12 PM	• Failed	Delete
Finances	Arist for O Variants 158 @	\$0.01 3 10/17/2023	s Active	Edit
	10.177 2 0	11.17 PM		More ~
	5 items			Expand 🗸
	🗌 📷 (👘	\$0.01 🕑 10/17/2023	Active	Edit
	Cerrini	10:23 PM		Deactivate More ~

2. 批量上传商品

选择你需要上品的类目,如有品牌请选择相应品牌,点击 download template:

J TikTok Shop ∣ Seller Cer	nter Buyer Messages	Ţ	⑦ Help	8
Home Orders Products	< Manage products Vour currently in the Shop Probation Period. During this stage, you can publish up to 100 products each day. View Details X Bulk listing O O (O View import history			
명 Marketing 옷: Affiliate 전 한 Live Manager 전 ⓒ Growth 때 에 Analytics ♥ Account Health ♥ Finances	<section-header><section-header><section-header></section-header></section-header></section-header>			
			Need he	lp? *

将需要上传的商品填写在表格内, (不要删除表格内任何行或列的内容):

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Category	Brand P	Product Name	Product Description	Package Weight(Ib) Package	Length(inch) Package Width(inch) Package Height(inch)	Delivery options Ide Ty
Mandatory Select the category that matches the product from the drop-down list. S	Optional Select the brand that matches the product from the drop-down list. If no brand is selected, it will be left empty and considered to have no brand.	inedatory Produt name must be less than 255 characters. Enter the tills of your product. If there are multiple SKUs, keep the tilles consistent.	Mandatory Provide a detailed description of the product, such as product specifications, materials, bear content and ao one. The second defaust specification of the A structured and the provide a 3-statistication for a commended the provide a 3-statistication for a commended the provide a 3-statistication cache one can be described within 250 characters and even an easy file for a gase and benefits, etc. Make it easier to read by good use of segmentation, holding, numbering, etc.	Mandatory Modula The weight of the package, not the product theff. calculate the weight will be used to calculate the abipping fee.	ry Mondatory Mondatory The parcel dimension are accurate as the will be used to the hispoing fee and alopping method.	Optional Op The delivery options Se for this product are in due the same as the typ delivery options for the shop.
Women's Dresses/Formal Dresses	Vivienae Westwood V (0123327)	Women's Evening Dress, Luxury, One-shoulder	Solid colors: 100% Cotton / Heather colors: 60% Cotton, 40% Polyester	10	15 20	The delivery options GT for this product are
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41 Template Example	Instruction +					
Roady 5% Accossibility Investigat	10					- + 100%

点击 Upload spreadsheet,上传表格即可:

Shop		Buyer Messages 🧘 🔞 Help 💼
G Home	< Manage products	
Orders	You're currently in the Shop Probation Period. During this stage, you can	publish up to 100 products each day. View Details
Products	Bulk listing	O O View import history
Q Marketing R: Affiliate ID: Live Manager ID Q Growth ID IM Analytics Q Account Health IP Finances	Step 1 • Download template • How to fill out the burk template • • Operation stepse •	Download successful File the template and then upload it to import products. sige-by-step tutorial for uploading products in bulk: View Upload spreadthert Download more
	Step 2 Upload spreadsheet	Need help? *

品牌认证

商家上架完商品后务必进行品牌认证,以防跟卖行为。

1. 在哪里添加品牌认证?

- My Account -> Account Settings -> Brands -> Add Brand Authorization
 - 第一步:选择授权类型

· Trademark Owner - 商标注册人和 TikTok Shop 注册人是同一个人或公司。

所需文件: 商标证书

- 1st Level Authorized Seller - TikTok Shop 注册人拥有商标注册人的授权书。

所需文件:一级授权书

· 2nd Level Authorized Seller -TikTok Shop 注册人拥有一级授权卖家的授权书。

所需文件: 一级授权书、二级授权书

- 第二步:填写信息
 - ·请注意 Trademark 和 Brand 的不同, 以 Air Jordan 为例:

Trademark - AirJordan Brand - Nike

如果证书上没有 Expiry date,则自行计算: Expiry date=Application/Registration date+10 years

e.g. 某商标 Registration Date: 2019/4/16 那么 Expiry date 则是 2029/4/16。

2. 申请被拒

自查所填 Trademark owner name 是否和商标证书上的一致,着重检查是否有括号, 以及括号前后内容是否一致。

如果曾更改过商标名称或是更换过商标所有人,请使用与 USPTO 网站上信息一致的 最新的证书。若商标局没有下发最新的证书,请去 USPTO 官网获取电子版。电子版 案例↓

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