TikTok Affiliate Marketing for YODY Fashion Products

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***Abstract*—This undergraduate thesis implements TikTok affiliate marketing for YODY fashion products. The student combines short videos, practical reviews, outfit styling, and livestreams with TikTok Shop Affiliate links. The manuscript reports greater reach and interaction and initial affiliate revenue during the trial, while emphasizing relatable, experience-based content. The reviewed conclusion does not provide a fully reconciled series of platform analytics, completed orders, returns, commission, and production cost. This English summary reports the early channel activity as an author-observed case, not a proven incremental sales or advertising-cost effect for YODY. The work's practical contribution is a content and commerce workflow suited to a fashion category and a basis for more precise measurement.**

***Index Terms*—YODY, fashion affiliate, TikTok Shop, outfit video, livestream**

I. Introduction

Fashion shoppers want to see fit, styling, and real use before purchasing. Affiliate creators can demonstrate garments and connect viewers to a listing. The thesis asks how video and livestream formats might support YODY products on TikTok and what early channel outcomes appear [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student reviews TikTok affiliate practice, selects YODY fashion products, produces short review and outfit videos, and describes livestream activity and product linking. The source examines TikTok analytics and early shop indicators during implementation. Its case design lacks a matched non-affiliate period and does not reconcile every order and commission against accounting records [1].

III. Results

The report states that a mix of short videos, personal reviews, styling, and livestreams increased reach and interaction and produced initial TikTok Shop Affiliate revenue. The reviewed passages do not supply a verifiable denominator for conversion or net margin. These are source-reported early outcomes; the summary does not infer a sales lift for the brand as a whole [1].

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IV. Discussion

A fashion affiliate channel should be evaluated from post exposure through clicks to completed orders and returns. Content format, product availability, pricing, and platform distribution can all change at once. A later assessment should retain dated exports and compare creative formats with consistent conditions. Earlier ICTU fashion-store and online-sales projects offer local context for presentation and fulfillment [1].

V. Conclusion

The thesis documents a TikTok affiliate workflow for YODY fashion and reports initial attention and revenue signals. It supports a practical case of content production and product linking. A measurable incremental sales and cost effect remains to be established [1].

References

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