A TikTok Affiliate Channel for the Goi Y Do Hay Account

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***Abstract*—This undergraduate thesis develops a TikTok affiliate-marketing channel called Goi Y Do Hay. The student reviews digital marketing and TikTok Shop Affiliate, creates product-review videos, and attaches shopping-cart links so viewers can move from a recommendation to a product listing. The manuscript reports early views, interactions, and some orders, while noting unstable reach, content that is not yet distinctive, and low conversion. The trial is at an initial stage and the reviewed conclusion does not provide a complete reconciled order and commission history. This summary presents the channel as an operating demonstration with preliminary commerce signals, not as evidence of dependable income or a quantified increase in business performance.**

***Index Terms*—TikTok affiliate, product review, shopping-cart link, channel development, conversion**

I. Introduction

Affiliate creators can recommend products without owning the inventory, but the channel must earn attention and trust before product clicks become orders. The thesis asks how the Goi Y Do Hay account can establish a TikTok content and product-link workflow and what difficulties appear during early operation [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 affiliate concepts, examines the account's starting position, produces product-review content, and links eligible products through TikTok's shopping interface. The report observes views, interactions, and early orders and develops improvement proposals. It does not include a controlled content comparison, a stable observation window across product types, or a complete commission statement [1].

III. Results

The source describes initial viewing and interaction and reports that some linked-product orders occurred. It also states that reach varies from video to video, content lacks consistent differentiation, and conversion remains low. These findings support an early channel assessment. The thesis does not establish recurring profit, predictable performance, or an effect attributable to any single video format [1].

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IV. Discussion

A useful channel measure must separate views, product clicks, completed orders, returns, and net commission. Uneven organic distribution can make a short trial appear stronger or weaker than a mature account. Future work should retain dated post and shop exports, compare similar products, and record editing effort. Earlier ICTU online-store and brand projects offer contextual examples of presentation and sales flow [1].

V. Conclusion

The thesis documents construction and early operation of Goi Y Do Hay as a TikTok affiliate channel. It reports initial orders alongside unstable reach and weak conversion. The proposed improvements require longer, transaction-linked evaluation before income or business impact can be assessed [1].

References

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