A TikTok and Facebook Affiliate-Marketing Case for the Quynh Nga Hoi Peo Channel

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***Abstract*—This undergraduate project develops a two-platform affiliate-marketing plan for the personal TikTok channel Quynh Nga Hoi Peo. TikTok is used for product reviews, short videos, livestreams, and TikTok Shop Affiliate transactions; Facebook redistributes content and maintains contact with viewers. The source's KPI table reports more than 1,000 TikTok followers, about 2,000–3,000 views per video, engagement around 7–8%, and initial affiliate orders. A before/after table describes a starting point of zero followers and 300–500 views per video, but the manuscript does not provide a complete analytics export or a controlled comparison. Several original targets, including more than 1,500 followers and 15–20 affiliate orders per month, remained unmet. The case documents an early channel launch and its limits without attributing all observed growth to cross-platform sharing or projecting future sales.**

***Index Terms*—affiliate marketing, TikTok Shop, Facebook, short video, channel measurement**

I. Introduction

Affiliate creators need to attract viewers, present suitable products, and link interested users to a purchase path. The thesis examines one personal channel built around affordable fashion and reviews. It proposes TikTok as the main discovery and commerce platform and Facebook as a supporting distribution and conversation channel. The practical question is whether the channel meets its stated early indicators and what operational constraints remain. The work is a single-channel case, not a general test of affiliate marketing on both platforms [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 describes a content plan using product trials, short review videos, trend-related material, and livestreams on TikTok. Selected videos and product posts are shared on Facebook to reach another audience and encourage contact. The thesis records goals and observed indicators for followers, views per video, engagement, and affiliate orders, then compares a pre-launch description with early results. Its tables and screen captures are the evidence used in this summary. No exported time series, consistent control period, platform-attribution model, or independent sales audit is provided [1].

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III. Results

The source's KPI table reports more than 1,000 TikTok followers against a goal above 1,500; average video views of approximately 2,000–3,000 against a 3,000-view target; and engagement around 7–8% against an 8–10% target. Some videos reportedly exceeded 5,000 views, and affiliate orders had begun, but the goal of 15–20 orders per month was not shown as achieved. A second table compares zero followers and 300–500 views per video before the strategy with more than 1,000 followers and 2,000–3,000 views after it. The report describes Facebook as a supporting channel; it does not quantify Facebook's distinct contribution to orders [1].

IV. Discussion

The observed launch indicators are useful for checking progress against the creator's own targets, but the evidence does not isolate the effect of using Facebook as a second channel. Growth could also reflect more posting, changed video content, product selection, or platform distribution. The thesis notes uneven conversion, limited content variety, and dependence on recommendation algorithms. In addition, a view is not an order and early orders do not establish stable monthly earnings. A future evaluation could preserve date-stamped analytics exports, affiliate transaction records, and comparable posting periods for each platform. Earlier ICTU work on online promotion and multi-channel sales provides local background, not a performance benchmark [1].

V. Conclusion

The project documents an early TikTok Shop Affiliate channel supported by Facebook content sharing. Its reported follower and view indicators improved from a low initial base, while several target KPIs remained unmet and sales conversion was unstable. Longer observation with separate platform and transaction data is needed to judge a durable business effect [1].

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