Hiệp Tập Setup: TikTok Affiliate Marketing for Desk Decor

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***Abstract*—This undergraduate thesis builds the Hiệp Tập Setup TikTok channel for desk decor and work-setup products using affiliate links. The manuscript reports 76,000 video views, 1,382 profile visits, 64,300 product impressions, 4,000 product-link clicks, and 29 completed orders during its initial campaign, without paid platform advertising. These are student-reported dashboard figures; the source does not attach a transaction-level export for independent verification of orders, gross merchandise value, or commission. The author notes dependence on organic recommendation traffic and a limited loyal follower base, leaving reach and conversion unstable. This summary documents the channel setup, reported funnel, and constraints without treating the early activity as evidence of a scalable or profitable business.**

***Index Terms*—desk setup, TikTok affiliate, decor, product funnel, organic traffic**

I. Introduction

Desk-setup content can demonstrate lighting, accessories, and room organization in a visually coherent niche. The thesis asks whether a dedicated TikTok affiliate account can attract relevant viewers and move them from videos to product links. It examines one newly launched channel rather than a controlled comparison with other creators [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 defines a desk-decor niche, builds the Hiệp Tập Setup channel, prepares product and setup videos, attaches affiliate links, and reads channel and product-dashboard indicators. The report summarizes views, profile visits, impressions, clicks, and completed orders. It states that paid TikTok advertising was not used. The manuscript does not supply a full dated export, return-adjusted margin, or a matched alternative-content baseline [1].

III. Results

The source reports 76,000 video views, 1,382 profile visits, 64,300 product impressions, 4,000 link clicks, and 29 completed orders. The funnel shows that many exposures did not become purchases. The author also reports reliance on recommendation traffic and a small loyal audience. These figures are attributed to the thesis and are not independently audited transaction results [1].

Supervisor: Nguyễn Thị Thanh Thủy, Thai Nguyen University of Information and Communication Technology.

IV. Discussion

A niche account should track unique viewers, product click-through, completed orders, returns, and net commission over consistent periods. Aggregate dashboard totals alone cannot establish profitability, especially when production time and product availability are unrecorded. The dependence on organic distribution makes future reach uncertain. Earlier ICTU e-commerce and design projects provide context for product presentation and ordering [1].

V. Conclusion

Hiệp Tập Setup is a documented early TikTok affiliate channel with a reported view-to-order funnel. Its initial orders show operational activity, while low and unstable conversion limits conclusions about commercial sustainability. Longer verified records are needed before scaling claims can be made [1].

References

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