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Pear Growth Ltd
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Creator Activation SOP

How we get creators who already have your product to post more, post better and post faster on TikTok Shop.

Recruiting creators is half the job. Sales come from what recruited creators post, how often they post, and how closely they copy what already sells. This SOP covers that second half: the gates to close before any push, the levers, the weekly rhythm, the KPIs and how to tell whether a lever worked.

Three drivers

More posts

Active creators posting more often, and more of the community posting at all.

Better posts

Posts that copy the hooks, formats and angles that already sell.

Faster posts

Less time from sample delivered to first post; quick reactions to sales moments.

Log every lever you run with its date and what happened in the 7 days after, so you learn which ones work for your shop.

Six gates before any push

If one of these is open, fix it before you announce anything.

- [ ] **Stock**
  At least four weeks of cover at the expected run rate. Links that vanish from creators' best videos cost trust.
- [ ] **Claims**
  Every hook, script and example sits inside the claims the brand can support.
- [ ] **Consent**
  Creators agreed to appear on leaderboards. Anyone who opts out is shown as a number.
- [ ] **Funded**
  Every prize, boost budget and voucher confirmed in writing by whoever pays, before it is announced.
- [ ] **Commission**
  Rates stable for the period. Any change announced the same day.
- [ ] **Capacity**
  Someone can answer creator messages within 24 hours for the length of the push.

The lever library

Moves: M more posts, B better posts, F faster posts.

Lever	Use it when	Moves	Guardrail	KPI to watch
Product competition	Steady state with stock secure; 2 to 4 weeks, GMV tiers plus most videos and best newcomer	M	Funded first; written rules and payout date; refunds deducted	Prize cost as % of winners' GMV (2 to 4%)
Leaderboard update	Weekly during a competition, and in the final 48 hours	M	Consenting handles only; GMV bands if preferred	Posts in the 48 hours after
Rising video	Weekly: the video growing fastest over 48 to 72 hours, not the biggest	B F	Ask the creator first; within claims	Copies of that format within 7 days
Winning video breakdown	Weekly: last week's top seller, three reasons it worked, how to adapt it	B	Within claims; credit the creator	Share of new videos using the format
Creator spotlight	Fortnightly: how one creator films, their results, a tip in their words	M B	Consent; no personal details	Messages and posts after
Creator wins	Weekly: first sales, milestones, tier moves	M	Consent	Newcomers making a first sale
Hook pack	Weekly or per product: 5 to 10 opening lines and on-screen text from what works	B	Claims	Hook reuse in new videos
Trend radar	When a trend fits the product, within days	B F	Licensed sounds; brand fit	Videos on the trend within 72 hours
Creator-exclusive voucher	Sales moments, top creators, launches; always with an end date	F	Within the pricing policy and stacking limits; brand approval	Orders using it; posts mentioning it
Format challenge with Spark boost	A format is proven: the best copies by a date get ad spend behind them	B	Spark codes collected; budget approved; content checked	Videos copying the format; return on boosted videos
48-hour sprint	Launches, stock arrivals, slow weeks: a small prize for most posts on one product	M F	Funded; stock	Posts in the window
Sample drop	New products and restocks: limited samples for creators who post by a date	F	One per creator; clear criteria	Sample-to-post rate; days to post

The lever library, continued

Lever	Use it when	Moves	Guardrail	KPI to watch
Commission bump	Launches and re-engagement: a higher rate for a window, or a tier unlock	M	Approved; end date announced; no surprise cuts	Posts and GMV in the window; check the rate applied in the shop
Webinar or live training	Monthly and before launches: what is selling, live examples, questions	B	Claims; record and share	Attendees posting within 7 days
Live deals	For live creators: live-only bundles, flash prices, live-hour rewards	M	Prices match Seller Center; scripts checked	Live GMV per hour
Tier progression	Monthly review: written entry rules and the benefits of each tier	M	Rules stable; benefits actually delivered	Creators moving up
Sample-holder nudge	Day 7 and day 14 after delivery, with the winning format attached	F	Polite; stop at day 21	Sample-to-post rate
Sale heads-up	Every sale: 24 to 48 hours' notice so creators can film and schedule	F	Never run a sale without telling creators	Posts during the sale

The weekly rhythm

One or two group posts a day, no more. Creators complain about volume within hours of a busy group opening, and one clear post beats five.

Day	Post	Moves
Monday	Weekly kick-off: the focus product, the one format to copy, what is running and until when	Better, more
Tuesday	Winning video breakdown	Better
Wednesday	Hook pack or trend for the focus product	Better, faster
Thursday	Leaderboard update, or a 48-hour sprint	More, faster
Friday	Creator wins: first sales, milestones, tier moves	More
Weekend	Rising video of the week, plus any sale heads-up	Better, faster
Monthly	Webinar or live training, tier moves, competition results and payment confirmation	All three

DMs run alongside the group: re-brief your best creators first, nudge sample holders at day 7 and day 14, and congratulate every first sale personally.

The KPIs

KPI	Definition	Where we aim
Videos with a sale	Videos with at least one attributed order this week. The output that matters; videos posted is too noisy.	Above 90% of the 4-week average
Creators with a sale	Creators with any attributed sale this week	Above 90% of the 4-week average
Sample-to-post rate	Sampled creators who posted within 21 days of delivery	75% or more
Days to first post	Median days from sample delivered to first post	Under 7
Active posting rate	Creators who posted in the last 7 days divided by community size	Your own baseline
New first-sale creators	Creators with their first ever sale this week	A weekly floor set per brand
Top-20 concentration	Share of creator GMV from the top 20	Watch it so it does not keep rising
Competition efficiency	Prize cost divided by winners' GMV	2 to 4%
Community health	Creator messages per week; replies taking over 24 hours	None over 24 hours

Prove a lever worked, or stop calling it one. Compare the 7 days after a lever with the 7 days before, and count it as working only if the lift beats your normal weekly swing. In one client shop we tracked for 51 weeks, that swing was about 11% for videos with a sale, 18% for creator GMV and 34% for videos posted, with nothing changed.

Measured that way, announced flash sales lifted posts by about 40% and an unannounced sale lifted nothing. Short product pushes with a price or launch hook worked. Monthly whole-shop competitions did not beat the swing.

Message templates

Short, specific, one ask per message. Sign off the same way every time. Never ask for bank details, addresses or phone numbers in a group. All 16 templates, with fill-in fields, are in the Lab.

Weekly kick-off

Morning all. This week's focus is [product].
The format to copy: [format]. Example: [link]
Running now: [competition or offer], ends [date].
Need a sample? Request [product] in the Affiliate Centre and we'll review it today.

Winning video breakdown

Top video last week: £[GMV] and [orders] orders, by @[handle]: [link]
What made it work:
1. Hook: "[first line]"
2. [Product] shown in use within [n] seconds
3. A clear reason to buy now: [voucher, bundle or price]
Keep the structure, use your own setting and voice.

Sample-holder nudge (DM)

Hi [name], hope you're enjoying the [product]. Here's the format that's selling best right now: [link]. Could you post yours by [date]? If anything's stopping you, tell me and I'll help.

48-hour sprint

48-hour sprint: [product]
Post as many [product] videos as you can before [deadline].
Most videos wins [prize]. Stock is good and samples are being approved today.

Flash sale heads-up

Heads-up: [product] goes to £[price] on [date] from [time] to [time].
Film now and schedule your video to catch the rush. Mention the deal in the first 3 seconds.

Format challenge with a Spark boost

Copy this winning format for [product]: [link]
The best 3 by [date] get [amount] in Spark ad spend behind their video.
To qualify: product linked, video public, Spark code sent when we ask.

Competition launch

[Name]: [start] to [end]
Products: [list]. Prizes: [tiers], plus [prize] for most videos and [prize] for the best newcomer.
Minimum [N] videos. GMV from the Affiliate Centre, refunds deducted.
Winners announced [date]; prizes paid by [date].
Claim through [secure form], not here.

Creator wins

Wins this week
First sales: @[handle], @[handle]
£1k club: @[handle]
Moving up to [tier]: @[handle]
Proud of you all. Who's next?

What goes wrong

Every item here is something we have seen in a real programme. Most are broken promises rather than weak ideas.

Messages and offers

- Generic "make more videos" messages get few replies. Name the product, the format and the deadline.
- Invite volume on its own does not produce posts. At one small brand, volume invites got a reply rate under 1%.
- A high commission offered to untargeted creators brought sample requests and almost no sales.
- Commission cuts without notice cause backlash, and top creators stop posting.
- Written briefs on their own are largely ignored. Paying or boosting creators who copy proven winning videos works better.

Competitions and boosts

- Boosts promised but never funded.
- A competition with no reachable first tier: one creator qualified, then none.
- Results posted for a different date range from the one advertised, and prizes chased for weeks.

Supply and timing

- Pushes that continue while a product is out of stock.
- Recruiting creators with nothing ready to send: no samples, no stock, no offer, no owner.
- A weekly rhythm that lapses as soon as the person running it is stretched.
- Tier benefits promised and not delivered, and tier rules told three different ways.

Want it run for you?

Pear is a UK TikTok Shop agency. We recruit creators, run this rhythm every week, and report on videos with a sale rather than videos posted.

Book 30 minutes with Tom, our founder:
calendly.com/tom-peargrowth/30min

General guidance from Pear's own creator programmes. Results depend on your product, stock, pricing and creators. Check TikTok Shop's current policies before running any promotion. Pear Growth Ltd, peargrowth.com.