Promo SOP

How to discount on TikTok Shop without cheapening the brand: the pricing policy, the order we use promotion levers in, and the checks before, during and after every promotion.

Most brands we speak to are happy to offer a TikTok exclusive discount and worried about what it does to the brand. The damage we see comes from prices nobody worked out in advance: discounts that stack past the limit, list prices that were never real, and offers left running with no end date.

We set the limits once, in a pricing policy the brand signs before any promotion goes live. Every promotion after that is checked against it, at the lowest price it could reach.

Four rules

The floor comes first

Every SKU has a floor price, a cap on the total discount and a units-per-order limit, signed before any promotion.

Check the worst case

Add up every discount that could apply at once. That price, not the headline offer, is the one checked against the floor.

The RRP is real

An RRP is a price the product has genuinely sold at. No raised list price to make a discount look bigger.

Every promotion ends

An end date in the diary, an alert 48 hours before, and a review 7 days after.

> **Nothing goes live without written approval.** Price, promotion, voucher and listing changes all need the brand approver's written yes, and a second person checks the live price before it starts.

The pricing policy

Drafted once the product list is complete, signed by the brand's approver before any promotion goes live, and signed again when a limit changes.

Prices, per SKU

Field	What goes in it
RRP on TikTok Shop	A price the product has genuinely sold at, and how it compares with your website and other channels
Floor	The lowest price you will accept, at or above any price you have agreed with other channels
Ceiling	The highest price, so a deal price never ends up above the RRP
Costs	Product cost and other costs per order, so the margin at the floor is known

Discount limits

Limit	What it controls
Single promotion	The most off RRP any one promotion can give
Stacking cap	The most off RRP with every voucher, flash sale and campaign combined
Units per order	The most units one order can take at a promotional price
Allowed and not allowed	Which mechanics you use (bundles, gifts, vouchers, flash sales) and which you don't (for example shop-wide percentage off)
Platform campaigns	Off, with auto-enrolment off, unless approved

With the limits signed, each promotion is checked against them, and the approver sees the worst-case price before saying yes.

The lever order

We start with the levers that keep the headline price where it is, and use percentage-off last. Every lever sits inside the same floor and cap.

Lever	What happens to the price	Best for	Guardrail
Bundle or multi-buy	Price per unit falls, the single-unit price stays	Bigger orders, trial of a second product	Priced so it doesn't undercut your larger sizes; units limit
Gift with purchase	Unchanged; you add value	Premium products, sales moments	The gift's cost counted in the margin
Creator-exclusive voucher	Lower for one creator's viewers, with an end date	Creator posts, new customers	Inside the stacking cap; written approval
Follower or repeat-customer voucher	Lower for people who already know you	Repeat orders	Inside the stacking cap
Short flash sale	Lower for a few days, timed with creator posts	First sales, payday, peak	End date; units limit; worst-case check
Shop-wide percentage off	Lower on everything	Clearing stock	Off unless approved in writing

Where a deeper discount is right

Clearing stock, and a new shop's first sales. On a new shop we plan the first six weeks of promotions in advance: a launch offer, creator-exclusive vouchers, and a first flash sale timed with the first creator posts. Keep it short, cap the units per order and go back to the normal price on the end date.

> **One client shop, anonymised.** A flash sale ran while vouchers were live on the same product. It sold 74 multipacks at about 86% off list price, against a cap of 30%. Our worst-case check before every approval comes from cases like this.

The worst-case check

For each SKU, list every promotion that could be live during the window, then apply TikTok Shop UK's combining rules. Only one of a campaign price, a flash deal or a product discount applies, in that order of priority. Buy More Save More comes off that price. Then one seller voucher or promo code per order, and TikTok uses the biggest. TikTok-funded and co-funded vouchers come off last, one per order. Seller Center shows the final price at set-up, so read it there too.

Worked example	Value
RRP, floor and stacking cap	£24.99, £17.49, 30%
Live at once	10% product discount, 20% flash deal, 10% follower voucher, 15% creator voucher, £2 new customer voucher
What TikTok applies	The flash deal (it beats the product discount), then the creator voucher, the biggest seller voucher
Lowest price buyers pay	£24.99 less 20% = £19.99, less 15% = £16.99, 32% off RRP and below the floor
Kept per order at that price (ex VAT, less £6.50 product, £3.50 other costs, 15% commission)	£2.04
Kept per order at the 30% limit (£17.49)	£2.39
The fix	Cap every seller voucher on this SKU at 12% while the flash deal runs

Example values, not a client's numbers. TikTok's pages disagree on whether Buy More Save More combines with a flash deal, so we check the lower price.

The promotion timeline

When	What
5 days before	Approval request: SKUs, discount, what it stacks with, worst-case price against the floor, dates
2 days before	Set up in Seller Center; check auto-enrolment, campaign terms and price locks, per-customer limits
1 day before	A second person checks the lowest stacked price on every SKU, and the start and end times
24 to 48 hours before	Creator heads-up: dates, price, what to say
Day 0	Screenshot of the live settings; confirmation to the approver
48 hours before the end	Expiry alert: let it end, extend or replace, with approval
7 days after	Review: units, average price, margin, new creators posting, reviews

The daily guardrail

- Check the lowest live price on each hero SKU including stacked vouchers, any order over the units limit, and any average discount above the cap.
- Check promotions ending in the next 48 hours.
- Anything below the floor is switched off first and reported to the approver the same day.

What we have seen

- A 40% voucher went live without anyone approving it.
- Deal prices were set above the RRP.
- A promotion ended and nobody noticed for days.

Two templates

Promotion approval request

Promotion for approval: [name]
SKUs: [list]
Discount: [type and amount]
Can combine with: [vouchers, codes, campaigns]
Worst-case price per SKU: £[price] against a floor of £[floor]
Units per order limit: [number]
Dates: [start] to [end]
Please approve or decline by [date].

Creator heads-up

Hi [name], a heads-up for your [product] videos.

From [start] to [end], [product] will be [price or offer] on TikTok Shop. If you post during those dates, mention the price and the end date, and pin the product link.

Six more templates are in the Lab: the one-page pricing policy, the second-person check, the creator-exclusive voucher, the live confirmation, the expiry alert and the 7-day review note.

Want it run for you?

Pear is a UK TikTok Shop agency. We agree a signed pricing policy with every brand, plan promotions around creator posts and sales moments, and check the lowest stacked price on every SKU before each promotion starts.

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

General guidance from Pear's own pricing and promotion method, not legal advice. Results depend on your product, margins, stock and creators. Check TikTok Shop's current promotion and campaign terms in your own Seller Center, and the CMA's guidance on unfair commercial practices for price claims, before running any promotion. Pear Growth Ltd, peargrowth.com.