

TikTok Creator Marketplace Creator Playbook





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01

Welcome to TikTok Creator Marketplace

Let's start with an introduction of the TikTok Creator Marketplace, benefits of joining the platform, and how to get started.



Introducing TikTok Creator Marketplace

TikTok Creator Marketplace is the official collaboration platform to connect brands and creators on TikTok. On TikTok Creator Marketplace, brands can discover and partner with innovative content creators on paid brand campaigns to drive awareness and attract new customers.

Benefits of joining

By joining TikTok Creator Marketplace, you can:



Connect with authorized brands and sponsorship opportunities



Get access to online collaboration tools while working with brands



Receive official support from TikTok on brand campaigns



Get tips on creating advertiser-friendly videos with brands

How to join

Creators can join TikTok Creator Marketplace through an application process or via invitation. Once you meet the eligibility requirements (based on factors such as age, followers, video content, and engagement), you will be able to apply in-app, or receive an invitation from TikTok.

Self apply


If you apply in-app, your application will be reviewed within 24 hours, and you will receive push and in-app notifications on your application results. Creators that do not pass the application review can reapply after 30 days.

TikTok invite

If you receive an invitation from TikTok, you will be able to access TikTok Creator Marketplace within 24 hours after agreeing to the Terms of Service and Privacy Policy.

<

TikTok Creator Marketplace



Connect with brands!

TikTok Creator Marketplace is the official platform for brands and creators to collaborate on TikTok. By joining TikTok Creator Marketplace, you may receive invitations from brands on TikTok that are interested in working with you.

- ✓ Over xxxx followers
- ✓ Posted x videos in the last 28 days
- ✓ Received over xx video likes in the last 28 days
- ✓ At least 18 years old

☒ By checking this box, you agree to the **Creator Terms** and acknowledge you have read the **Privacy Policy**.

Apply

02

How TikTok Creator Marketplace works

Learn how to use TikTok
Creator Marketplace
effectively to partner with
brands on paid campaigns.

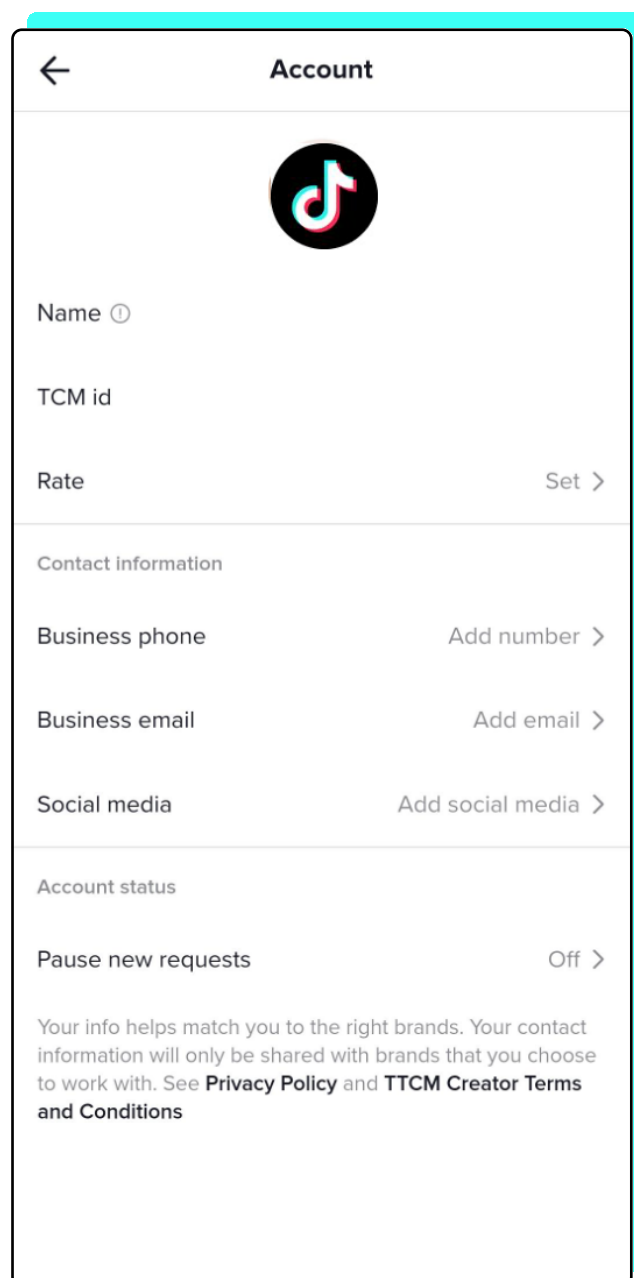


Setting up your Creator Profile

After you have joined TikTok Creator Marketplace, go to **Profile > Menu > Creator tools > Creator Marketplace > Dashboard > Edit profile** to manage your creator profile.

If you have a management team or work with an agent, you may choose to add their business contact. Contact information will only be used for TikTok Creator Marketplace related communications.

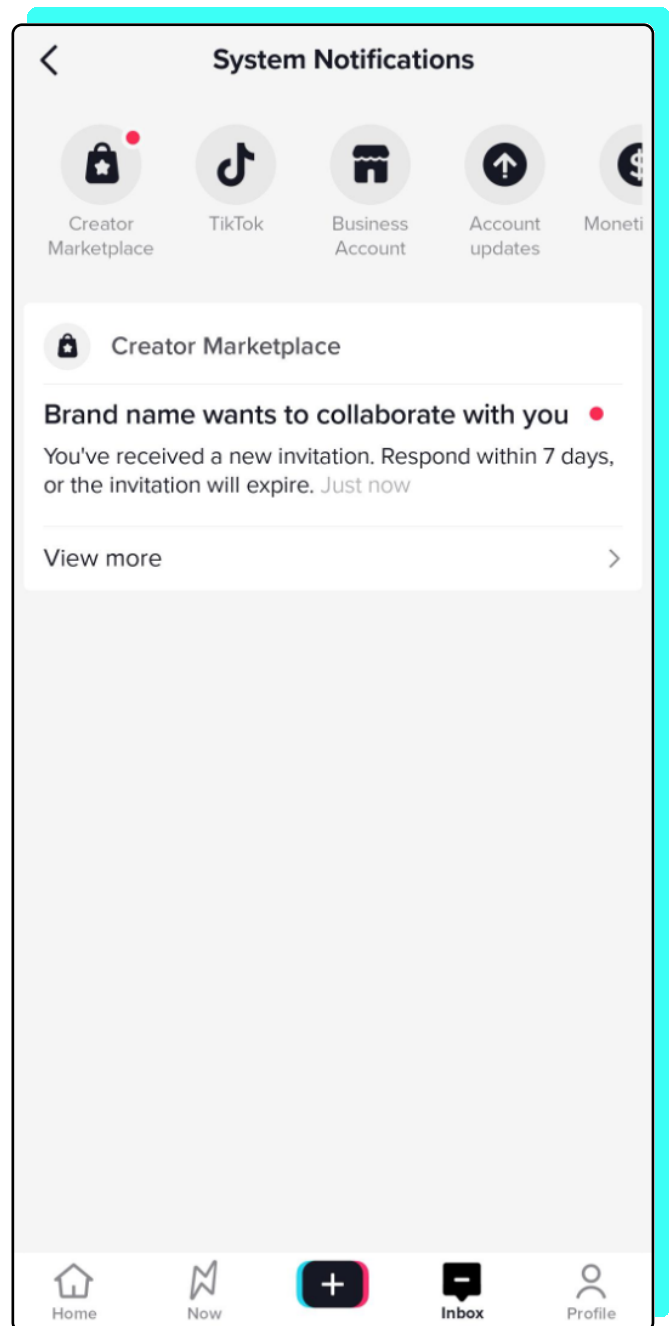
We also recommend setting a rate for sponsored videos so you can start getting matched to brands.



[Profile > Menu > Creator tools > Creator Marketplace > Dashboard > Edit profile](#)

Receive notifications from TikTok Creator Marketplace

When you receive a brand invitation or update, you will be notified via Inbox notification. Notifications from TikTok Creator Marketplace can be found under “**System Notifications**” in your Inbox.



Receive invitations from brands

Brands can search TikTok Creator Marketplace for creators like you and see your profile, audience demographics, engagement metrics, and more. If they are interested in working together on a campaign, they can contact you directly on the platform by sending you an invitation to join a campaign.



Accepting campaign invitation from brands

If a brand is interested in collaborating on a paid campaign, you will receive an invitation via in-app notification, which will appear as an Action Required card on the Opportunities tab on TikTok Creator Marketplace.

You can open the notification to view campaign details and brand contact information.

If you decide to move forward, you can first review the collaboration details by clicking on "**I'm interested**". You can then either "**accept**" or "**negotiate**" the collaboration details, including the proposed price.

←

Campaign details

...

Invitation

Price negotiable

Campaign name

Respond by Nov 3, 2022

\$

\$800.00 in total

📺

1 branded video(s)

Brand info

🎵

Brand name

Description of brand

>

Campaign details

Campaign description

Campaign description

Deliverables

📺

1 branded video(s) requested ⓘ

Post under your own account

Upload video by Nov 1, 2022

🔊

Ad authorization requested ⓘ

Brand is requesting ad authorization for 30 days

Payment

Proposed payment

✓

\$800.00 USD

Brand's proposed price

\$800.00 USD

Not interested

I'm interested

Campaign invite

←

Collaboration details

Campaign name

🎵 Brand name

📅 Upload video by Nov 1, 2022

📺 1 branded video(s) requested

Campaign details >

Proposed payment

Negotiable

Proposed price

\$800.00 USD >

Brand's payment method

Offline

Additional details

Ad authorization

30 days >

About you

Email

>

Phone number

Optional >

✓

I agree to deliver the requested content by the expected date in exchange for the proposed price listed above.

Accept

Campaign terms

Negotiating with brands

You can negotiate video prices with brands. Please check out the campaign detail page via Action Required Card to determine whether the order is negotiable or non-negotiable.

If the order is negotiable and you wish to negotiate the price, you can propose a new price on the collaboration detail page and send it back with reasons to the brand. The brand will have 7 days to respond.

If the brand does not respond in 7 days, the order will be automatically cancelled.

Collaboration details

Campaign name

Brand name

Upload video by Nov 1, 2022

1 branded video(s) requested

Campaign details >

Proposed payment

Negotiable

Proposed price

\$900.00 USD

\$800.00 USD

>

Brand's payment method

Offline

Additional details

Ad authorization

30 days >

About you

Email

>

Phone number

Optional >

I agree to deliver the requested content by the expected date in exchange for the proposed price listed above.

Negotiate

Proposed payment

\$800.00USD

This is the price the brand is proposing for the completion of this order.

Your Proposed Price

USD | 900.00

You can propose to change the price to one more suitable for you.

Comments (optional)

0/300

My rating is \$100 per hour.

Feel free to let the brand know your thoughts behind your proposed price.

Save

Uploading script

Brands may request that you submit a script before starting video production. This will be outlined in the campaign details, so make sure to check the deliverables before you accept the order.


If the brand rejects your script, you can view the feedback and revise your submission.

Uploading video

Once you have completed video production, select "**Upload video**" from the **Order details** page.


If you use original sounds or non-commercial music in your branded content, you are required to agree to the Music Usage Confirmation agreement.


After clicking on "**Post**", your video will be under platform review and brand review, and it will appear on your profile feed but it is not public until you publish, after it passes both platform and brand review.


 **Upload video**


Your script has been approved by the brand, you can now upload the video



Campaign name >


 Brand Name



 Upload video by Nov 1, 2022


 \$800.00 USD in total

 Campaign proposal


 


 Video script


 Video creation

Action required




 Upload video


The brand wants the video to be ready by Nov 1, 2022, we recommend you upload it several days in advance.


 Platform review

Your video needs to be reviewed to make sure it doesn't violate our **Community Guidelines** or our **Branded Content Policy**. This usually takes around 2-3 business days.

 Brand review

Your video needs to be reviewed by the brand after it passes the platform review.

 Post



Upload within day(s) hour(s)

Upload video

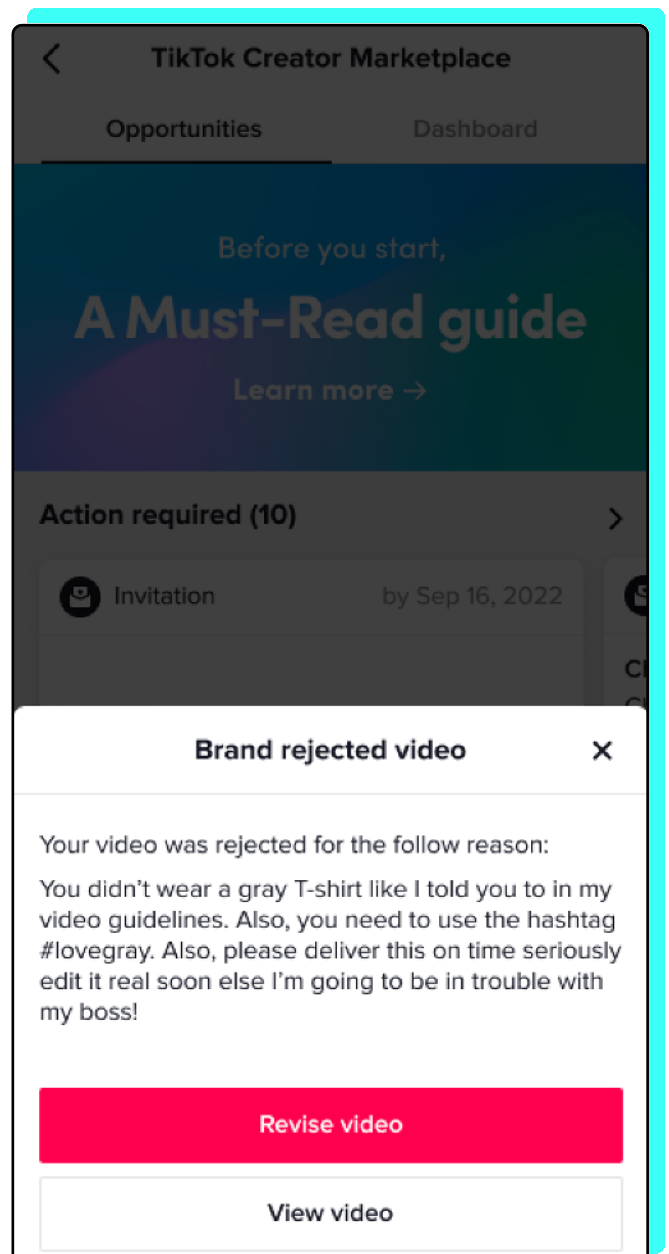
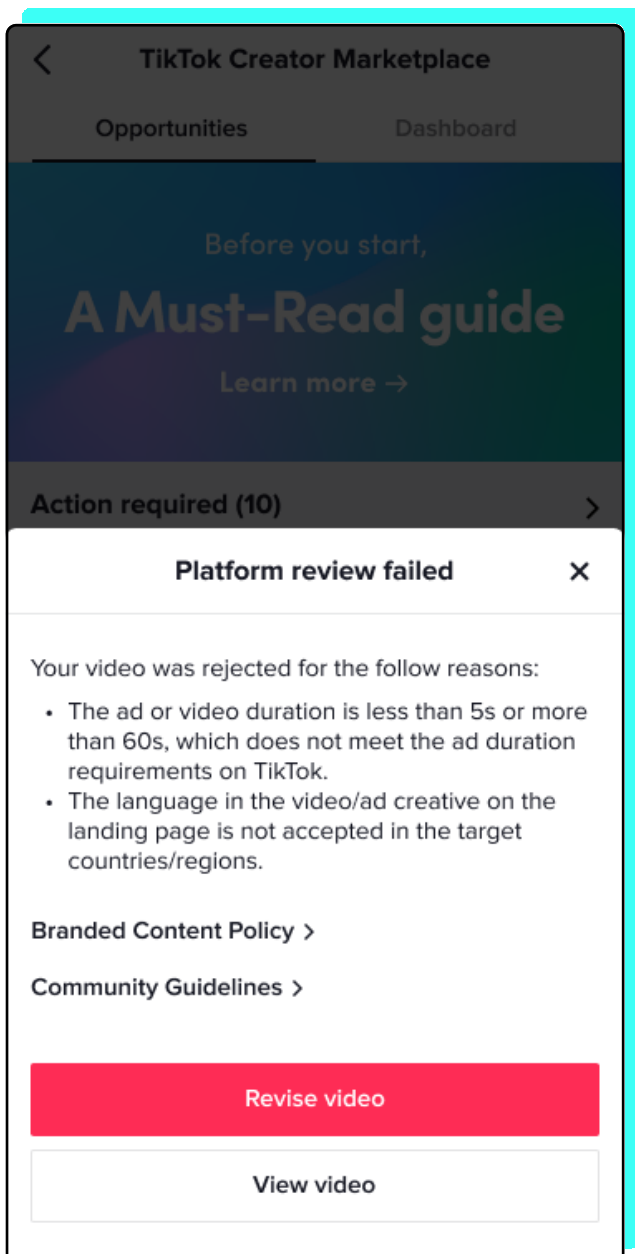
Video review

A video being posted will be reviewed within 24 hours for platform review and will then move on to brand review. Platform review ensures that the video is compliant with the Community Guidelines and Branded Content Policy.



Video rejection

The video may be rejected by platform or the brand if it is not compliant with the Community Guidelines and Branded Content Policy, as well as the brand's guidance. If your video is rejected, you will receive feedback from the platform or the brand through **Opportunities > Action Required Card**. Tap the '**View feedback**' button to view detailed feedback on your video.



[Opportunities > Action Required Card](#)

Video revision after rejection

Revise your video through **Action Required Card > View Feedback > Revise.**

Once you have viewed the feedback from the brand or the platform, click on the 'Revise' button which will lead you to the video recording function. Create the necessary edits and upload your revised video again.

Deleting video

A video can be withdrawn and resubmitted if it has not been reviewed by the brand. Once the brand has approved the video, the brand has final say on video deletion.

Note: Videos that are deleted or do not pass review more than **10 times** will result in an end to the campaign.

Cancelling an order

Campaigns can be cancelled by you or the brand, as long as the video hasn't been posted publicly.

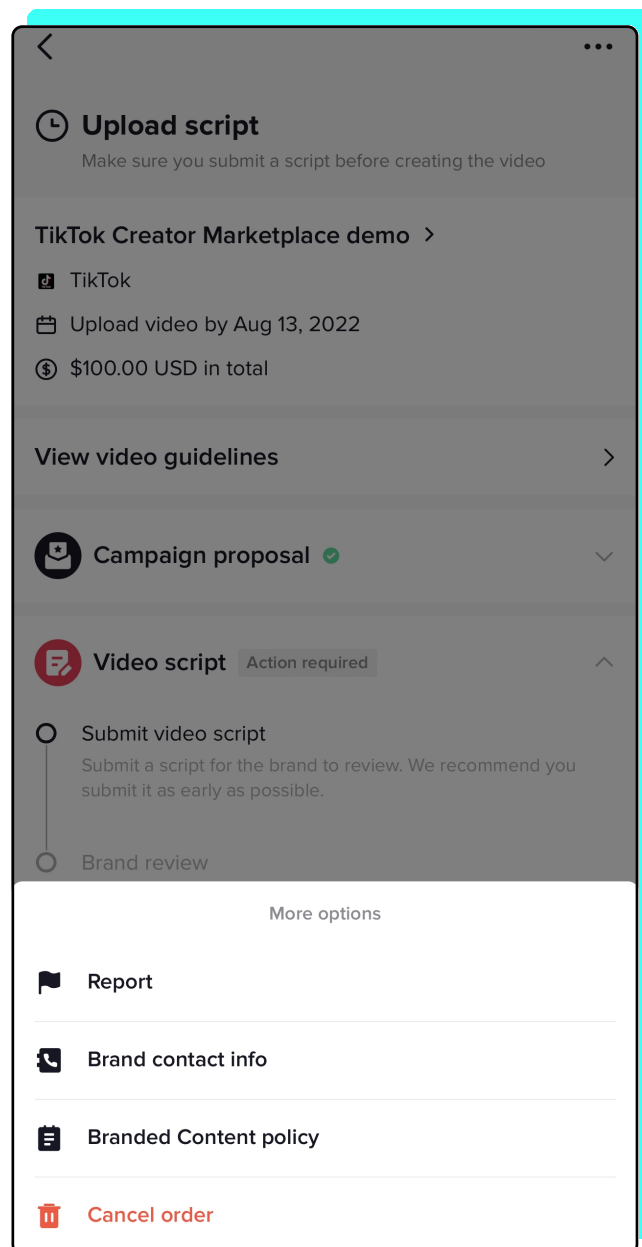
To cancel a campaign, you will need to click **more options** in the upper right corner of the order details page to find **cancel order**. Then **select or type a reason** and confirm the cancellation.

The brand will have 7 days to respond, otherwise the cancellation request will automatically be deemed accepted.

If a brand cancels a campaign, you'll receive a notification with their reason.

If you are using TikTok Creator Marketplace Pay for the order, please click on '**I'm sure**' under the cancellation policy.

More details can be found in the **TikTok Creator Marketplace Cancellation Policy**.



Upload script
Make sure you submit a script before creating the video

TikTok Creator Marketplace demo >

TikTok

Upload video by Aug 13, 2022

\$100.00 USD in total

View video guidelines >

Campaign proposal ✓

Video script Action required

I want to cancel because ✕

The brand is not responsive ☐

I can't complete the video by due date ☐

The video didn't pass platform review ☐

A mutual decision was made to cancel the order ☒

Other ☐

Confirm

Cancellation request
You have submitted a cancellation request. Wait for the brand to respond

TikTok Creator Marketplace demo >

TikTok

Upload video by Aug 13, 2022

\$100.00 USD in total

View video guidelines >

Campaign proposal ✓

Video script Action required

Cancellation request ✕

You submitted a cancellation request to the brand. If the brand does not respond within 7 days, it will automatically be accepted.

Cancellation reason(s)

- A mutual decision was made to cancel the order

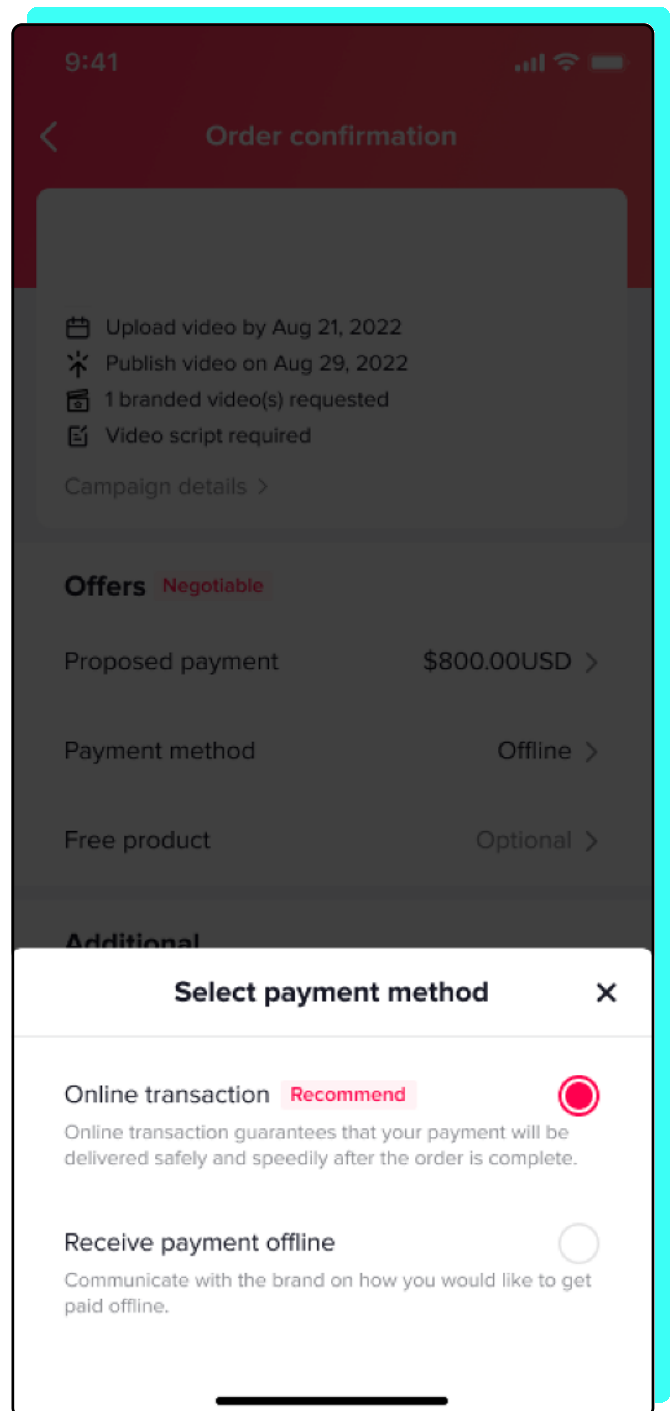
If you are using offline payment, please click on 'I'm sure' to confirm the cancellation.

You can go to TikTok Creator Marketplace cancellation processes for offline contracts for more information as well.

Receiving Payment

You can choose the payment method when accepting the order. To switch payment methods, click on **payment method** and choose your preferred way of being paid.

Please note that TikTok Creator Marketplace Pay has not been launched in certain countries and regions.



Editing or Removing Access to your TikTok Creator Marketplace profile data from API partners

If you have given any TikTok Creator Marketplace API partners access to your TikTok Creator Marketplace profile data, you can follow these steps to edit access permissions.

To review apps that have permission to access your TikTok data, follow this path: **Profile > More** (the 3 lines on the top right hand corner) > **Settings and privacy > Security and login > Manage app permissions**.

On this page, you can review access details for each app and click **Remove access** button to revoke access for apps that you no longer trust or use.

03

Guidelines and Support

Keep the key guidelines in mind when creating sponsored videos and get answers to frequently asked questions.



Privacy Policy and Terms of Use

Remember to always follow the guidelines outlined in our Terms of Service and Privacy Policy. Failure to do so may result in you being removed from TikTok Creator Marketplace.

Community Guidelines & Branded Content Policy

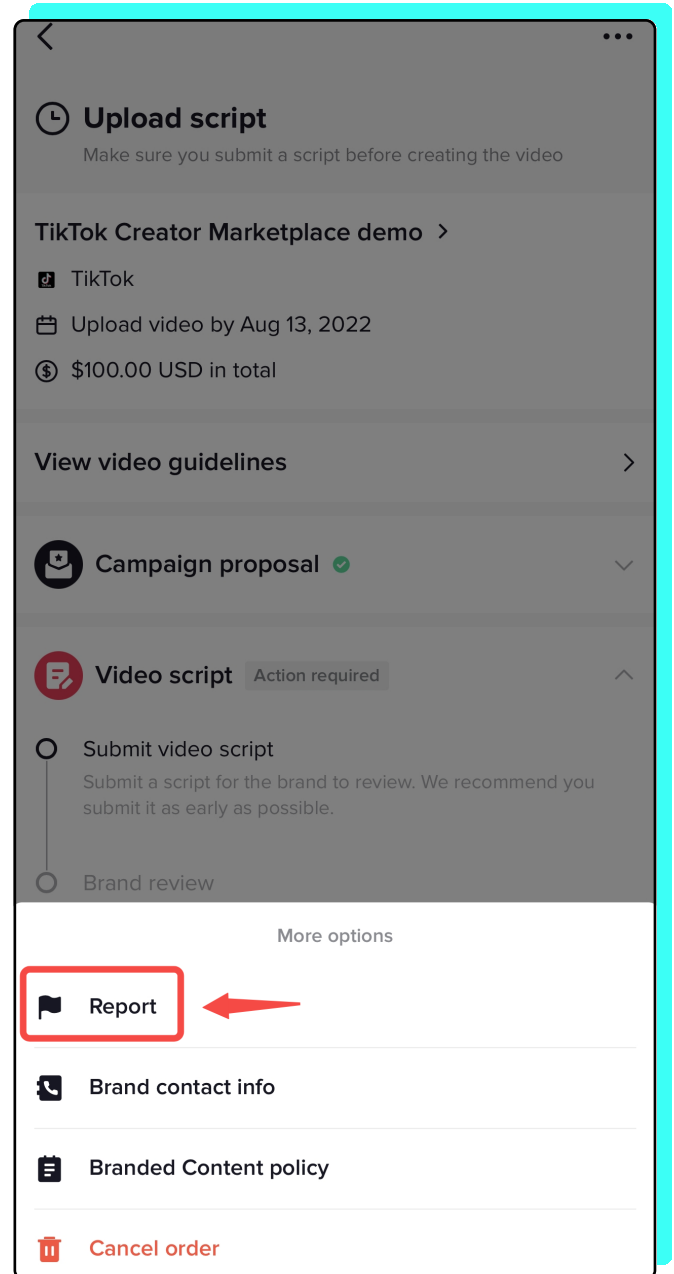
Our Community Guidelines are designed to set a common code of conduct on our platform to ensure TikTok is a safe environment. The guidelines apply to all users and content shared on TikTok. Videos, audio, images, and text copy that violates the Community Guidelines will be removed, with the respective accounts suspended or banned in lieu of repeated violations.

Branded content should also follow our Branded Content Policy, which defines the term as content on TikTok that promotes goods or services where you receive (or will receive) something of value from a third party in exchange for your post. You are responsible for ensuring that any Branded Content that you post complies with all applicable laws and regulations.

Reporting misconduct

If there is brand misconduct in the flow of the campaign on TikTok Creator Marketplace, we suggest that you report the brand with a specific reason through:

Campaign details > Report > Select a reason > Submit.



Report

Select a reason

Frauds and scams

>

Spam

>

Offensive content

>

Illegal activities and regulated goods

>

Other

>

Report

Reason

Frauds and scams

Description

0/2000

Describe the issue

0/9

For more information, refer to our **Brands Code of Conduct**.

Submit

Leaving TikTok Creator Marketplace

If you wish to leave the TikTok Creator Marketplace, please submit a ticket by clicking on **Dashboard > Feedback and support > Pencil icon** in the top right corner to share your TikTok username and submit a ticket.

Contact us

Need help or have questions?

Go to "Feedback and support" and submit a ticket. We're always happy to help!

★ Thank you! ★