

Social Commerce & Shoppable Content — Workbook

This workbook accompanies the Social Commerce & Shoppable Content course. Use it to apply each module's concepts directly to your own store, catalog, and content system. Work through the exercises, complete the worksheets, and use the templates to build the operational infrastructure that keeps your shoppable channels running week to week.

Platform Storefronts — Setup from Zero

Document your platform accounts, catalog fields, and policies so you have a single reference sheet for all three storefronts.

Exercise: Platform Account Readiness Audit

Before launching any shoppable content, confirm every prerequisite is in place. Work through the prompts below for each platform you plan to activate.

- For each of the three platforms (TikTok Shop, Instagram Shopping, Pinterest), list the exact documents or accounts you still need to create or verify before you can submit your first product catalog.

- Identify the one platform where your target customers are most active. What evidence (audience demographics, where you currently get referral traffic, or where your competitors are active) supports this choice?

- Write out your return policy in plain language (maximum 3 sentences) exactly as you will paste it into each platform's policy field.

- Which catalog upload method (manual, CSV, platform integration) will you use and why? If you use Shopify or WooCommerce, note your current product count and whether it is under or over 50 SKUs.

Worksheet: Catalog Feed Field Map

Map your current product data to the required fields for each platform. Use your existing product export (from Shopify, WooCommerce, etc.) as the source. Mark each field as Ready, Needs Update, or Missing.

Product ID (your internal SKU or handle)

Product Title (max 255 characters — current status)

Price (currency and format)

Availability (exact value: in_stock / out_of_stock)

Main Image URL (hosted URL, minimum 800x800 px)

Description (word count and current quality rating)

Brand field (present or missing)

google_product_category (Pinterest required — present or missing)

Additional images (count available per product)

Sale price field (present or missing)

Checklist: Storefront Go-Live Checklist

- TikTok Shop seller account created and approved at seller.tiktok.com
- At least one shipping template configured in TikTok Shop Center
- Return policy set to minimum 15-day window in TikTok Shop settings
- Facebook Business Manager account created with admin access
- Commerce Manager catalog created with at least 10 approved products
- Instagram Professional account connected to Facebook Page and catalog submitted for review
- Pinterest Business account created and website claimed via meta tag or DNS
- Pinterest product catalog uploaded with google_product_category field populated
- Verified Merchant application submitted on Pinterest
- Shipping and return policy page live on website and URL added to Pinterest profile

Creating Shoppable Content That Converts

Plan and evaluate your first shoppable posts on each platform using the frameworks from the course.

Exercise: Content Format Selection Exercise

For each platform, choose the content format you will lead with in your first two weeks and justify the choice based on your product type and production capacity.

- Describe your product in one sentence. Based on that description, which of the TikTok content formats (unboxing/reveal, transformation before/after, discovery narrative, duet/stitch) is the best fit and why?
- What is your current video production capacity — do you have a smartphone with good lighting, a dedicated camera, or neither? How does this constraint affect which platform you should prioritize first?
- List 3 specific keywords your customer would type into Pinterest search to find your product. Use trends.pinterest.com to verify at least one of these is a rising search term.
- Write a draft Instagram caption for your top-selling product. The first 125 characters should lead with a benefit, not the product name. Draft it here and then count the characters.

Worksheet: First 2-Week Content Plan

Plan your first 10 pieces of shoppable content across all three platforms. For each post, fill in the required fields before creation day.

Post number (1–10)

Platform (TikTok / Instagram / Pinterest)

Format (short video / Reel / Story / feed image / pin)

Product to be tagged (SKU or product name)

Content angle (unboxing / tutorial / lifestyle / social proof)

Caption first line (max 125 characters, benefit-led)

Product tag placement note (timestamp for video; location on image for static)

Planned publish date and time

Scheduled in scheduling tool? (Yes/No)

Checklist: Pre-Publish Content Quality Check

- Product appears clearly on screen or in image within the first 2 seconds or first image slide
- Product tag is placed directly on the product (not on background or text area)
- Caption opens with a benefit or hook — not the brand name or product category
- Image or video resolution meets platform minimums (800x800 px TikTok/Instagram; 1000x1500 px Pinterest)
- No watermarks, brand logos from other companies, or prohibited text overlays present
- Product tagged in the post matches a live, approved SKU in your catalog
- Price in catalog matches the price shown in the video or image
- Post scheduled at an optimal time (TikTok 6–9 PM Tue–Thu; check Instagram and Pinterest analytics for your own account peak times)

Analytics, Attribution, and Optimization

Record and interpret your first month of performance data and identify the highest-leverage optimization to make next.

Worksheet: Monthly Performance Scorecard

At the end of each month, pull the following metrics from each platform and record them here. Use the benchmark column to flag any metric that needs attention.

Platform

Total Shoppable Posts Published

Total Product Tag Clicks / Product Button Taps

Total Outbound Clicks (Pinterest) or Add-to-Cart Events (TikTok/Instagram)

Total Purchases Attributed (from platform analytics)

Average CTR (clicks ÷ reach or views) — compare to benchmark

Average ATC Rate (add-to-cart ÷ product page views) — compare to benchmark

Top Performing Post (URL or title)

Top Performing Product (by clicks)

Catalog Health Score (Meta) or Account Health Score (TikTok)

Return Rate % (TikTok Shop)

One action to take next month based on this data

Exercise: Content A/B Test Design

Design a structured content test to run in your second month. Use the framework from the TikTok Shop analytics lesson and adapt it to any one platform.

- Which product will you test and why (choose your top-selling product by clicks, not GMV)?
- What is the single variable you are testing? Name the two versions clearly (Version A = person on screen, Version B = product-only demo, for example). Remember: only one variable changes between the two versions.
- How will you control for other variables (same posting time, same caption length, same hashtags, same product tag placement)?
- After 72 hours, what metric will you use to declare a winner (CTR, ATC Rate, or Outbound Clicks) and what minimum difference will you require before calling it statistically meaningful?

Checklist: Weekly Analytics Routine

- TikTok Shop Center: check Account Health Score and resolve any flagged metrics
- TikTok Shop Center ! Analytics: note top 3 videos by product tag CTR
- Meta Commerce Manager: check Diagnostics tab for new catalog errors
- Instagram Insights: sort Content by Product Button Taps and note the top performer
- Pinterest Analytics: sort Top Pins by Outbound Clicks and note the top performer
- Record this week's top-performing post per platform in your Monthly Performance Scorecard
- Flag any post with CTR below 1% for content audit or removal

Scaling Your Social Commerce System

Build your repeatable content calendar, set paid amplification parameters, and document your compliance procedures.

Exercise: 4-Week Content Theme Rotation Planning

Map your product catalog to the 4-week rotating theme framework from the course. Customize the themes to fit your specific product line.

- Using the 4-week framework (New Arrivals / Customer Favorites / How It Works / Behind the Business), list 2 specific products or stories you will feature in each theme week for the next full rotation cycle.
- Identify which content theme is hardest for you to produce consistently and explain why. What is one way to simplify production for that theme (e.g., repurposing UGC for Customer Favorites week instead of filming new content)?
- What is your realistic batch production session length per week — 1 hour, 2 hours, or 3 hours? Based on that constraint, how many pieces of content can you produce per session?

Worksheet: Paid Amplification Budget Tracker

Track your paid amplification spend and results for each boosted post. This helps you identify your lowest cost-per-click platform over time.

Post title or URL

Platform (TikTok Spark Ad / Instagram Boost / Pinterest Promoted Pin)

Organic CTR before boost (48-hour read)

Daily budget (\$)

Number of days boosted

Total spend (\$)

Paid clicks generated

Cost per click (\$)

Purchases attributed to this boost

Revenue attributed (\$)

ROAS (revenue ÷ spend)

Decision: scale / pause / archive

Checklist: Monthly Compliance and Account Health Review

- Review TikTok Shop Account Health Score — resolve any metric below threshold
- Audit all active product listings for superlatives in titles (best, cheapest, guaranteed) and remove them
- Verify all product main images meet platform resolution minimums — replace any compressed or low-quality images
- Check Commerce Manager for new policy violation notices in Business Manager notifications
- Review Pinterest product catalog Diagnostics and fix all High Priority errors
- Confirm return policy page on website is still live and linked in Pinterest business profile
- Read platform commerce policy changelog (all three platforms publish these quarterly in seller help centers)
- Respond to all open buyer disputes older than 24 hours
- Confirm Verified Merchant status on Pinterest is active (check Business Hub !' Overview)

Your Action Plan

1. This week: Create or convert to business accounts on all three platforms and gather required verification documents (business registration, bank account details)
2. This week: Export your product catalog from your e-commerce platform and audit it against the required feed fields for all three platforms — fix all gaps before uploading
3. Week 2: Submit your product catalog to TikTok Shop, Meta Commerce Manager, and Pinterest — monitor review status daily
4. Week 2: Write your return and shipping policy page on your website and link it in all three platform profiles
5. Week 3: Film your first batch of shoppable content (2 TikTok videos, 2 Instagram Reels, 5 Pinterest pins) and publish with product tags — follow the Pre-Publish Quality Check
6. Week 4: Complete your first Monthly Performance Scorecard — record CTR, ATC Rate, and top-performing post for each platform
7. Month 2: Run your first structured A/B content test on your top-selling product using the test design worksheet
8. Month 2: Boost your single highest-CTR post from Month 1 on the platform where it performed best — start with \$20–30/day for 7 days
9. Month 3: Establish your 4-week content theme rotation and schedule a recurring 2-hour batch creation session in your calendar
10. Ongoing: Run the Weekly Analytics Routine every Monday morning and complete the Monthly Compliance Review on the first business day of each month

