

The Challenge

Goli, a leading health and wellness brand, wanted to establish a strong presence on TikTok Shop. The goal was not just to drive sales but to build a thriving ecosystem of creators who could consistently produce high-quality content and engage audiences effectively.

The Social Army Solution

Social Army engaged its community to help Goli's TikTok Shop growth through a structured, multi-layered approach:

- **Exclusive Email & Discord Announcements:** Engaged creators through direct outreach and platform-wide alerts.
- **Dedicated Coaching & Community Building:** Established a separate Goli creator community with ongoing coaching and mentorship.
- **Strategic Community Classes:** Hosted training sessions to break down viral content trends and teach best practices for maximizing reach and engagement.
- **Collaborative Strategy Development:** Worked closely with the Goli team to outline a detailed content strategy, leveraging insights and performance data.

The Results

36,000+

Video Published

12,000+

Live Sessions

2,700+

Creators Activated

\$4M

GMV Generated

 The Challenge

Meowant, an innovative pet care brand, wanted to leverage TikTok Shop but needed a structured, scalable approach to drive consistent sales through live commerce. Their primary challenge was building a reliable group of creators who could effectively sell the product.

 The Social Army Solution

Social Army developed a focused and sustainable creator strategy by implementing key success factors:

- **Product Training:** Ensured creators were well-versed in Meowant’s product features and benefits.
- **Live Scripts & Visual Setup Training:** Equipped top-performing creators with effective live-selling scripts and visually engaging setups.
- **Promo Codes & Seller Incentives:** Provided exclusive discount codes to enhance conversion rates.
- **Community Engagement & Support:** Hosted brainstorming sessions and kept creators motivated with structured schedules and ongoing support.

 The Results

226

Creators Onboarded

1,300+

Live Sessions Hosted

\$1M

GMV Generated



The Challenge

Dr. Squatch, a best selling, trending men’s grooming brand, struggled to gain momentum on TikTok Shop. Despite having a strong brand identity, they needed a community-driven approach to overcome early adoption challenges and establish a foothold in the marketplace.

The Social Army Solution

Social Army quickly mobilized its network to introduce Dr. Squatch to the TikTok Shop audience, implementing key strategies to ensure success:

- **Content Guidelines & Video Examples:** Provided creators with clear content direction and examples to maintain brand consistency.
- **Targeted Community Engagement:** Used email and Discord announcements to drive awareness and participation.
- **Live Training with the Dr. Squatch Team:** Facilitated direct interactions between the brand and creators to enhance authenticity and alignment.

The Results

3,500+

Videos Published

1,000+

Live Sessions

1,100+

Creators Activated

\$400K

GMV Generated