



Genni partnered with **Fat Beats Records** to promote their records and drive sales on **TikTok Shop**. We created a Shop for Fat Beats and sourced vinyl-specific content creators to generate sales on their Shop.

The Genni team managed the logistics of integrating Fat Beat's operation to send products to all selected creators, handled all contracts, and liaised between the client and creators to get all approvals and posts live.



Examples



@tyler.fortherecord



@bsideslive



@vinylplayground



@tyler.fortherecord



All-in-One TikTok Shop Management

We created Fat Beat's TikTok Shop, integrated it to the label's existing operation, and launched creator campaigns that generated views and sales — turning TikTok Shop to one of the label's strongest sales channels.

Client Objectives

Generate awareness and revenue on TikTok Shop.

What Was Done

- Created a TikTok Shop
- Integrated Shop to existing infrastructure
- Booked affiliate creators
- Optimized affiliate delivery and products

3-Month Campaign Results



1.5M
VIEWS



\$24K+
SALES



16
NEW VIDEOS

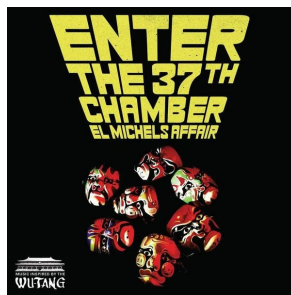


170,000+
NEW VIDEOS

Records Sold



Mac Miller
*Watching Movies
With the Sound Off*



El Michels Affair
*Enter the 37th
Chamber*



Wiz Khalifa
*Cabin Fever
Triple LP*



DC The Don
*Come As You Are
Bundle*