



How to become an LTK Millionaire

So you want to become an LTK Millionaire?

There are 130 creators that have made more than \$1 million in net earnings from their LTK. I bet you're wondering, "how do I do that?!".

We performed a deep dive to find some of the consistent activities and traits that allowed these creators to earn millions, so you can follow the same best practices to help grow your LTK business. We looked at their posting habits, the channels they utilize most, the type of content they create, and how long they've been creating. Here's what we found.

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How often do LTK Millionaires post?



We found that LTK millionaires post on average at least 4 times a day.

While there are some content creators that far exceed this posting number (some as high as 100 times a day), the posting average still appears to be **around 4 times a day.**

When do LTK Millionaires post?

Day of week

M	T	W	TH	F
✓	✓			✓

*Engagement is based on posting activity in the app which identifies when content creators are actively creating & scheduling their content.

- **Monday is the most engaged day of the week** for posting with about 30% higher engagement than any other day of the week.
- Tuesday is the second most engaged day with 10% higher engagement.
- Friday is the third most engaged day.

Time of day

When it comes to the time of day, we found that **weekday afternoons have the highest engagement** with posting and scheduling activity from 1-3pm. This time frame had a 60% higher engagement than any other time of the day!

For **weekends, the highest engagement was between 8-11 AM;** this is typically the time top creators schedule their posts so that consumers have enough time in the day to see them. (Sunday is a high engagement day for shoppers in the LTK app.)



Weekdays: 11 AM, 3 PM and 7 PM
Weekends: 6 AM, 9 AM, 12 PM

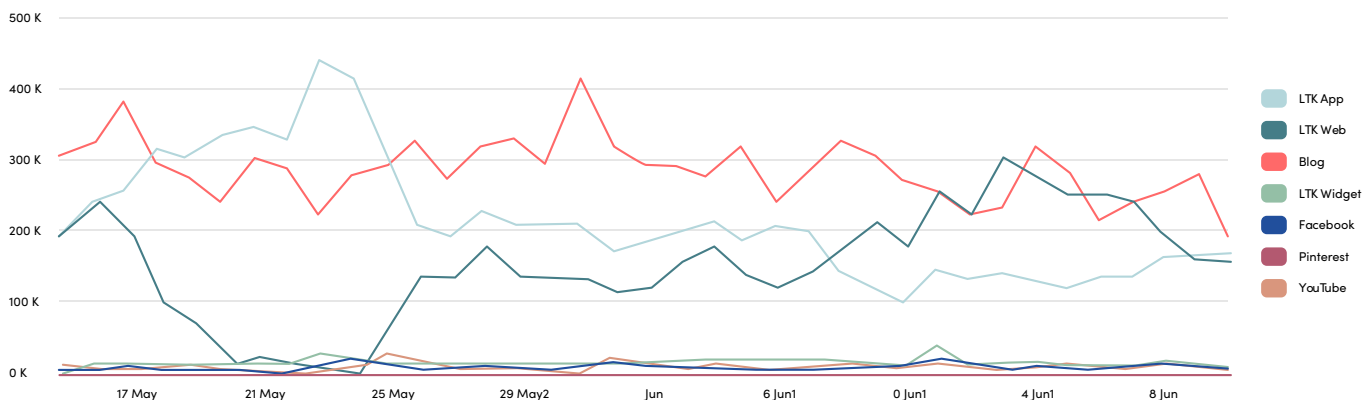
Based on these findings, we suggest posting at the following times to keep LTK shoppers engaged and ensure visibility on your content:

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What channels do LTK Millionaires use most?

LTK millionaires mostly utilize the LTK app and rely on the LTK website as their source for LTK post traffic, with Instagram swipe-up feature as their primary method to link out to their LTK posts. This is also their most rapidly growing channel! Blog continues to be a main channel for those who don't post frequently in the LTK Creator app.

The most effective way to help drive conversions is to use your other channels to promote your LTK content. This is a popular tactic for most LTK millionaires for better visibility and to drive more traffic to app where the shopper can search and shop the rest of their LTK content.



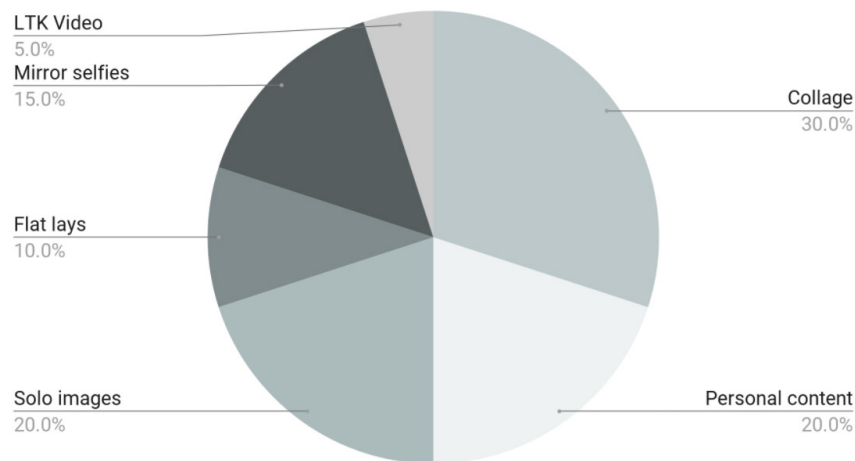
Including your Shop on LTK link in captions, swipe-ups, link in bios, and video descriptions across all channels is a great way to drive traffic and earnings.

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What type of content do LTK Millionaires post?

About 30% of LTK millionaire posts are product collages and this continues to be a steady earnings driver for these top LTK posters since 2020. We recommend diversifying your content so you have a good mix of content types to appeal to different audiences. Collages, mirror selfies, room tour shots, vignettes, on-the-go outfits, and everyday items in use are all great ways to mix up your content types.

If you have a top-performing product, try featuring it in at least three different posts to offer different angles and content approaches to help drive home the sale. This will also allow more posts to show up when a user performs a search in your Shop on LTK, which can be a convincing method to buy an item.



Mirror selfie
a quick way to showcase an outfit to show products worn in real life



Flat lay
an image shot directly from above containing carefully arranged items, like an outfit



Collage
a group of images that solve a specific shopper need



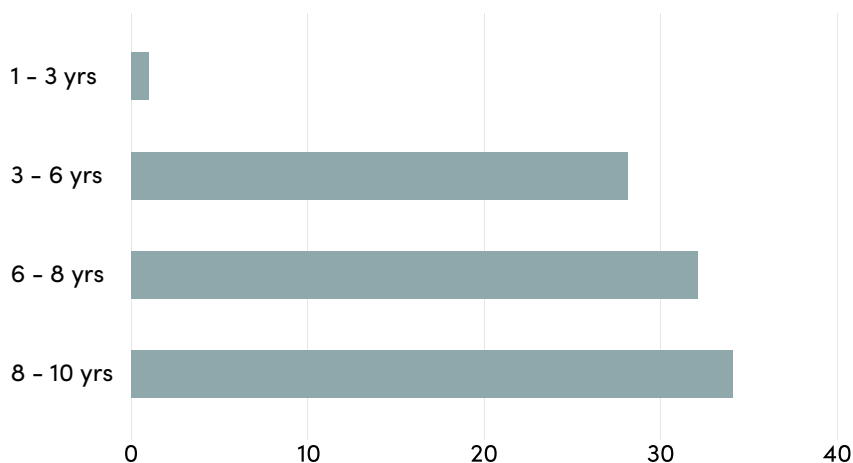
Contextual image
a personal image that shows a curated product(s) in real life

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How Long Have LTK Millionaires Been Creating Content?

We found that all creators who have exceeded \$1M in earnings have been influencers for at least three years; the average time span of content creation for LTK millionaires is about 7

years. Like any successful business, it takes time and consistency to win. Here you can see the age breakdown on how long these millionaires have been creating.



What are LTK Millionaires posting about?

After analyzing hundreds of thousands of LTK posts by top earners, we found clothing, shoes, and beauty are the most popular categories they consistently feature. See the top product categories below:



Dresses
410%



Tops
358%



Sandals
300%



Pants/Jeans
142%



Sneakers/Athletic
123%



Makeup
118%

Do you have what it takes to become an LTK Millionaire?

Follow these best practices and remain consistent with your posting and content promotion to help you get to LTK millionaire status. Let's take your creator business to new heights!

Not a LTK Creator yet?

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