



rewardStyle

# GET A HEAD START ON 2021

*Site Audits, Content Planning + More*

*January 13, 2021*



# How to Set Business Goals

*Achieve success with your business*

Setting goals allows you to stay on track, remain focused, and keep your content planning organized.

## **Take Time to Set Goals**

Sit down and write out what you envision for your business and your yearly goals. At the end, give yourself 3 priority goals.

## **Goal Setting + Annual Planning**

Break your goals down quarterly, monthly, and weekly. Set smaller goals that motivate you each time to hit your end result.

## **Build Out your Content Plan**

Keep yourself ahead of the game with a planning strategy and build out your content plan for the year.

# Content Audits + Performance Analysis

- Collect data over the last year to find what worked best for your business.
- Identify areas of success and areas for improvement.
- Take notes + use Excel or Google Sheets to reference throughout the year.
- Add links to example posts or content you'd like to repurpose.



The screenshot shows a website analytics dashboard. On the left is a sidebar menu with categories like Customization, REPORTS, Realtime, Audience, Acquisition, Behavior (selected), and Attribution. Under Behavior, 'All Pages' is highlighted. On the right is a table with columns for Page, Pageviews, and Unique Pageviews. The table lists the top 10 pages by pageviews.

Page	Pageviews	Unique Pageviews
Total: 64,262 (100.00%)		
1. /home	7,624 (11.86%)	6,196 (14.9%)
2. /basket.html	3,653 (5.68%)	1,424 (3.4%)
3. /store.html	3,598 (5.60%)	2,476 (5.9%)
4. /google+redesign/apparel/mens	2,622 (4.08%)	1,673 (4.0%)
5. /google+redesign/apparel/mens/quickview	2,517 (3.92%)	805 (1.9%)
6. /google+redesign/apparel	2,386 (3.71%)	1,967 (4.7%)
7. /store.html/quickview	2,153 (3.35%)	541 (1.3%)
8. /asearch.html	2,000 (3.11%)	1,211 (2.9%)
9. /google+redesign/new	1,932 (3.01%)	1,494 (3.5%)
10. /google+redesign/shop+by+brand/youtube	1,743 (2.71%)	1,528 (3.6%)



## Audience Demographics + Interests

*Understand your audience*

- Hone in on the type of content your audience wants to see and focus to deliver.
- Knowing who to create content for will help your overall business + content direction.



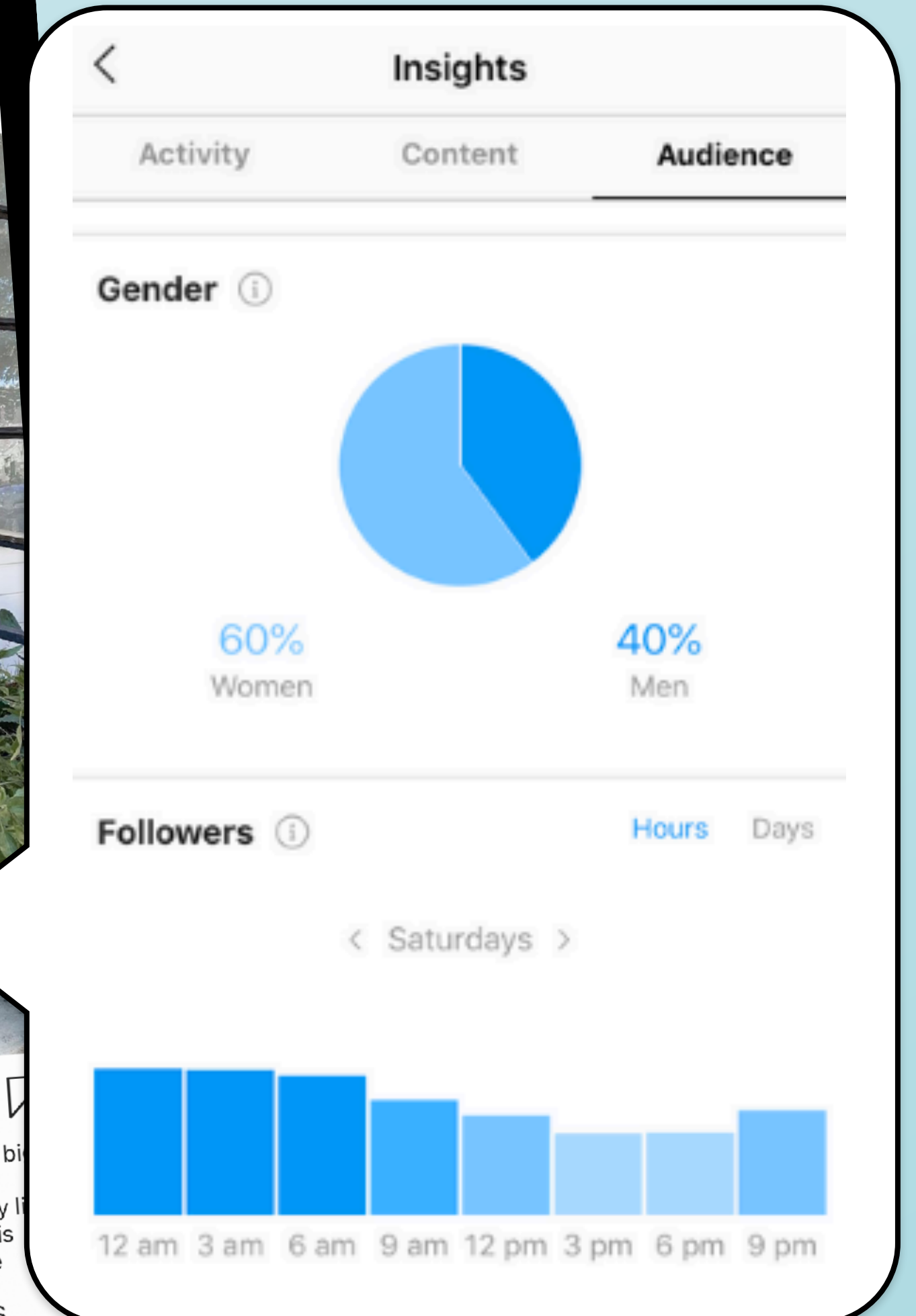
**ASK YOURSELF**

What do people want to see?

# Key Metrics

*Key metrics to pull from every channel*

- Audience Geo Location
- Age Range
- Gender
- Active days/times on platform
- Audience Interests (categories, content types, hashtags, etc)
- Reach + Engagement



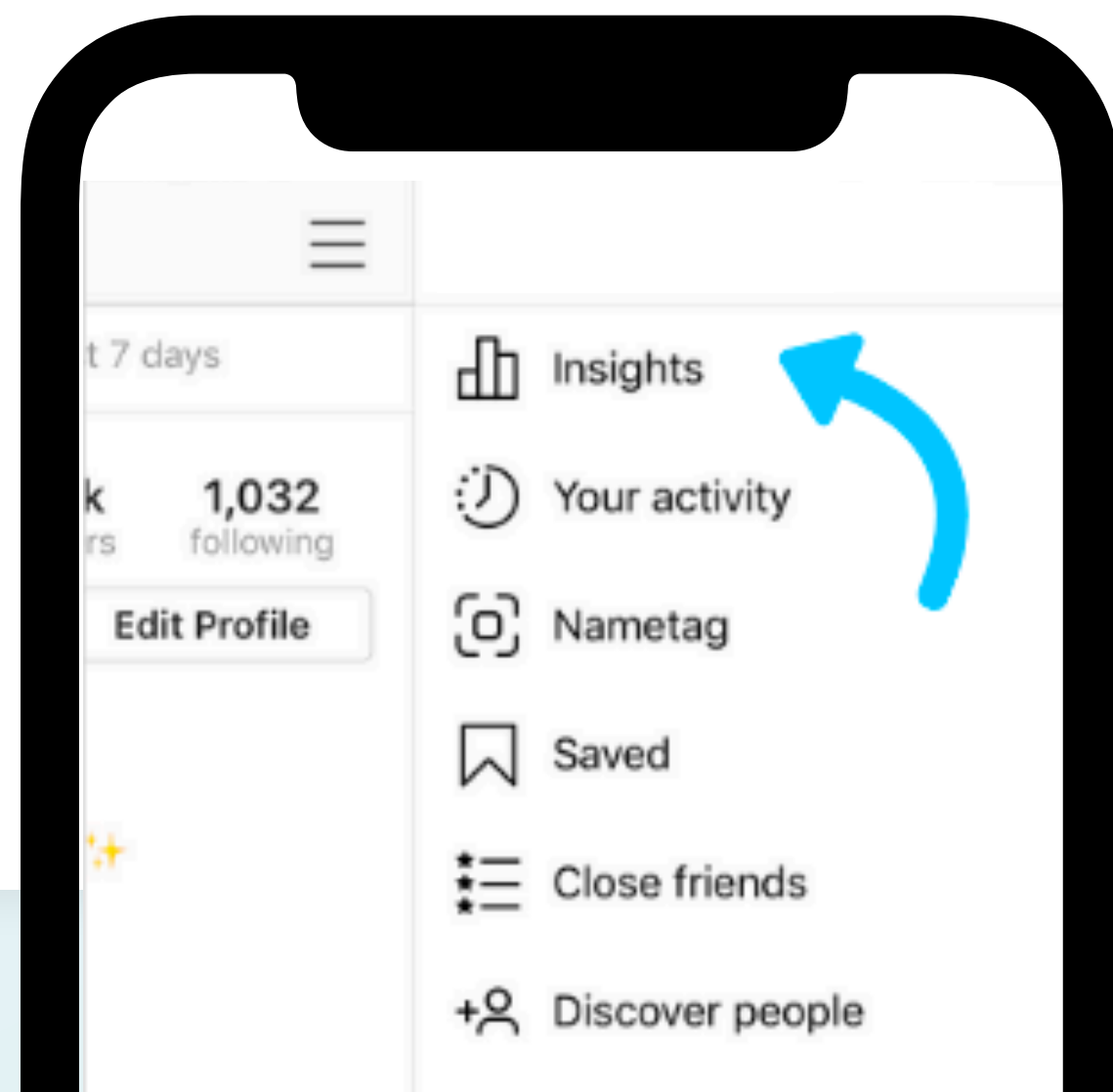
# How to View Insights + Analytics

*Instagram, Facebook + Pinterest*



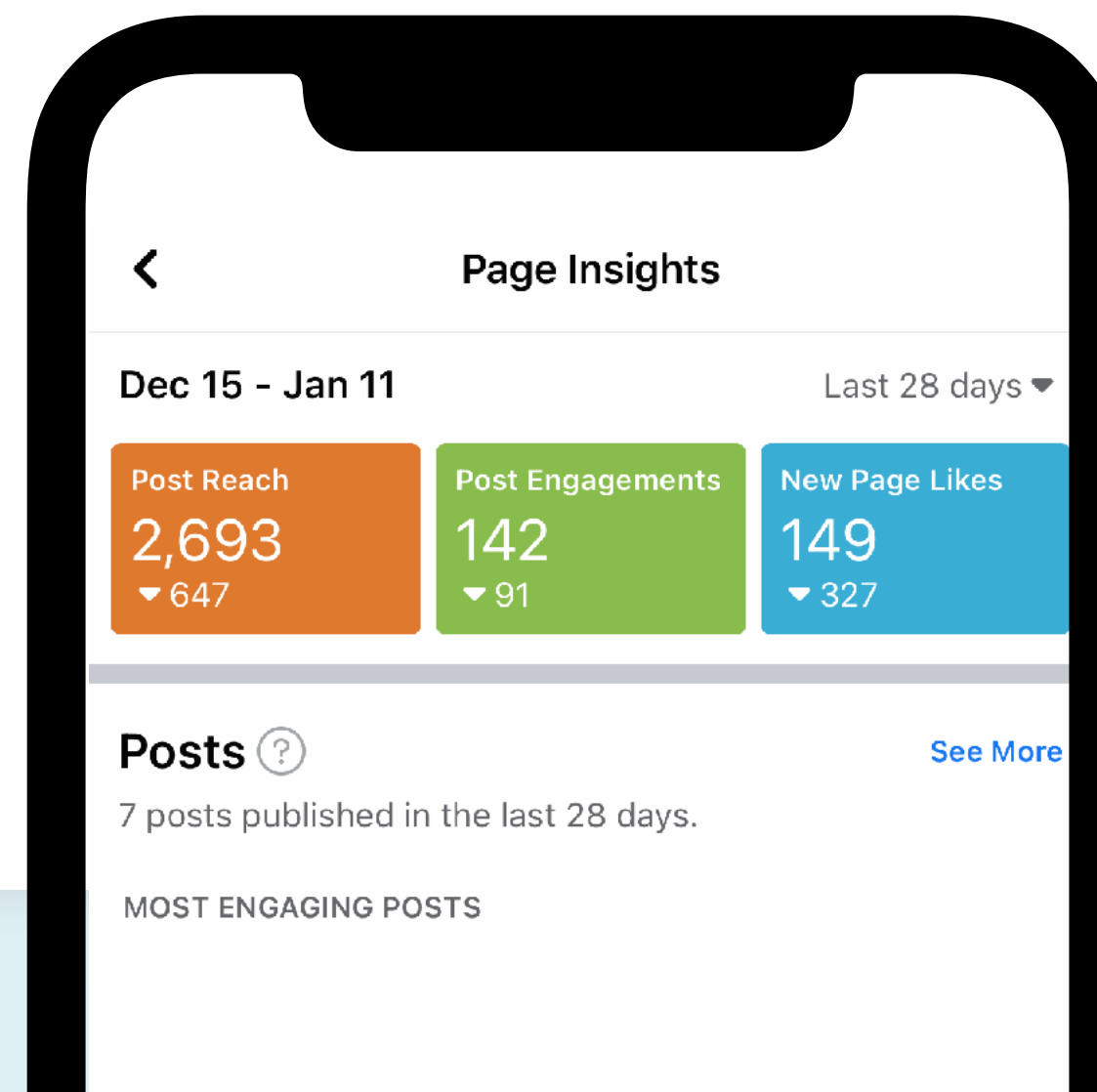
## INSTAGRAM

Log in to Instagram  
Click on Settings  
Click on Insights  
Click on Audience



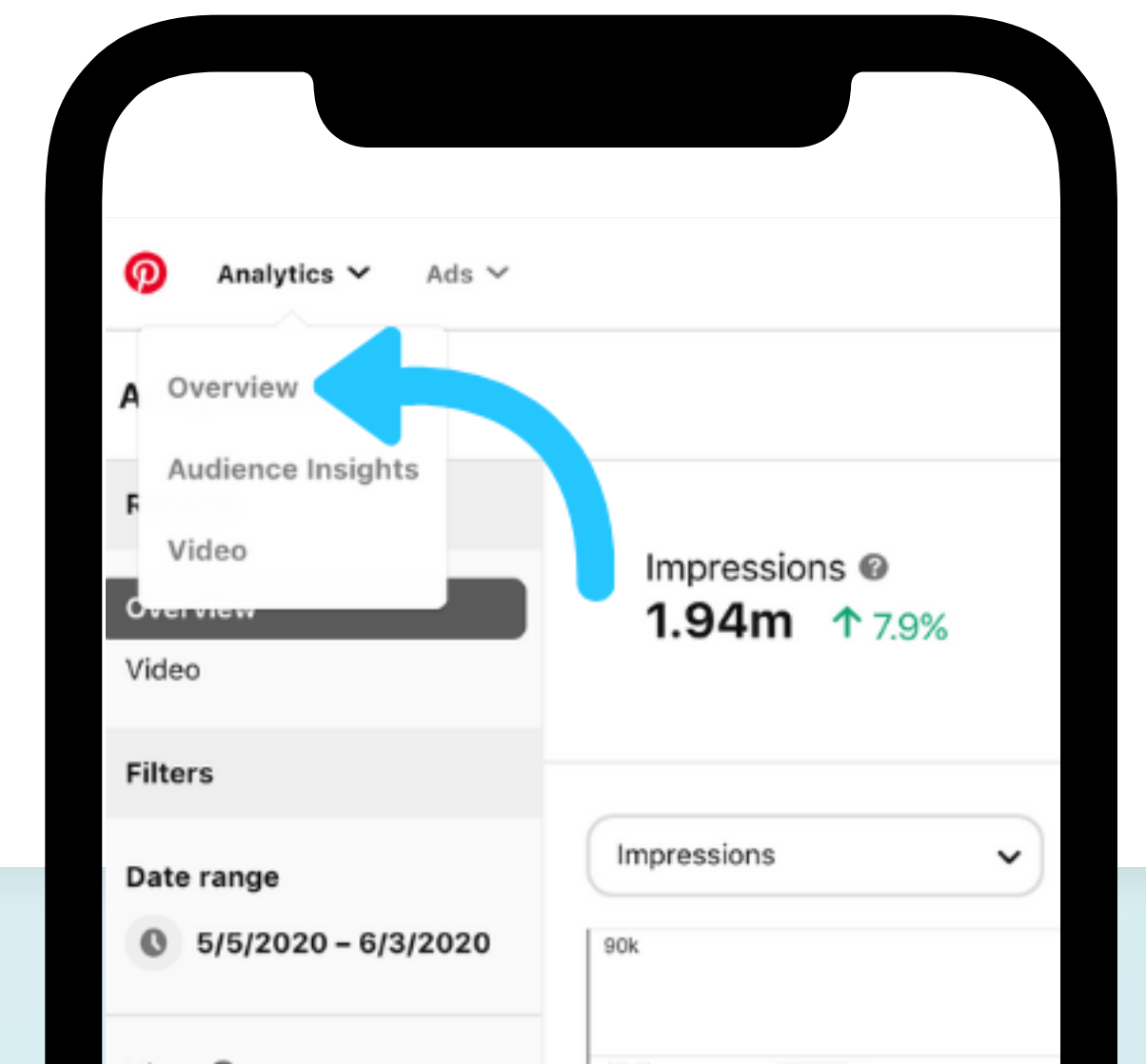
## FACEBOOK

Log in to [Facebook's Creator Studio](#)  
Click on Insights



## PINTEREST

Log in to Pinterest or a  
Pinterest Business Account  
Click Analytics  
Select Overview



# How to View Insights + Analytics

*YouTube + Google Analytics*



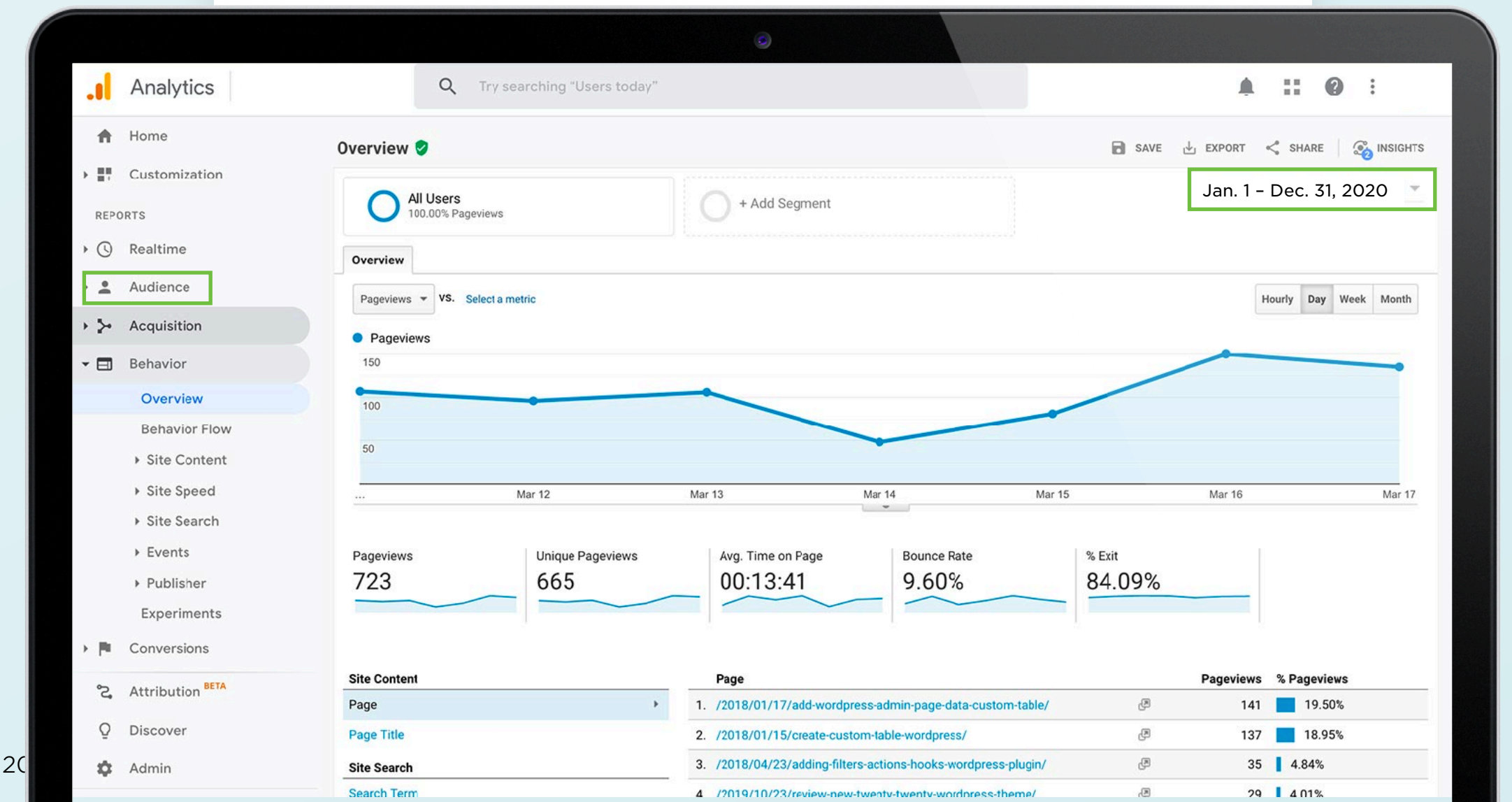
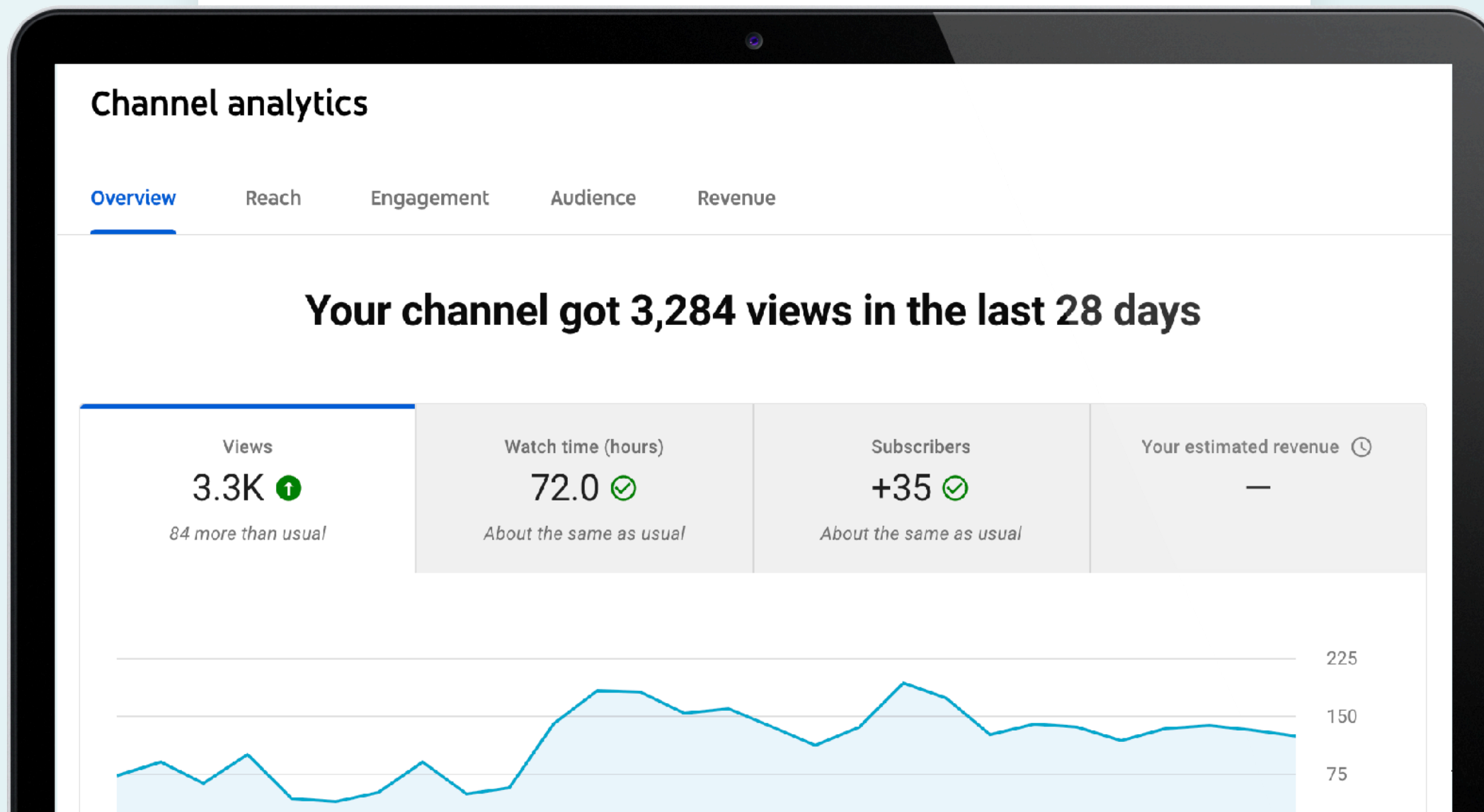
## YOUTUBE

Log in to [YouTube Studio](#)  
Click on Analytics + Audience



## GOOGLE ANALYTICS

Log in to [Google Analytics](#)  
Click on Audience + Demographics  
Click on Interests  
Click on Geo

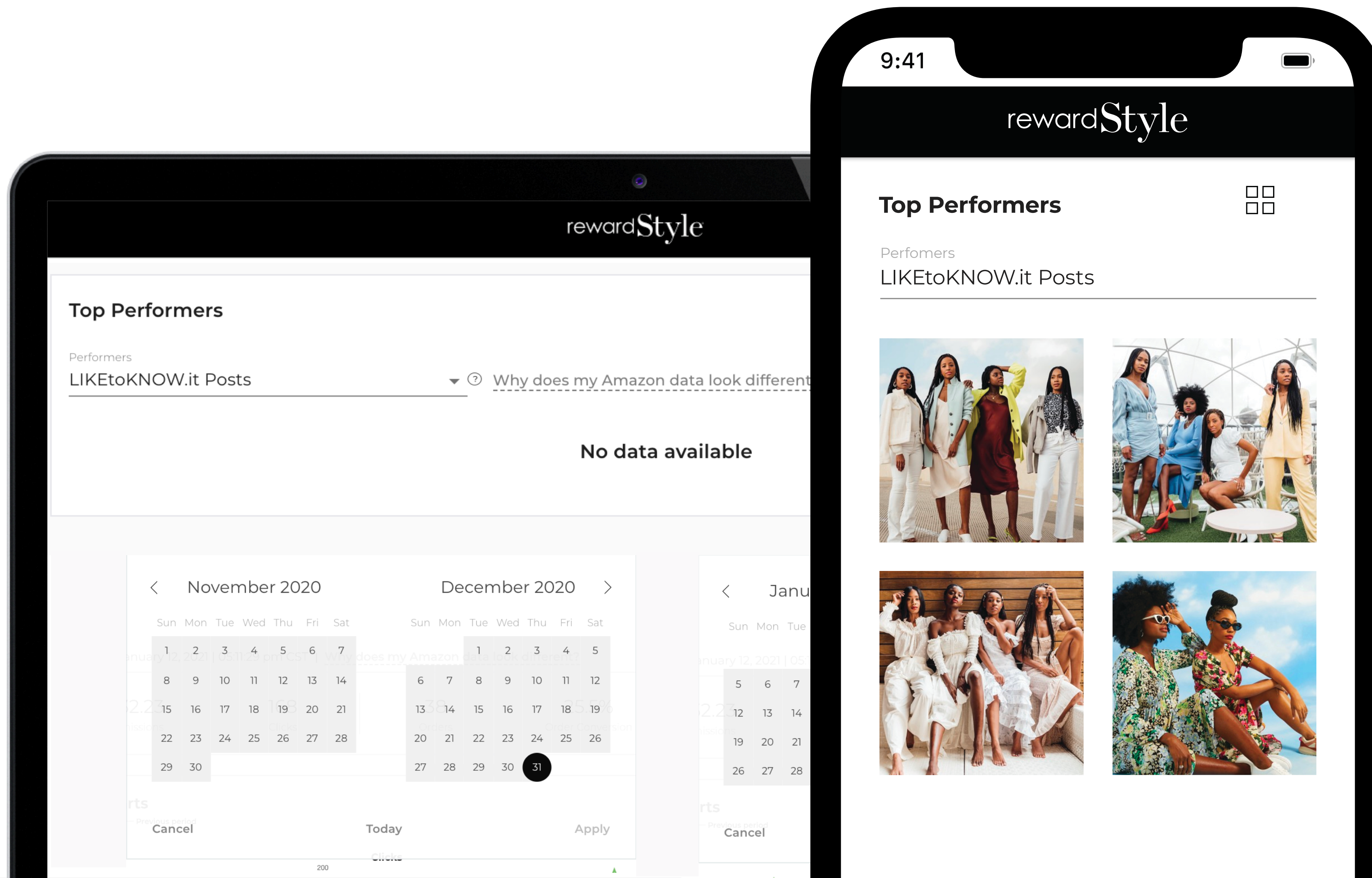


# Top-Performing LIKEtoKNOW.it Posts

*Analytics + Performance*

## Your Analytics

- Log into rewardStyle.com + Click Analytics.
- Change the date range from January 1 - December 31, 2020.
- Scroll to the bottom of the page to view the Top Performers chart then change the Performance dropdown to LIKEtoKNOW.it posts.
- Break analytics down monthly or quarterly If you prefer to view seasonal data snapshots.





## Top LIKEtoKNOW.it Content

*Three themes to look at when identifying top LIKEtoKNOW.it posts.*

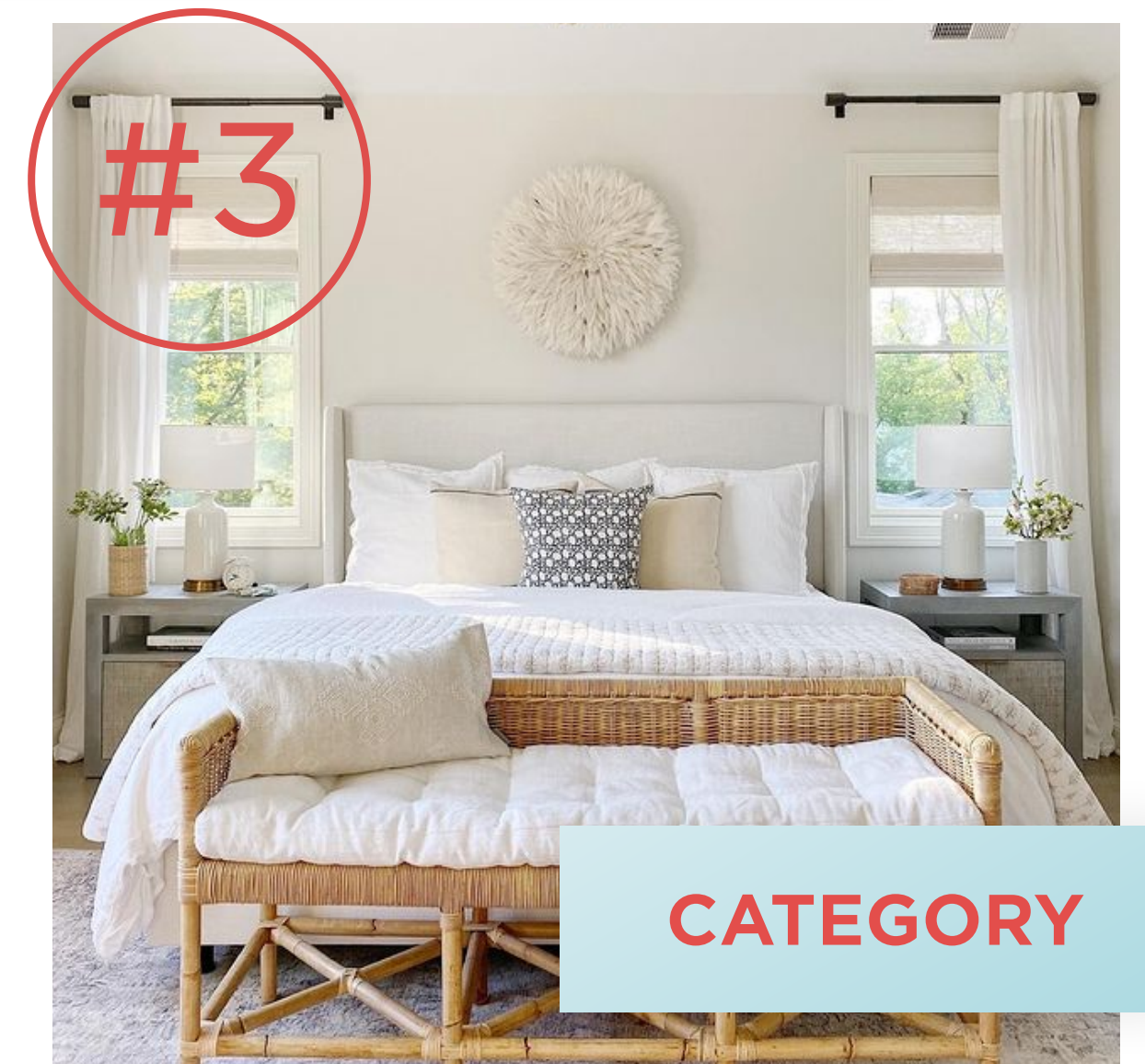
Knowing what your audience prefers and what content performs the best will allow you to focus on content that you already know works and removes the need to trial + error with other kinds of content. This will allow you to post strategically and be more efficient.



**IDENTIFY THE TYPE OF POST**



**EDITED OR REAL-LIFE MOMENT**



**CATEGORY**

# Top Products + Price Points

*View your analytics on desktop for a more in-depth view of your dashboard*

The screenshot shows the rewardStyle dashboard interface. At the top, it displays the platform as 'Blog + Social, LIKEtoKNOW.it' and the contributor as 'Emma Golden'. The date range is set from 'Apr. 1 2020' to 'Apr. 24 2020'. Below this, there's a section for 'Top Performers' with a dropdown menu currently set to 'Active Links'. A green box highlights this dropdown and the 'Clicks' column in the table below. The table lists various products with their respective performance metrics.

Performer Name	Clicks	Orders	Order Conversion	Items Sold	Items Sold Conversion	Commission
Caviar Stick Eye ...	48	0	0%	0	0%	\$0.00
Lillian Dish Tow...	38	1	2.63%	1	2.63%	\$2.02
Rose Noir & Ou...	38	1	2.63%	8	21.05%	\$15.30
le cruset dutch...	33	3	9.09%	3	9.09%	\$52.67
Skin Fetish Hig...	29	0	0%	0	0%	\$0.00
Cantu Shea But...	28	0	0%	0	0%	\$0.00
Magic Away Co...	27	0	0%	0	0%	\$0.00
le cruset dutch	26	0	0%	0	0%	\$0.00

## Your Analytics

- Log into rewardStyle.com + Click Analytics.
- Set the date range to the desired time frame.
- Scroll down the page to view the Top Performers.
- Select the Performers dropdown to Active Links.
- Identifying valuable data points indicates buyer interest.

# Top Retailers

*View your analytics on desktop for a more in-depth view of your dashboard*

Platform: Blog + Social, LIKEtoKNOW.it | Contributor: [ ] | Date Range: Apr. 1 2020 - Apr. 24 2020

### Top Performers

Performers: Advertisers (Why does my Amazon data look different?) | Export

	Performer Name	Clicks	Orders	Order Conversion	Items Sold	Items Sold Conversion	Commission
S	Sephora (US)	401	2	0.5%	16	3.99%	\$39.66
T	Target	227	5	2.2%	5	2.2%	\$38.67
A	Amazon (US)	178	11	6.18%	11	6.18%	\$29.19
N	Nordstrom	58	4	6.9%	6	10.34%	\$17.79
C	Crate & Barrel	47	0	0%	0	0%	\$0.00
A	Anthropologie (...)	38	1	2.63%	1	2.63%	\$2.02
L	Lou & Grey (US)	34	0	0%	0	0%	\$0.00

## Your Analytics

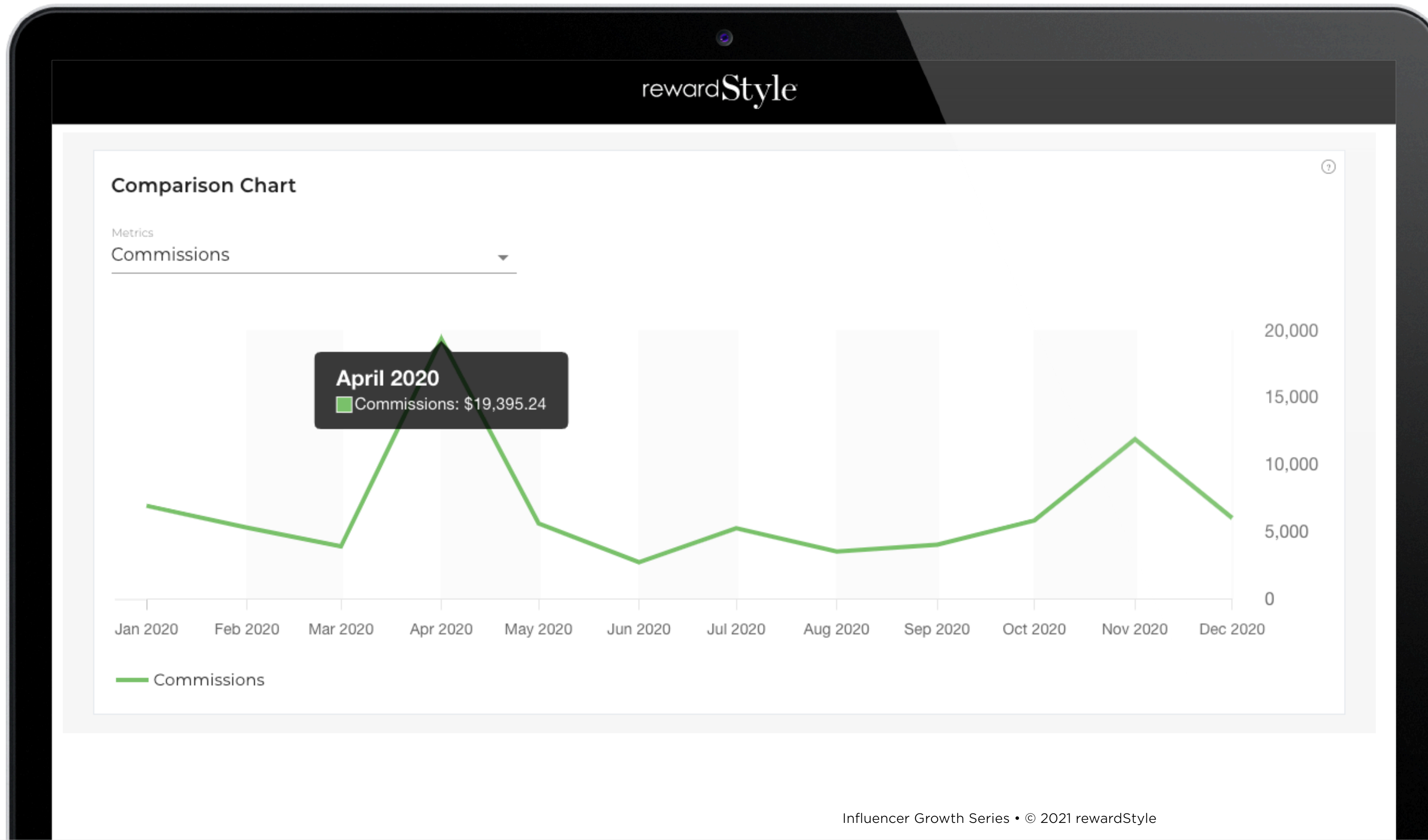
- Log into rewardStyle.com and click Analytics.
- Select the Performers dropdown to Advertisers.
- Click the Order Conversion column to see what retailers convert the best with your audience.
- Click the Items Sold column to identify retailers with shoppers purchasing multiple items.

# Top Seasonal Periods + High Earning Dates

*Find your key sales driving dates*

## Make a Plan

- Plan out content ahead of time to include in your content calendar for upcoming months.
- Look over your analytics from the Analytics dashboard on [rewardStyle.com](https://rewardstyle.com) for all of last year.
- Scroll down to the Comparison Chart and filter by Commissions in the Metrics dropdown.



# How to Project LTK Earnings

*calculating earnings per post*

$$\frac{\text{TOTAL LTK \$}}{\text{TOTAL POSTS}} = \text{AVG \$ PER POST}$$

## TOTAL LTK EARNINGS

Change platform to LIKEtoKNOW.it, then select date range to see LTK earnings.

## TOTAL LTK POSTS

Use Top Performers chart, change to LIKEtoKNOW.it Posts. Number of posts show at the bottom.

## AVG EARNINGS PER POST

This tells you on average, how much commission you earn on LTK posts.

# How to Project LTK Earnings

*calculating earnings per post*

$$\mathbf{\$2,000} \quad \div \quad \mathbf{30} \quad = \quad \mathbf{\$67/POST}$$

TOTAL LTK EARNINGS

TOTAL LTK POSTS

AVERAGE EARNINGS  
PER POST

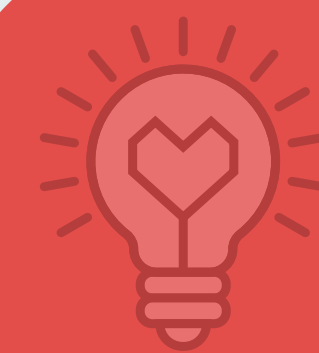
Now that you've set an earnings goal, and you know on average how much you make per LTK post, you can then determine how many LTKs you'll need to post in order to hit that goal!

# LTK Earnings Growth

*calculating growth rate to set goals*

$$\begin{array}{ccccc} \$15K & \div & \$67 & = & 224 \\ \text{LTK EARNINGS GOAL} & & \text{AVG EARNINGS PER POST} & & \text{NUMBER OF POSTS TO GENERATE} \end{array}$$

We typically see earnings growth when the number of posts increases. The more shoppable content posted, the more opportunities to earn.



## PRO TIP

Focus on posting more on the days of the week that typically drive higher earnings!

# Building Out A Monthly Content Calendar

**Be consistent** • The best way to keep track of your content, stick to a consistent posting schedule, and ensure you're regularly promoting that content is to build out a monthly content calendar.

## ANNUAL OVERVIEW

Print a blank calendar for all 12 months. Go through each month + mark down important dates such as:

**Key Sales**

**Seasonal Transitions**

**Holidays**

**Top Performance Date**

## MONTHLY BREAKDOWN

Create your content + promotional plan for that holiday. Start posting content 3-4 weeks in advance.

Start posting Valentine's Day content January 19th. Mark it on your calendar + plan!

## WEEKLY BREAKDOWN

Add content you'll need to produce each week:

**Blog Post**

**Instagram Posts**

**LIKEtoKNOW.it Posts**

**IG Stories**

## DAILY POSTING SCHEDULE

Determine what days you'd like to post. This will include your actual content and your promotional posts to grow traffic, earnings + followers.

**Example: Valentine's Day**



# Finding Content Ideas + Determining When to Post

*Drive more traffic + earning over time*

## Recommended top tools:

Google

Answerthepublic.  
com

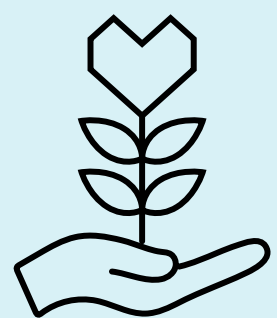
IG Story Polls

Weekly LTK Top  
Search Terms  
Email

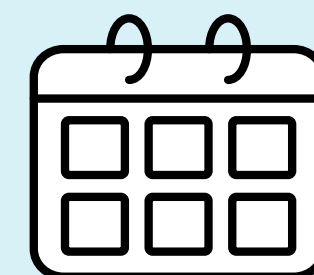
Pinterest  
Moments Planner

Google Analytics

IG Comments +  
DMs



You'll also find this guide outlines major holidays by season. Add these dates to your content calendar so they don't creep up on you too quickly.



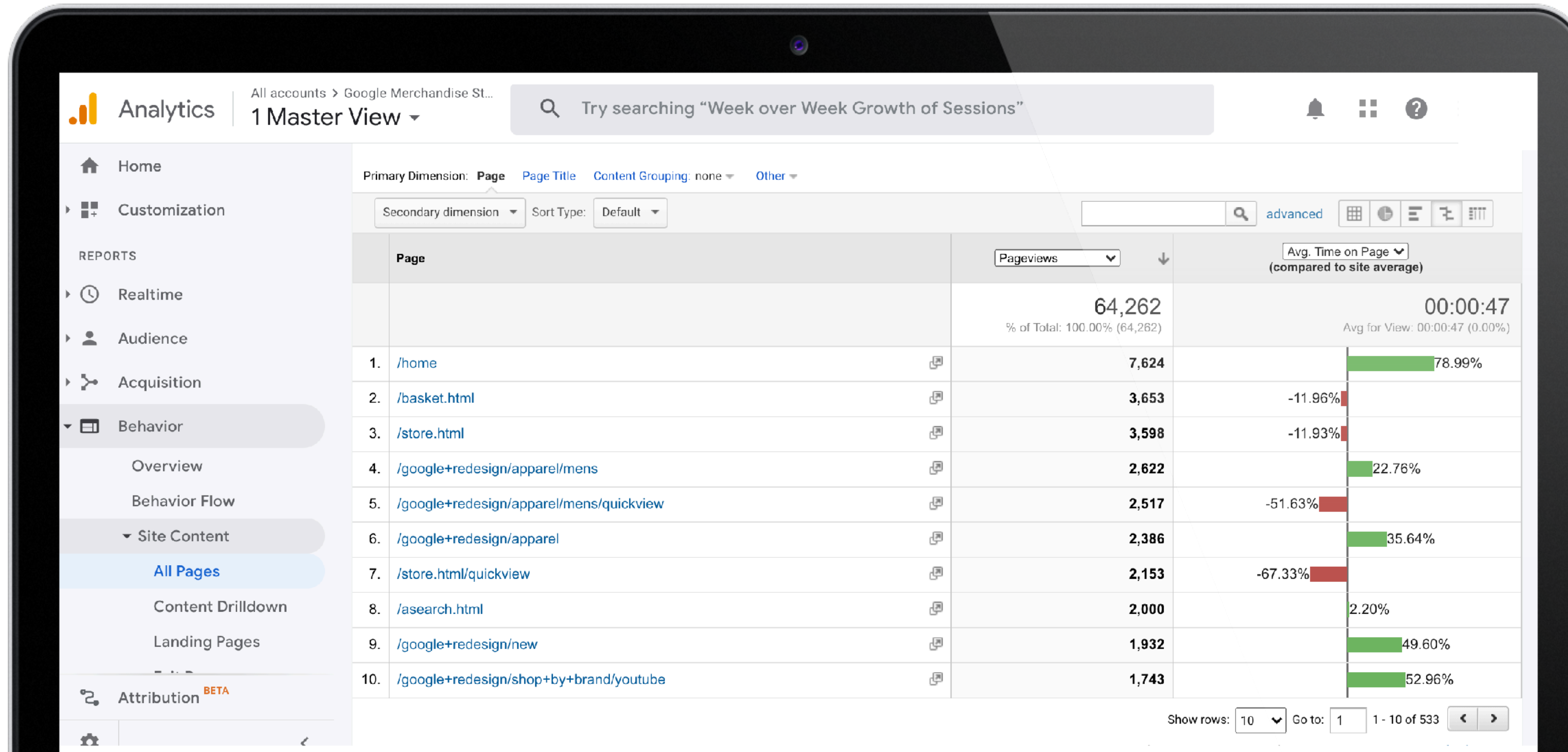
Schedule your social posts, blog posts ahead of time, and for iOS users, you can now schedule and auto post your LTKs!

# Identifying Evergreen Content + Top Performing Content To Repurpose

*Drive traffic, increase clicks + earnings*

## Google Analytics

- Log in to Google Analytics. Click **Behavior, Site Content + All Pages**.
- Sort by top page views meaning the highest amount of traffic.
- Click the **Comparison** chart. Select **Average Time**.
- Posts in green with the highest percentage are your most engaged blog posts.



Update content that was posted 12 months prior. Google takes time to rank the post, so updating recent content won't be as effective.



**So how do you repurpose older blog content?  
Simply update the content + republish posts!**