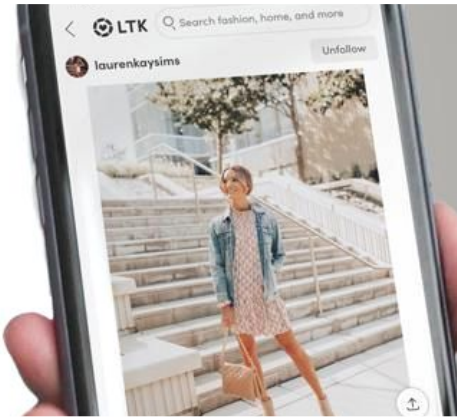




LTK app converts **3.5X** more than social channels and LTK links will give you a **4X** ROI over rStyle links

How to promote your LTK Shop on Instagram

Add your LTK Shop link to your link in bio to direct your audience to one place where they can shop all of your looks, favorite products and more.

Utilize the Sticker feature (formerly Swipe-Ups) on Instagram Stories to link directly to your LTK Shop. Be consistent on how you reference the link on your stories to train your shoppers to look for the link and click to shop. A recent study shows that LTK links convert at a higher rate making your LTK links ROI 4x higher than a direct commissionable product link.

Know your audience. It's critical to have a clear idea of who your average follower is, know which brands speak to them the most, and remember to always be authentic.

Use interactive features and drive earnings with creative content that utilizes Instagram Stories, Reels, and even Highlights. Instagram tends to reward users who take advantage of all of the platforms tools, so be sure to get creative, add GIF stickers, try adding trending sounds to videos, and more. (Continued on next page...)

Contact your LTK Creator Success Account Executive for personalized strategic insight.



How to promote your LTK Shop on Instagram cont.

Driving traffic to your LTK links and profile is the best method for gaining long-term, repeat shoppers. Many creators also choose to share their commissionable links created using the Link Ninja in Link Stickers on Instagram Stories. While this practice can provide quick wins, ultimately your conversion rate will be much lower than when driving traffic to the same products shared in LTK posts.

Contact your LTK Creator Success Account Executive for personalized strategic insight.