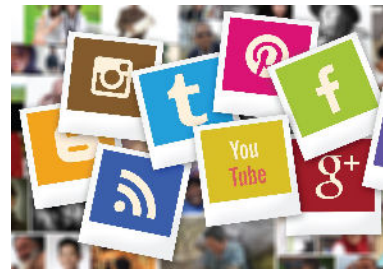


# Share links »»101



## Description:

This course is to help you become familiar with your share link options, why you need them, and when you can use them.

Going through this course, you will get the answers for the following questions:

- What is your Share Link and Share ID?
- How do you find your Share Links?
- When do you use Share Links?
- How to track your performance efforts
- Why should you use Share Links?

## What is a Share ID and Share Link?

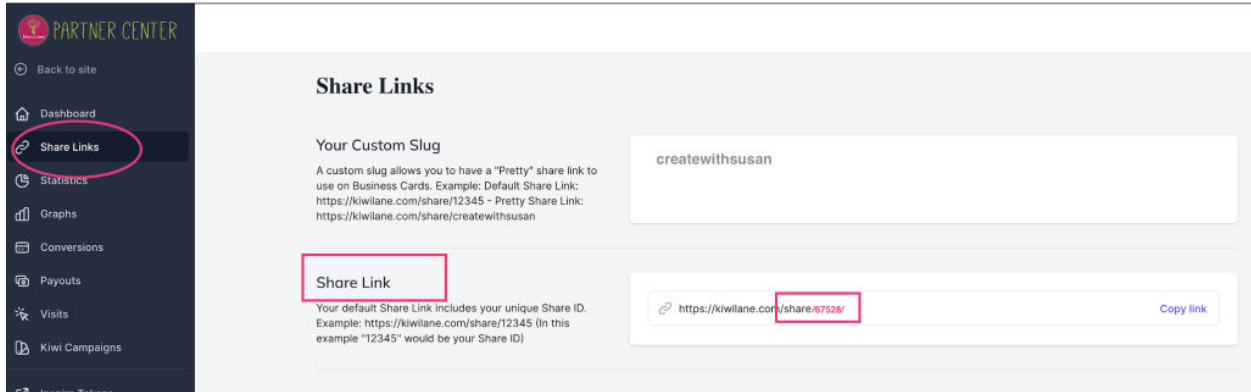
### What is a Share ID?

A Share ID is a set of unique numbers that is automatically assigned to each Creative Partner.

### Where can I find my unique Share ID Number?

In the Partner Center (located in the menu on the left side of the screen), you will find your unique Creative Partner ID under the 'Share Links' tab.

- Your Creative Partner ID is the number that is beside the statement "Your Share ID is:\_\_\_\_\_."



This unique ID is part of your Share Link coding so that when you are promoting Kiwi Lane’s website, products, or services, it tracks the visits when they come to the Kiwi Lane website. If someone NEW clicks the link, it identifies you as the FIRST referring Creative Partner.

Let’s talk more about what Share Links are in the next topic of this course.

## What is a Share Link?

A Share Link is a unique URL. It includes the Share ID of the Creative Partner who shared it so the Creative Partner can be tracked when someone visits Kiwi Lane’s website via that URL.

As a Creative Partner, you have access to these links when you LOG into your online account so you can use them when promoting Kiwi Lane’s website, products, or services.

## How does the Share Link work?

- You share these links anywhere you talk to others about Kiwi Lane.
  - In Person Events, Online, Comments, Messenger, Text, etc
- When someone new to Kiwi Lane clicks on your Share Link to visit the website, the link is automatically coded with your Share ID to identify which Creative Partner shared the link.
- Once the new referred customer completes a conversion (creates an account or places their first order), you will automatically earn commissions on the lifetime of that new referred customer's qualifying orders.

## How is this tracked?

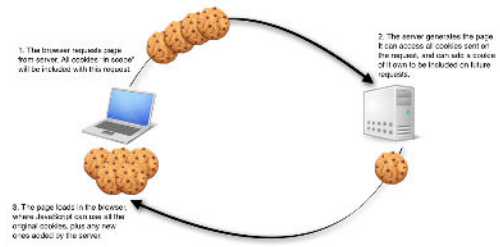


### WEBSITE COOKIES

Through a small piece of data (known as a 'cookie') which is stored in a user's web browser when they visit a website. When a customer comes to Kiwi Lane's website via a Share Link, Kiwi Lane looks for three cookies :

1. "affwp\_ref\_visit\_id" - This cookie stores the visit ID (the visit ID increments by 1 each time any Share Link is used until the cookie expires or is deleted).
2. "affwp\_ref" - This cookie stores the Creative Partner's Share ID.
3. "affwp\_campaign" - This cookie stores the campaign name when Creative Partners create a campaign to track conversions from specific sources of traffic (i.e. email, social media, their website, etc.).

When a customer clicks on a Creative Partner's Share Link, and these cookies are successfully generated, a visit will appear in the Partner Center Visits screen. The cookies will then remain in the browser throughout the purchase or conversion process to track the correct first referring Creative Partner so a conversion can be correctly generated.



The cookies will also remain in the customer's browser for a period of 180 days, or until the customer clears their cookies. If you do not use the share links, the cookies are not visible in the browser and a visit will not be generated.

**Note:** A user may clear their browser cookies at any time, in which case the Share ID will no longer be tracked. A user may also use a different device or browser where the cookie isn't being stored.

## To summarize this process, here is a basic overview:

1. You share your unique Share Links.
2. Someone clicks on your link to visit the website.
3. A cookie (a small piece of data) is stored (if one does not already exist) in the visitor's web browser. (active for 180 days)
4. The NEW visitor decides to place their first order or create a community account.

5. Once either one of these actions occurs, the system will permanently attribute that referral to the Creative Partner whose Share ID is saved in the browser cookie as the one that FIRST introduced them to Kiwi Lane.
6. The referring Creative Partner attributed to that new referral will automatically earn commission on any future qualifying orders they place as a customer, no matter what future links they may click.

## You Have Multiple Share Link Options!

As a Creative Partner, you have multiple Share Link options available to you. We will explain more about these options during this course and WHEN and HOW to use them.

- Social Share Links
- Standard Share Links
- Share Link Generator



## Social Share Links



Out of each Share Link option, the SOCIAL Share Links option is the one we recommend using every day. This option will simplify the sharing process for your different marketing/social channels and personal contacts. It will also allow you to send invitations to new contacts with purpose and focus quickly.

Sharing Kiwi Lane with the Social Share Links is as easy as 1, 2, 3:

1. Log into your Kiwi Lane account.
2. Visit any web page, and locate the social media platform icons at the bottom of the page (whether you are on your phone, tablet, or computer).
3. Click on the social media icon of your choice, and Share! (Your share ID is automatically added to the link to track your efforts.)

**Here is a quick video to walk you through this process:**

[https://youtu.be/36lfmhH\\_SHY](https://youtu.be/36lfmhH_SHY)

## All Pages on Kiwilane.com have Social Share Links



Every page on kiwilane.com now enables you to share Kiwi Lane Designs on select social media platforms. See the bullet points below to become familiar with which social media platforms are now in your 'toolbox.' Each social media platform has a respective icon that enables you to share Kiwi Lane quickly and easily.

- Facebook
- Pinterest
- Twitter
- LinkedIn
- Copy/Paste (Great for Text, Comments, and Youtube) or you can create QR codes
- Email

**DESKTOP:** Icons appear on your computer as illustrated in the image below:



**MOBILE:** Icons appear on your phone as illustrated in the image below:



## Increase your productivity with simplicity:

You have plenty of content to choose from. You will find these share icons on all kiwilane.com pages.

- Log into your account
- Visit a kiwilane.com page
- Scroll down the page, and the social icons will appear at the bottom of the page
- Click on the social icons and share

They do not replace the other share links because they are share links. They are simply created in just a way to increase your productivity with simplicity. You're able to share directly from the web page you're on.

## Must be logged into your account



For the links to include your unique share ID automatically, you must first log into your Creative Partner account. Once you log in, all browser links for all pages already add your Share ID to the page link you wish to share with a simple click on any of the social media icons.

Logging into your account guarantees that any new customers introduced to Kiwi Lane by your sharing effort will be tracked back to your personalized Share Link that includes your Share ID or Slug and is attributed to you as the referring affiliate. It's that easy!

## What Pages Should I Share?

Let's say you just introduced someone to Kiwi Lane, and you want to send them a link so they can experience Kiwi Lane firsthand. There are many types of content you could share with these creators, for example:

1. Share the current 'Kiwi Campaign' links found in the Partner Center under the **'Kiwi Campaigns' tab.**
2. Share the community link and the benefits of joining the community so they can create a free account.
3. Share links specific to their needs and interests that they have expressed to you. (Example wedding layout ideas from the blog)
  - a. Make sure to truly listen to others when they express their interests with you and be familiar with the available content that could help them.
4. Other options may include:
  - a. The Kiwi Club Pages
  - b. Home Page
  - c. Demo Videos
  - d. Any of the blog posts
  - e. Courses
  - f. Live how-to classes and event links

By focusing on sharing the right content for that individual based on the conversations and experiences you've had together, you meet them where they are in their journey and help them experience community support, step-by-step instructions, and inspiration firsthand based on their needs and questions.

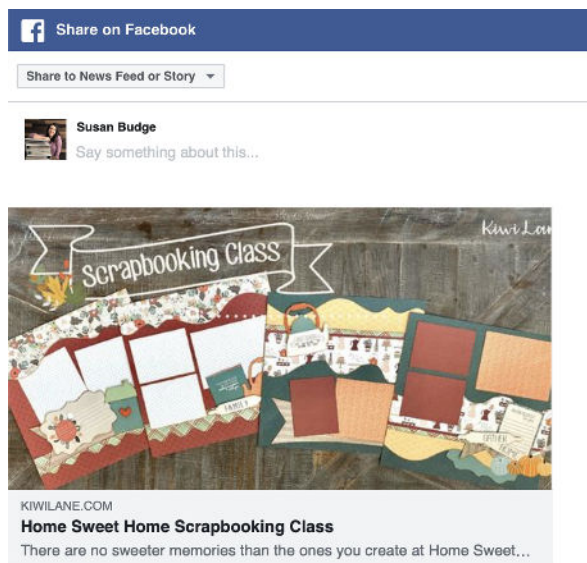
## Diversity of Styles

Using the Social Share links consistently builds awareness that you are a Kiwi Lane Creative Partner and provides opportunities for different types of content and styles to capture the attention of a variety of individuals that you cross paths with.

**Continue sharing until they have had enough chances (7 Times Rule) to see, explore, and learn. They are ultimately led to experience the benefits of what Kiwi Lane has to offer them for themselves, leading to your increased earnings.**

## Appearance of your Message

When you click on these icons to share content, the function will automatically pull an image formatted for that specific platform and will compose an informative and visually pleasing message. This all happens with just that one click so you don't have to worry about finding the right share image or coming up with wording on your own.



## Copy/Paste Function Icon ( ):

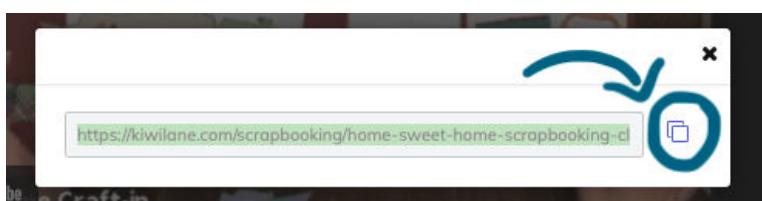
This feature is most beneficial when you are communicating with someone through:

- Text
- Comments on other social media sites
- Youtube Video descriptions

Use the copy/paste feature (the icon with the two overlapping squares) to share the desired content, using a more personalized message.

## Follow these simple steps:

1. After logging on, navigate to any page you'd like to share, and locate the copy/paste icon at the bottom of your screen.
2. When clicking on the copy/paste icon, a separate window will pop up with the respective page URL. Click on the copy/paste icon next to the link, which will copy the link to your clipboard.
3. Paste the same link by clicking into your text message.
4. Click send.



## Sharing Kiwi Lane Content Using Email Icons ( ):

If you have a contact who has shared their email address, utilize the email icon (the icon with the envelope). It will automatically pull up your email provider with a message that you can edit as needed. Once you are happy with your message, push send

To:

Cc:

Subject: Hey... thought this might interest you.

I found an awesome community where you can connect with other creators and snag some incredible savings they run from time to time.

Here is a link I thought you might be interested in:

[https://kiwilane.com/scrapbooking/home-sweet-home-scrapbooking-class/share/247354?utm\\_source=mails&utm\\_medium=website\\_social\\_buttons&utm\\_campaign=Home Sweet Home Scrapbooking Class](https://kiwilane.com/scrapbooking/home-sweet-home-scrapbooking-class/share/247354?utm_source=mails&utm_medium=website_social_buttons&utm_campaign=Home Sweet Home Scrapbooking Class)

## Standard Share Links

### Where can I find my Standard Share Links?

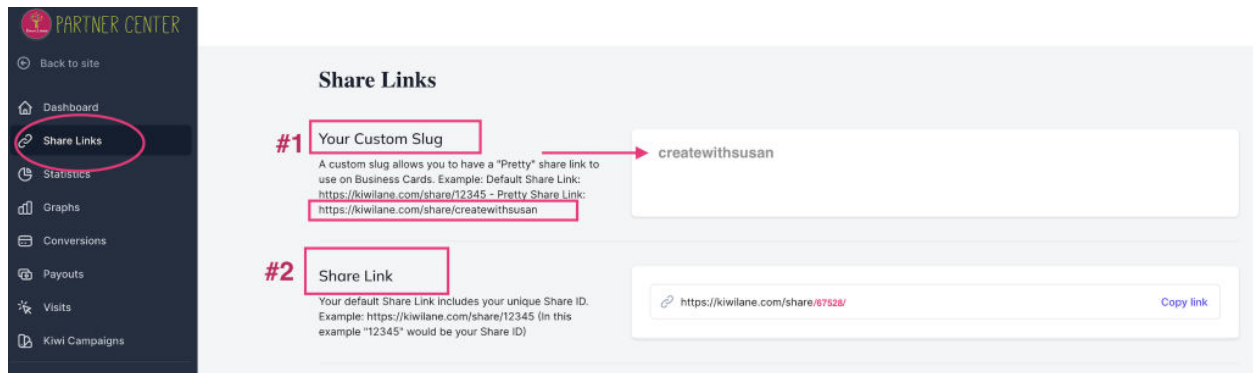


STANDARD SHARE LINKS

In the Partner Center (located in the menu on the left side of the screen), you will find your unique standard Share Link under the **'Share Links' tab**. You have two options here:

- A Default Share Link: using your Share ID
- A Customized Share Link: using your Custom Slug

# Default and Customized Share Links:



## #1: Customized Share Link:

The customizable Share Link includes a URL “slug” (a user-friendly name) that you can use as your standard Share Link and is something easy that you can remember. You will need to set it up initially, which we will cover here in a minute.

A Custom Share Link starts with [kiwilane.com/share/](https://kiwilane.com/share/)\_\_\_\_\_ and includes your slug at the end.

A custom Share Link is using an alternative name or phrase rather than your Share ID number as your standard share link.

### **Example**

- Your Custom Slug is: [createwithsusan](#)
- Your Custom Link is: <https://kiwilane.com/share/createwithsusan/>

## #2: Default Share Link:

Your default Share Link is a ready-to-use link, and it shows up when you log into the Partner Center. This link includes your Share ID number at the end of the link.

**Your default Share Link looks like the following example:**

- Your Share ID is: [247354](#)
- Your Share Link is: <https://kiwilane.com/share/247354/>

## What is the difference between these two links?

You can use both or either link, based on your preferences of how it LOOKS. That is the only difference.

Both the default and the custom Share Links will work the same way.

They are your two standard Share Links and go directly to the Kiwi Lane HOME WEB PAGE.

For example, if you decide to print 'pass out cards' or make a decal for your car, you could print the customized web address on those cards so that it is more personal than a number in the share link.



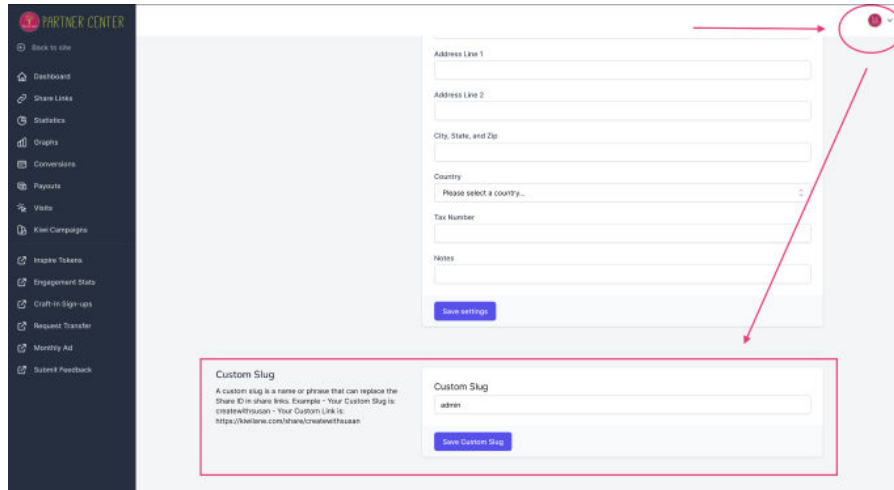
## Remember or Save

This is also a link you can remember or copy into your notes on your phone for easy reference and access when needed.

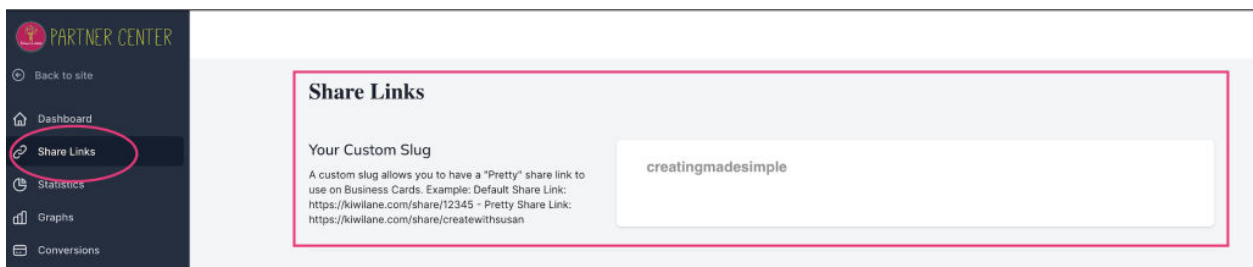
**If you decide to use a custom link, follow the next steps to set it up.**

## How do I set up my Custom Share Link Slug?

To set up your Custom Share Link, you will need first to personalize your Slug. To set up your custom slug:



1. Go to the **Partner Center** and click the **Settings** tab in the upper right corner.
2. Click on the box under the Custom Slug Settings section. Start typing whatever word, name, or phrase you would like. Do not use spaces between words.
3. If the term you created is available, click save.
4. If it's not available, you will need to type in a new one until you find an available one that you like.
5. We recommend that you keep the slug short and simple.
6. Use something that you can remember since you will want to text, message, print on advertising materials, etc.
7. Click the 'Save Custom Slug' button.
8. Once saved, your slug will show up under the 'Share Link' tab.



## How to use your Custom Slug in a URL Credential:

You can add this slug between the /\_\_\_\_\_/ at the end of the following URL credentials:

[https://kiwilane.com/share/\\_\\_\\_\\_/](https://kiwilane.com/share/____/)

Example Slug: **creatingmadesimple**

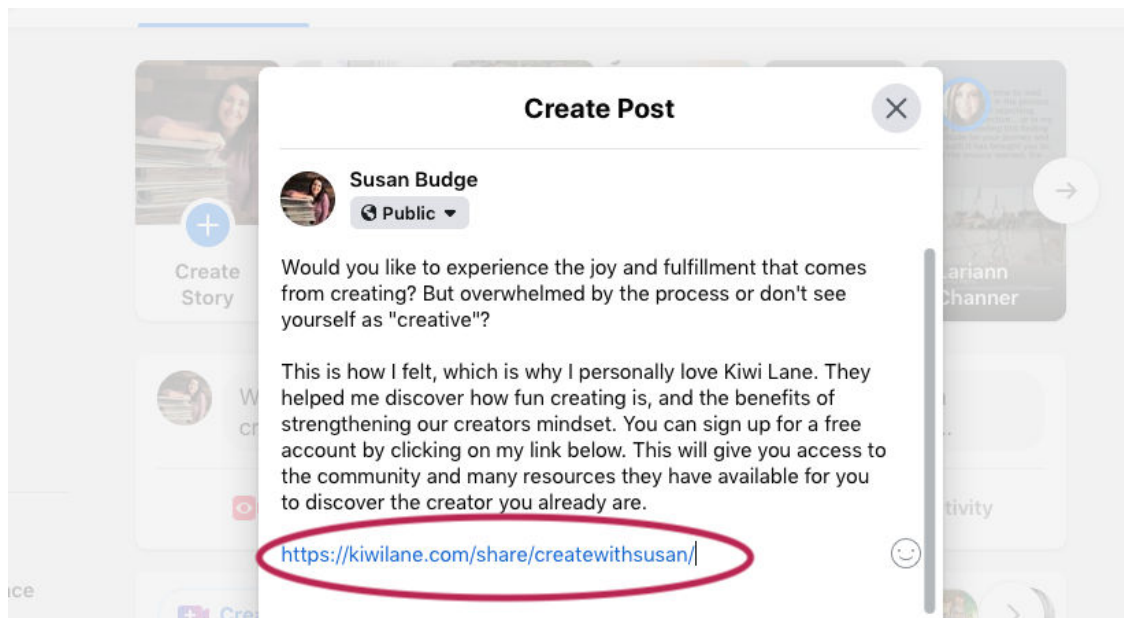
Example Link: <https://kiwilane.com/share/creatingmadesimple>

## How do I share the Standard Share Links?

Start sharing it via text, message, email, social channels, or any way you correspond with others.

Include more details about Kiwi Lane with your link, encouraging your friends and family to click on your personal link.

- Attach a picture of something you created with Kiwi Lane products
- Add a personal message describing what you've discovered about Kiwi Lane products, methodology, or services.



**Your unique Standard Share Links are designed to take potential new connections directly to the home page of Kiwi Lane's website.**

### **Other Share Link Options:**

If you would like to create a link that goes to a specific shop page, blog post, or other Kiwi Lane page that you are going to track more closely through a campaign, you can use the Share Link Generator feature.

**Let's dig into this and take a closer look at the Share Link Generator feature...**

# Share Link Generator/Campaigns

## Three reasons to use the Share Link Generator:

### 1. Promotional Activity and Tracking

You can use the Share Link Generator to track promotional activity of a Kiwi Lane product or service through campaign parameters.

### 2. Campaign Names

Using the Share Link Generator option allows you to use a campaign name to track and monitor the performance of share links created through the generator. We will go over these steps and Campaign Name suggestions in the next lessons.

### 3. Track Visits in a Grouping

Campaigns allow you to track visits using the Share Link you generated more closely all in one place.

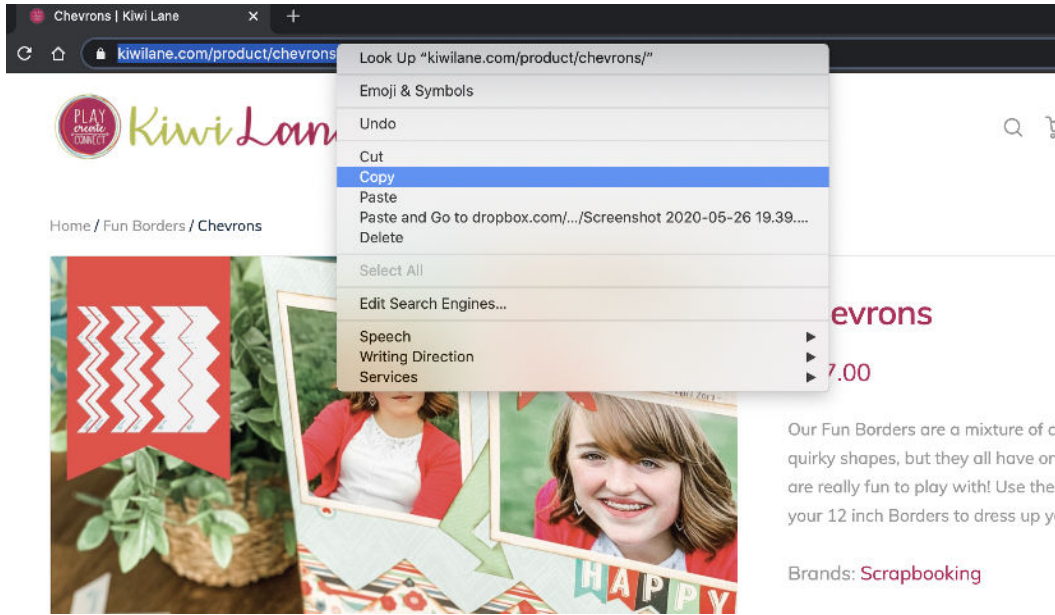
This does take a little more effort, but for those that would like to strategically see what content and channels have the best return of your time, then the campaign features using the Share Link Generator is a useful tool.

**Let's dive into this a little more...**

## How do I use the Share Link Generator?

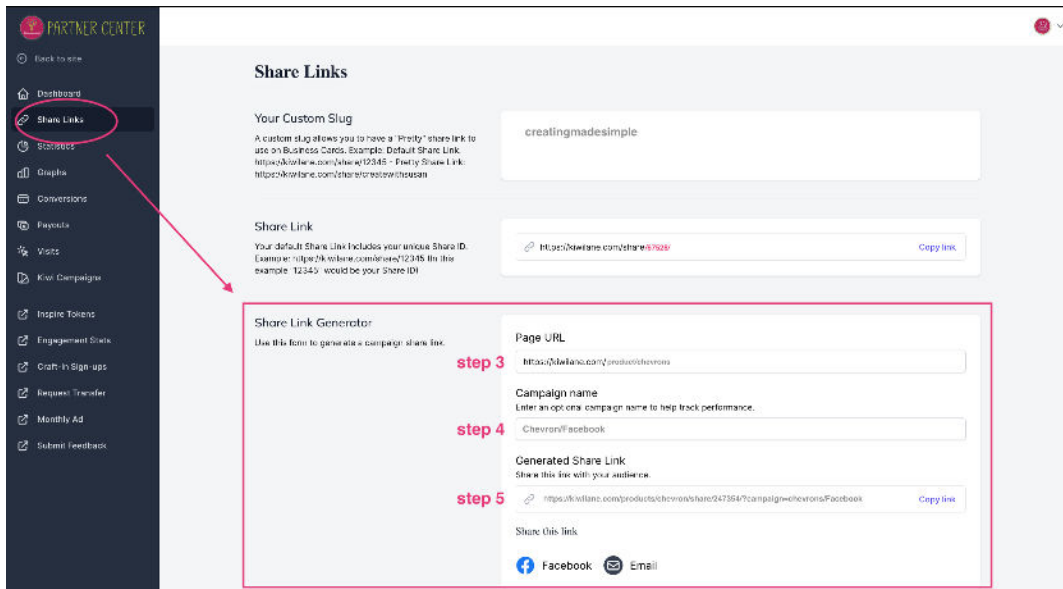
It is really simple.

1. Navigate to the Kiwi Lane web page you want to share, and copy the URL at the top of the page. To copy on a computer: select the URL, right-click, and click on copy.



2. Navigate to your Partner Center, and click on the **Share Links** tab.

### **PARTNER CENTER >> SHARE LINK TAB**



3. Paste the copied web address (from step #1) into the box titled **“Page URL”** in the Share Link Generator section.
4. Type in a Campaign Name into the next box.
  - A Campaign Name is a note that is added to the end of the URL you are generating. We will go over this more in the next lesson.

When you fill in the Page URL and the Campaign Name, this will dynamically create your Generated Share Link.

This link includes your Share ID, which again enables tracking of any new referrals visits back to you as the Creative Partner.

5. Click on 'CopyLink' in the Generated Share Link box.
6. SHARE: Paste the link wherever you are sharing this campaign.

### Personal Record:

You may want to keep a spreadsheet for personal use to help you keep track of your campaign notes, links, and successes. Here is an example of what that might look like:

	A	B	C	D	E	F	G
1	<b>EXAMPLE ONLY</b>						
2	<b>Last Updated on : May 28th</b>						
3	<b>Date Created:</b>	<b>Campaign Name</b>	<b>Link</b>	<b>web page</b>	<b>Purpose</b>	<b>How many conversions</b>	<b>What Copy and Invitation was included</b>
4	May 27, 2022	Kiwi Lane Home Page	<a href="https://kiwilane.com/shop/?product_cat=kiwi-clubs&amp;share=1">https://kiwilane.com/shop/?product_cat=kiwi-clubs&amp;share=1</a>	Home Page	Use only for my Youtube Channels in the description	10	NA
5	May 28, 2022	Shop Chevrons	<a href="https://kiwilane.com/product/chevrons/highlight%2FFacebook">https://kiwilane.com/product/chevrons/highlight%2FFacebook</a>	Chevrons Shop Page	Idea on Facebook Post	15	Check out this fun idea using the Chevrons set - Don't have this set yet? Click on the link below to add it to your collection. It is a must have!
6							
7							
8							

Now that you know how the Share Link Generators work, and the value of this option, let's take a moment to go over some things to keep in mind when naming your campaigns.

### Campaign Naming Suggestions:

The Campaign Names will help you track your campaigns. The Campaign Name is a note that is added to the end of the URL link you generate, allowing you to distinguish the difference and purpose for each link you generated.

Here are a few things to include when naming your campaigns:

- A short detail about the content source you are sharing. (chevrons, birthday, etc)
- A short detail about the location (channels) of where you are planning to share the link. (Pinterest, Youtube etc)
- A Unique element (a date, or month, ex: 8/22)
- No spaces between words, but can use slashes or dashes (/ -)

#### List of Content Source Options to Share:

- Landing Pages
- Blog Posts
- Individual Product Shop Pages
- Events
- Etc

#### List of Marketing Channel Options to Share:

- Specific Classes/Events you Host or Attend
- Social Media (Facebook, Pinterst, Youtube, etc)
- Text
- Email
- Etc

### **Keep it Short**

Think of it like a coupon code - a Campaign Name between 15 and 25 characters can effectively describe a date, product, and channel for where a specific campaign link is being shared.

The more characters you use in your Share Link, the less space you have for marketing copy, since some social media channels have a limited amount of characters available.

### **Usage Example:**

- You see someone ask for a fun way to make chevrons in a non Kiwi Lane Facebook group that you belong to. Naturally, you think about the Chevrons Designer Templates set.
  - You go to the Chevrons page in the shop, copy the Kiwi Lane web page link, and paste the web link into the Share Link Generator box in the Partner Center.
  - You include a Campaign name called “shop**Chevrons/Facebook2/22**”, to track ‘what’ you shared and ‘where’ you plan on sharing the link.
    - What = Content
    - Where = Channel

#### **Additional examples of other campaign names:**

- ‘HomePage/Facebook5/22’
- ‘Summershop/pinterest9/22’
- ‘Summershop/facebook7/22’
- ‘KiwiClubpage/Text9/22’

- 'Weddingideas/Facebook1/22'
- 'ChevronInspiration/Youtube4/22'
- 'cropmania/event9/22'
- Etc

## Tracking Campaigns

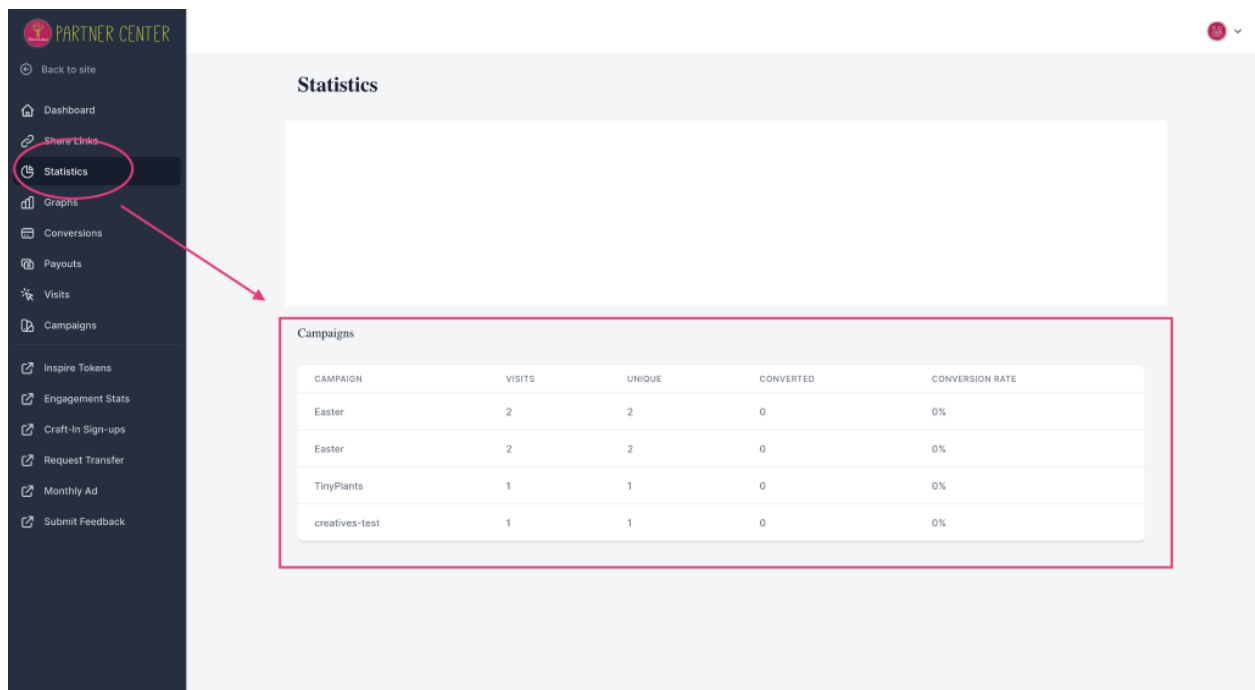
Tracking your efforts through campaigns helps you see where you should focus your marketing efforts for maximum conversions.

Your campaigns that you generate are visible through the **Partner Center under the 'Statistics' tab.**

This screen also shows the following campaign data:

- The number of visits through a specific campaign Share Link
- Whether the conversion was successful (a conversion was generated)
- And what the conversion rate is for that particular campaign.

Let's take a look at how these stats work...



The screenshot displays the 'Partner Center' interface. On the left is a dark sidebar with a menu. The 'Statistics' option is circled in red, and a red arrow points from it to the main content area. The main content area is titled 'Statistics' and contains a large white box. Below this box is a table titled 'Campaigns' with the following data:

CAMPAIGN	VISITS	UNIQUE	CONVERTED	CONVERSION RATE
Easter	2	2	0	0%
Easter	2	2	0	0%
TinyPlants	1	1	0	0%
creatives-test	1	1	0	0%

**VISITS COLUMN:** This is a running tally of the total amount of times that link has been clicked and visited (by the same visitor or multiple visitors). A visit is recorded when a visitor lands on Kiwi Lane’s website after clicking on a Share Link.

**CONVERTED COLUMN:** A “Conversion” is when someone follows your link to the website and makes one of the following actions:

- Places an order
- Creates an account

**CONVERSION RATE:** You can see the success of how well that specific content did with all of those that you shared it with or in the different “channels” that you shared it. **The higher this number is, the better. The lower means you need to share it in more places to increase your chances of more conversions.**

## Standard Kiwi Campaigns

Besides the Campaigns you create on your own using the Share Link generator, there are also ‘Kiwi Campaigns’ that you can share and track through your campaigns.

### Creative Partner Kiwi Campaigns

[View Your Stats](#)

For consistency of campaign messaging, the Kiwi Crew has created helpful resources that you’re encouraged to share in your inviting efforts. Click on the different categories to pick which content you would like to share based on your audience and campaign message type. Share the campaign link, image, messaging in your events, social media posts, texts, personal groups, and more.

#### Campaign Filters

##### Campaign Types

Evergreen (5)  Featured (7)  Popular Blog Post (4)

##### Audience Types

Card Making (4)  DIY (7)  Scrapbooking (7)

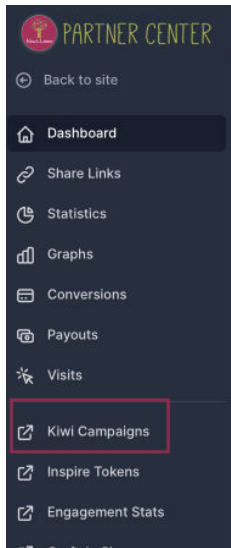
Apply Filters



#### Halloween Door Sign

Never Expires

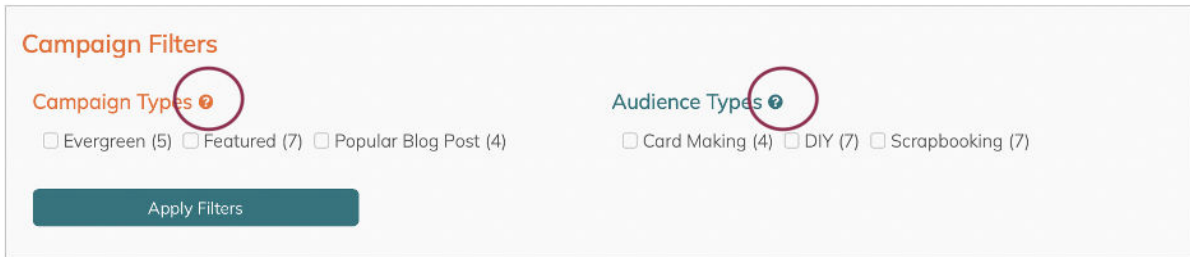
Popular Blog Post DIY



You will find these ready to use campaigns in the Partner Center under the ['Kiwi Campaigns' tab](#). These are links that are already embedded with your Share ID and a campaign name, ready for you to share!

This makes it even easier for you to copy these campaigns, share them, and track their success along with the other campaigns you've shared under the 'Statistics' tab.

Click on the different categories to pick which content you would like to share based on your audience and campaign message type.



Copy and Paste the campaign link and sample messaging in your events, social media posts, texts, personal groups, and more.

**DIY File Folder Tutorial**

Never Expires

Popular Blog Post | DIY

**Campaign Link**

<https://kiwilane.com/diy-crafts/how-to-make-a-file-folder-album/share/247354/?campaign=How%20To%20Make%20A%20File%20Folder%20Album>

How to use Kiwi Campaigns? | View Landing Page

**Sample Share Message**

Version 1: If you haven't been introduced to File Folder Albums then now is the time! This craft is a fun, compact way to fit a lot of photos in a little but beautifully personalized space. Here are the quick step by step instructions.

Visit back often to see what other popular campaigns are included under the 'Kiwi Campaigns' tab for you to use to invite others to learn more about what Kiwi Lane has to offer.

## Tracking your Efforts Overall

### Why would I want to track my Share Links?

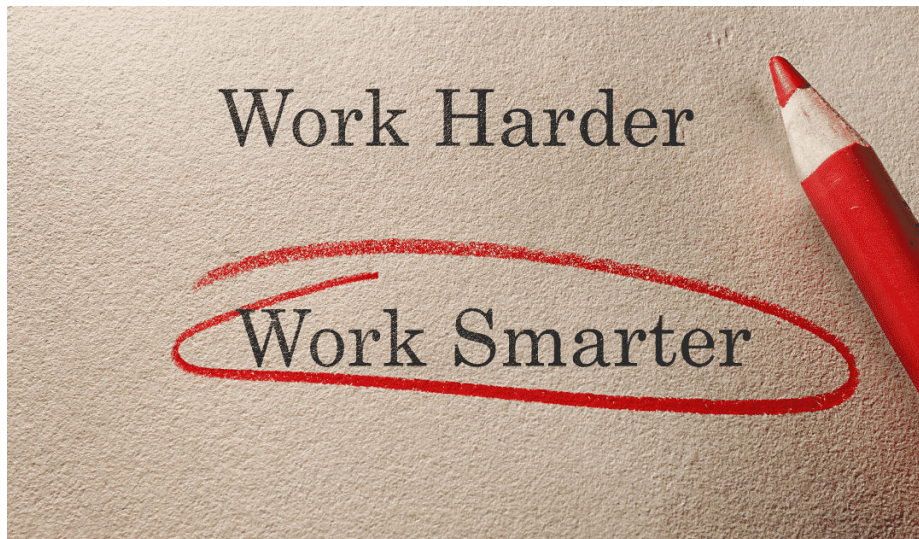
It helps you:

- Lay out your choices of what content and location you are sharing.
- What works and what does not work based on your efforts.

Tracking your Share Links can be beneficial to help you understand where your potential for new connections with higher conversions are so you can get the greatest return on your efforts.

Also, if you keep track of which type of posts are most effective, you can share more content like that.

**Work smarter not harder!**



You can find these details by clicking the '**Visits**' page in your Partner Center.

## Share Link 'Visit' Page

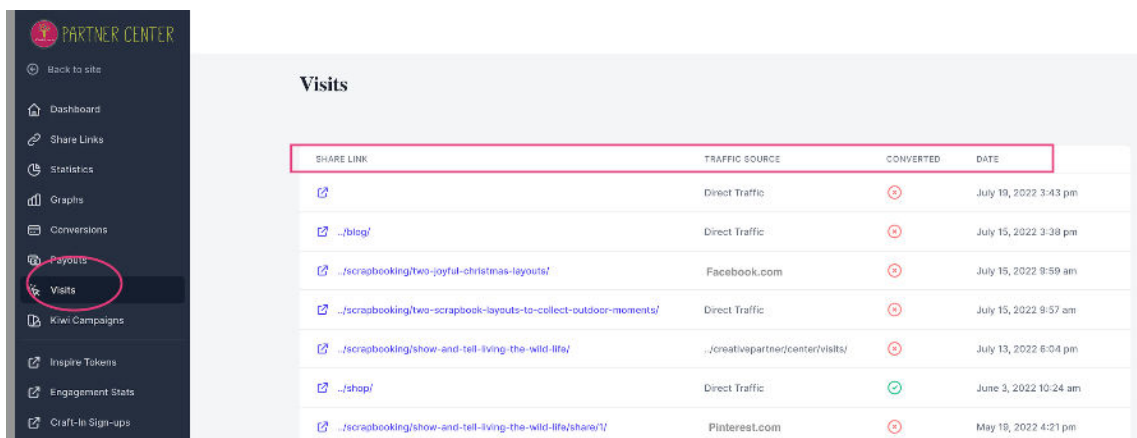
The Visits page is a chronological record that shows all the 'visits' (aka clicks) from any Share Link you have shared. This list includes all Share Link visits, whether that was from using the Social Share option, your Standard Share Links, or the Share Link Campaign Generator feature.

This list also records the URL link, traffic source, if any action was taken by a visitor, and the date and time of that visit.

### Who is a visitor?

An individual who lands on Kiwi Lane's website through a share link for the purpose of viewing content they are interested in or potentially purchasing a product or service.

Here is a basic description of each of these columns on the Visits page.



SHARE LINK	TRAFFIC SOURCE	CONVERTED	DATE
<a href="#">...</a>	Direct Traffic	⊖	July 19, 2022 3:43 pm
<a href="#">.../blog/</a>	Direct Traffic	⊖	July 15, 2022 3:38 pm
<a href="#">.../scrapbooking/two-joyful-christmas-layouts/</a>	Facebook.com	⊖	July 15, 2022 9:59 am
<a href="#">.../scrapbooking/two-scrapbook-layouts-to-collect-outdoor-moments/</a>	Direct Traffic	⊖	July 15, 2022 9:57 am
<a href="#">.../scrapbooking/show-and-tell-living-the-wild-life/</a>	./creativepartner/center/visits/	⊖	July 13, 2022 6:04 pm
<a href="#">.../shop/</a>	Direct Traffic	⊕	June 3, 2022 10:24 am
<a href="#">.../scrapbooking/show-and-tell-living-the-wild-life/share/!</a>	Pinterest.com	⊖	May 19, 2022 4:21 pm

### SHARE LINK COLUMN:

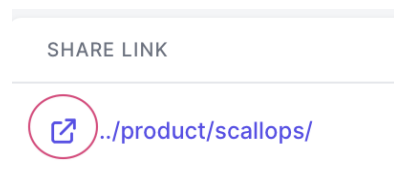
Records the URL of each click. What content from the links you shared drove the traffic to the website.

### What to do with this information?

These links are clickable so that you can reference back to what that content was, so that you can either:

- Find something similar to that to try a different message to see what one works better.
- Share that content again by visiting the page, and creating the 'share link' again for that page. Either by using the Social Share or Share Link Generator option.

## Don't see the full share link details?



If you click on the arrow next to the link, it will open a new web page to that link, where you can view the full link, and the content related to that link.

## TRAFFIC SOURCE COLUMN:

The Traffic Source column shows you the location where someone clicked on your share link.

- **URL Record:** Includes a URL link from the internet, like YouTube, Facebook, etc. Wherever the visitor clicked on the link from a URL source.
- **Direct Traffic Record:** This means that those visits came from a link you copied and pasted into text, email, or a messenger. That traffic is a non URL source, and so it can not record the specific source.

## What to do with this information?

You can see at a glance what 'channel' traffic seems to be more popular from your Inviting efforts through the Share Links you've created.

>>>If you click the top of each column it will sort the list by that column for you.

**NOTE:** If you are only using one channel (for example Facebook), how do you know that maybe Pinterest would not be more successful for you? Make sure to keep that in mind when you are self evaluating your efforts and exploring opportunities to invite others.

## CONVERSION COLUMN:

You will also see if that link you shared resulted in a 'conversion' with a **green check mark**. Remember, a conversion is when you have a new referral click on your Share Link and makes one of the following actions:

- Places an order
- Creates an account

## What to do with this information?

This way you can see where your efforts are taking you, and depending on the success that you see, you can share more often from one content source, or you can change what channels you are sharing from.

### 50 Clicks to 1 Conversion:

You are looking for high clicks, because it takes multiple times and different messages to market (7x Rule, which we will go over more in the next lesson). Best expectations, you can plan on 50 clicks to 1 conversion. This, of course, is based on your consistency and engagement efforts with a specific audience where you are sharing and inviting Kiwi Lane in your conversations. **Share, share, share!**

### DATE COLUMN:

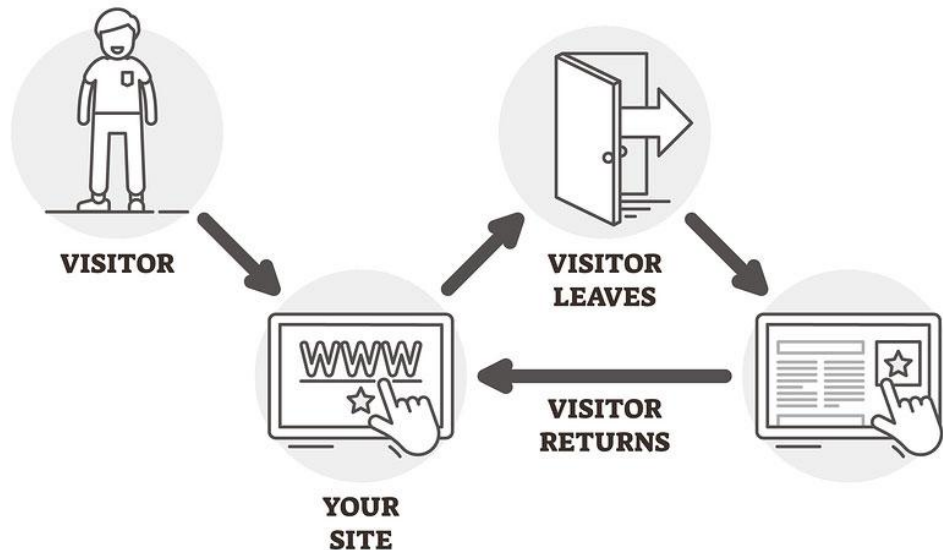
Records the date and time of the visit.

### What to do with this information?

This can be used if you want to evaluate if you see a pattern from your efforts.

- When you share at night, you have higher visits vs when you share in the morning.
- You can see what times of the day are more popular.
- What day of the week seems to be more popular.

## The 7 x Marketing Rule:



The marketing rule of 7's states that **a potential customer must see a message at least 7 times before they'll be provoked to take an action.**

(<https://www.marketingillumination.com/single-post/marketing-rule-of-7s>)

## VISIT RATIO:

It is important to note that each time someone clicks on your link that it records it as a visit. This means that it is possible that 4, 5, 6, 7, or more of the visits listed can be from the exact same person.

It is common for someone to visit a page, and then either:

- Life got busy so they had to come back to it later.
- The 7 x Marketing Rule. Meaning that it is not the first time that they see the product or company brand that inspires them to take action. They may 'visit' a few times before they "convert".

Because of this, you will naturally see a higher number of 'non conversions' to 'one conversion' on the Visit Page.

## INCREASE SHARING INVITATIONS

**The solution?** Share more invitations to engage with the product or content! Chances are if they saw the message/content you shared one day, and you share it again, it might pique their interest again until they 'convert'. Or if you invited them once to an event, invite them again.

One message, one time will not effectively communicate a message. You have to put your sharing to the test and share consistently.

## Consistency is Key:



Remember to make it a priority and set aside consistent time in your schedule to share invitations with others to learn more about Kiwi Lane. There are so many blog posts available to you ALONG with every web page, current campaigns and promotions, monthly classes, and events. There is always something to share,

and just because you shared a blog post once does not mean you can't share it again.

***Remember, it is a numbers game. The more you share, the higher your chances are to reach new referral customers.***

**Monitor and Adjust:**

If you see that something is not converting, but noticed that you shared it consistently and often with a higher click rate of say 100 or more with conversions less than 2%, here are a few things you can do: (Industry rates are based on consistency so make sure you consider that in evaluating your data)

- Check your Invitation to Engage message attached to your efforts to make sure that it aligns to the content you are directing them to and is not deceiving. Meaning you are not using 'clickbait! Tactics". This can result in high click rates and low conversions. (See course: Invitation to Engage)
- Email the team at [marketing@kiwlane.com](mailto:marketing@kiwlane.com) the following:
  - What your ITE (Invitation to Engage) message was
  - The link you used
  - How many total clicks you had recorded for that campaign over a 30 day period
  - How many times you shared it over a 30 day period
  - What traffic sources did you share the links on (event, Pinterest, etc)
  - How many conversions in reference to that link and message.

This will allow the team to evaluate that specific content (copy, images, view rates, abandonment times) to see what changes can be implemented to accomplish higher conversions so you can continue to use that content going forward with better results.

## Put Your Sharing to the Test:



Overall, it is so easy to share with your Share Links from ANY of the Kiwi Lane web pages. With all the pages and content available to you, you have a lot to choose from EVERYDAY that will HELP you be more **engaged** and **consistent** in your efforts of sharing your own Play-to-Create passion with other creators, and in turn, **grow your own earnings.**

**The Key here is to Market, not "Pushy Sales".** Be creative with sharing the resources and information available to the needs of who and where you are sharing these links.

SEE the course on Creative Partner Invite>>> [Invitations to Engage course](#) for more information on how to do just this.