

Dashboard / Reward system for creators

Goal

Create a **one-stop dashboard** for user, encompassing all the metrics required to successfully **complete a trend**, for top 10 platforms in India.



Today is going
to be a good
day!

Instagram

ohmygosh



send help

Facebook

Tiktok

Josh

Non goals

- User is required to **link their content** if they **opt-in to a trend**.
- User is required to **validate their social media** handle to **earn rewards**.

Why should we build this?

- User finds it hard to **keep track** of **frequently changing trends**.
- Different platforms have different trends, it requires a lot of back and forth to **get information on all trends** and **finalize a trend for user**.



S O C I A L M E D I A

100 TRENDS TO WATCH IN 2022

READY TO REACH NEW
AUDIENCES WITH
SOCIAL MEDIA TRENDS?



Why should we build this?

- **Platform algorithm** determines likes and views which **impacts monetization** for the user. This means for the same video, viewer metrics and hence **monetization can vary depending** on the platform.
- Not **every platform** gives an opportunity for **monetization**.



Morgan Maxwell

Branding Coach

Your personal
brand is the key to
monetizing
your skills.

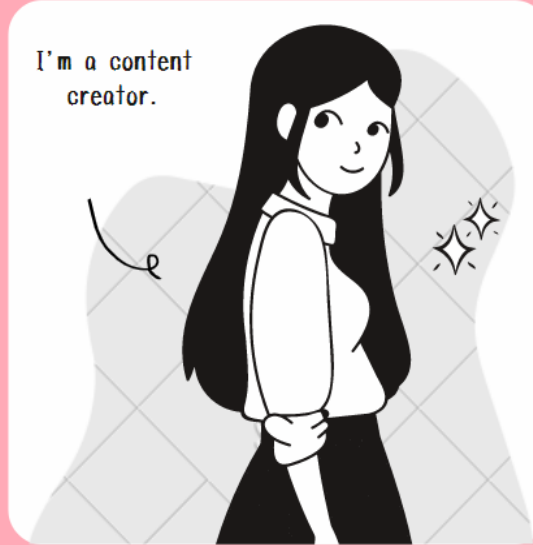
@reallygreatsite

User Profile

Let's look at our **typical user** who might want to use the solution.

Our Influencer – Aashima.

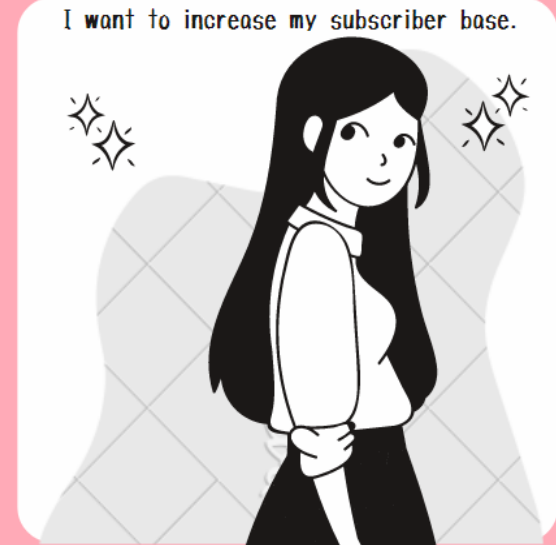
I'm a content creator.



I'm 24 years old and a grad in economics



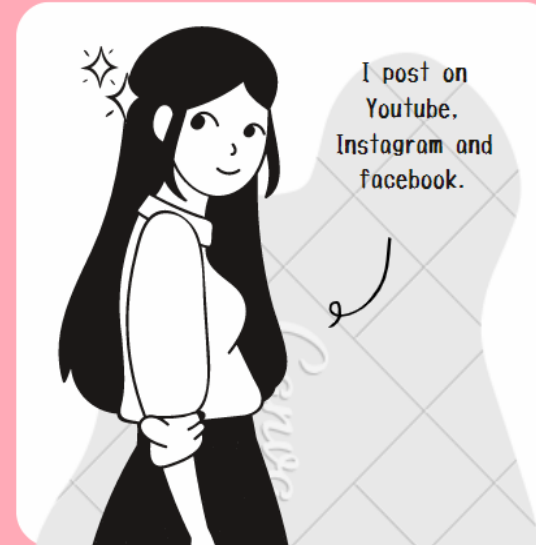
I want to increase my subscriber base.



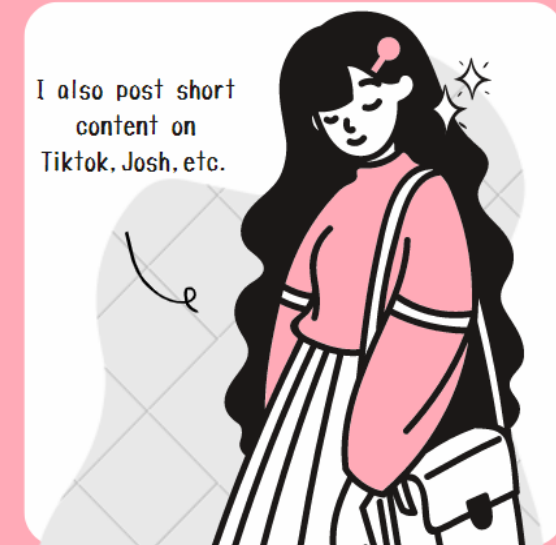
I also want to earn more money from my amazing content.



I post on Youtube, Instagram and facebook.



I also post short content on Tiktok, Josh, etc.



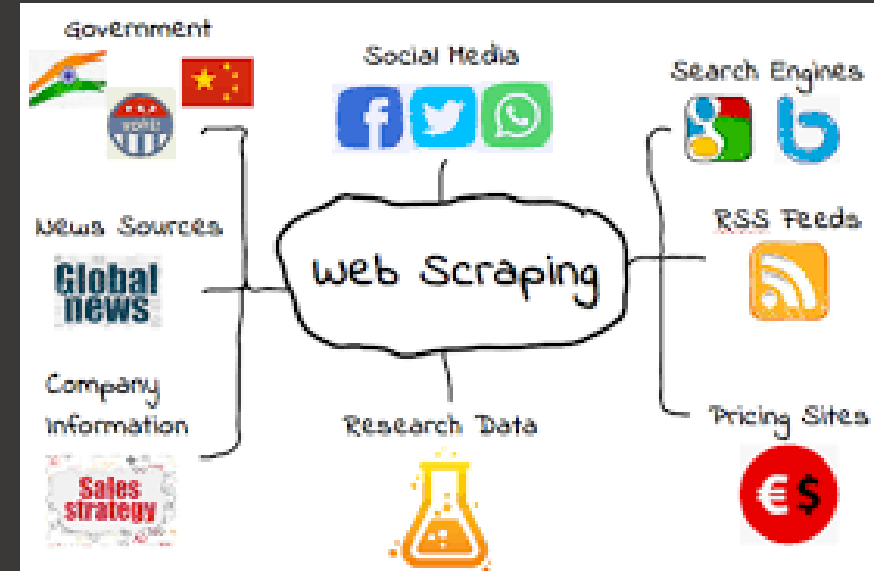
Solution

- I've tried to **design** an **end-to-end** solution for **creators** keeping in mind **the objectives**.
- The main idea is to create a mini social media and daily post tracker in the app with **reward system** to **hook** the user to the app.
- I've mainly used **five tabs** for the solution.

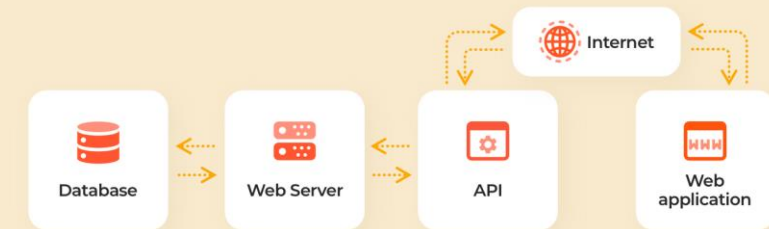


Extracting Trends

- **Public APIs** – Applications like Google, twitter and reddit provide APIs to extract these trends.
- **Web scrapping** – we can perform web scraping on certain social media websites/applications every day to get trending topics from them.
- **Third party tools** – There are third party applications which provide trends for people to utilize them. They have a team who curate these trends and provide it on a subscription basis.
Ex: Hootsuite.



What is an API?



4 THIRD PARTY ANALYTICS
TOOLS WORTH SPENDING ON

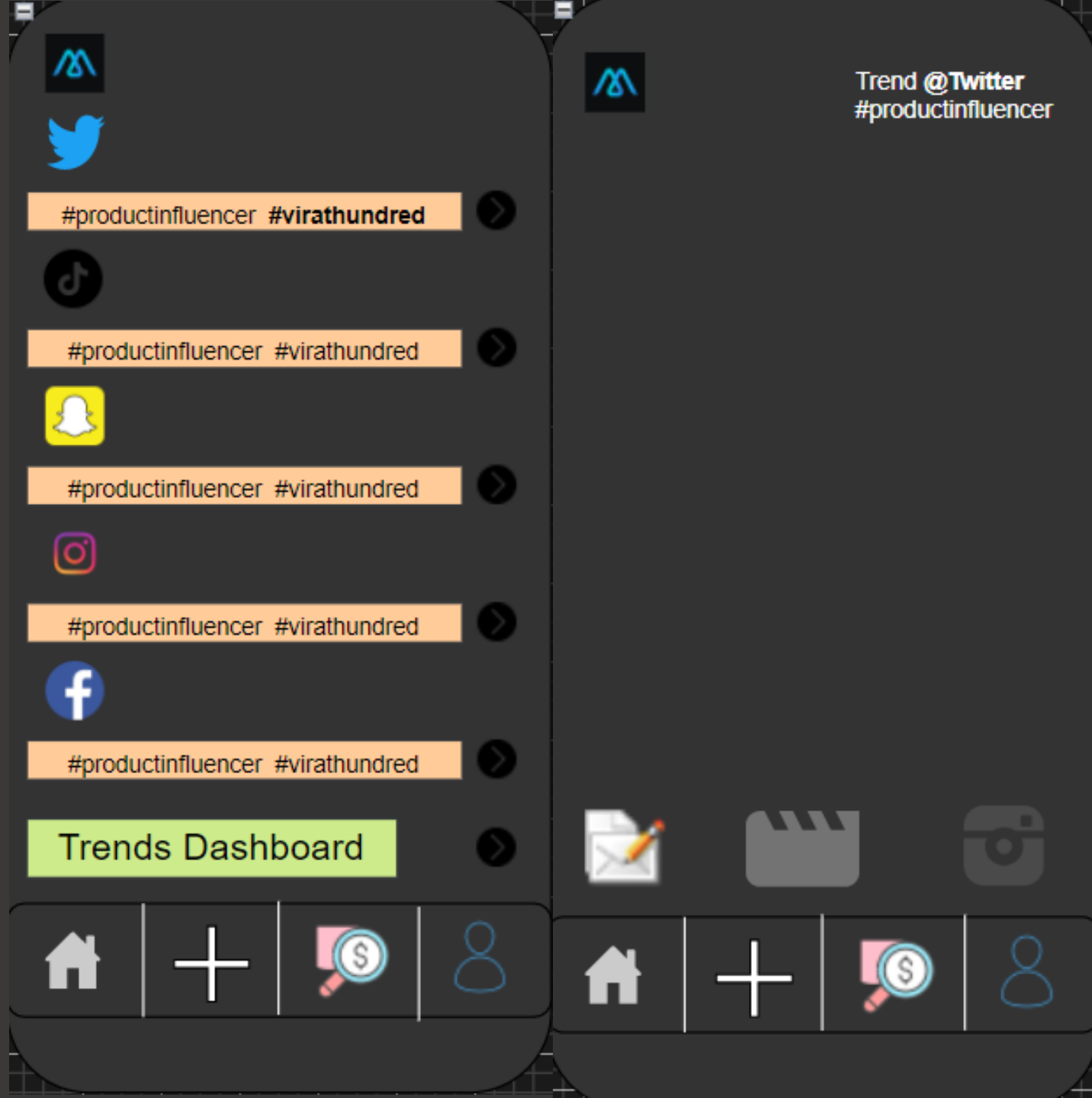
Home

- In this tab **users can post their trends** and view other user's trends. We can also utilize these screens to also post ads while the user scrolls through it (It would also be better to **autoplay** to the next screen as it will remove the hassle for the user to even touch the screen).
- Also, **users can directly create their post from this screen** itself based on the trend that's showing on the page.



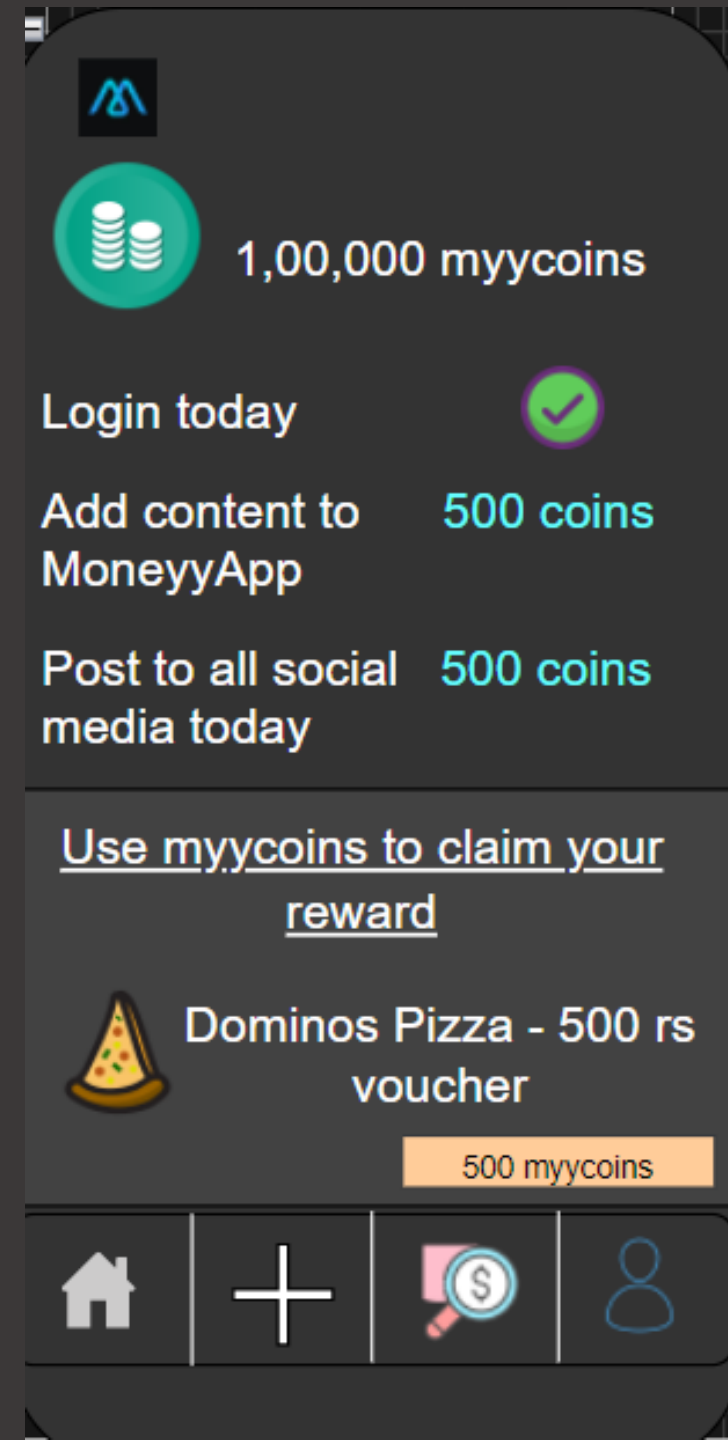
Add/view trends

- Users can **add trends** from this tab. The user can post text, photo or video **based on the trend available**. The user can choose their preferred trend from the list of social media accounts they have linked. We can view the trending topics related to each social media.
- Once the post has been created, the user can **post it to their respective social media profiles**. The user will be redirected to their account, post there and come back to the app. We can then show that they have successfully uploaded and then move on to another trend/ social media.



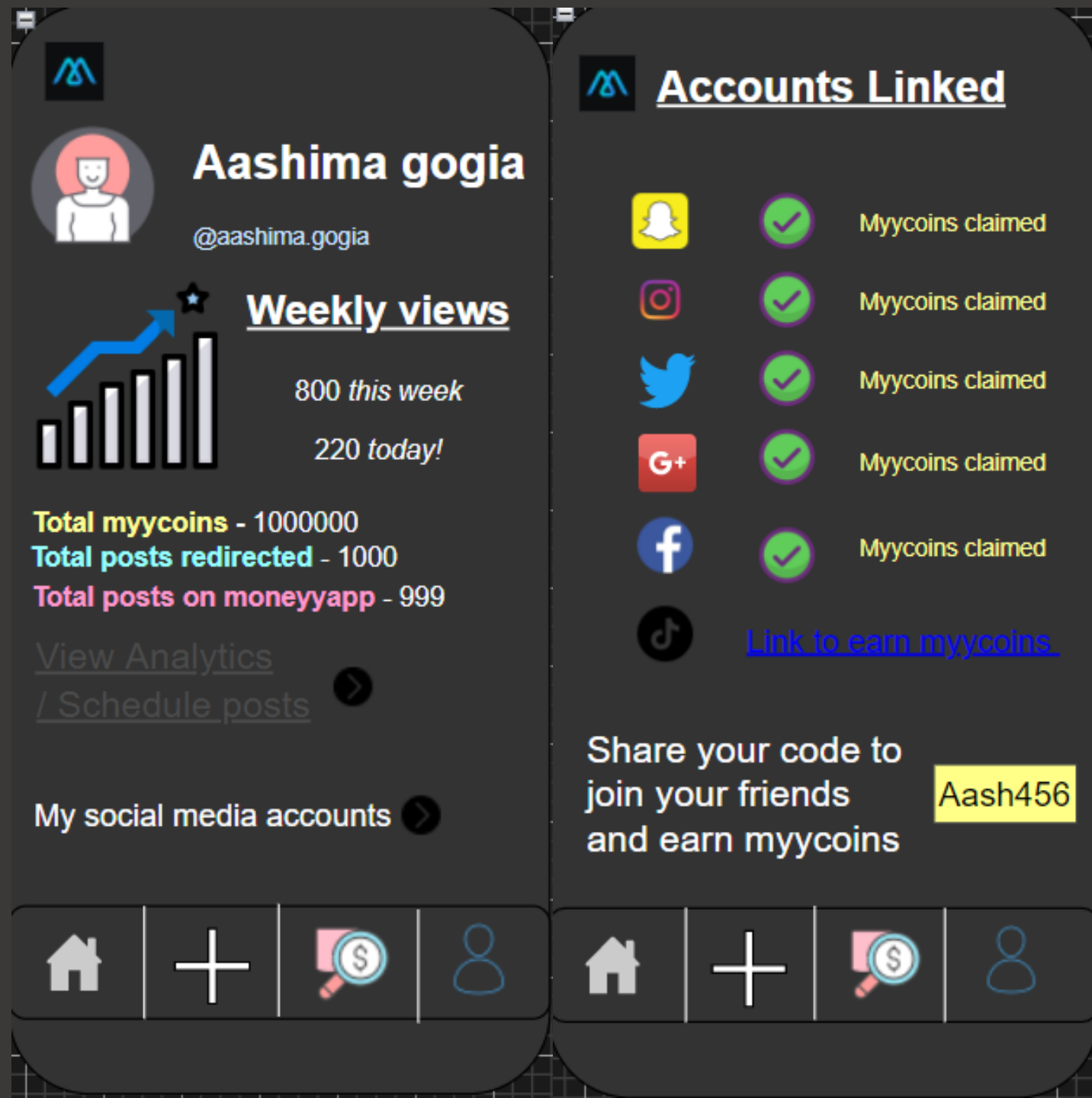
Rewards

- Here, we can **incentivize the users** by providing them virtual currency. Here we can call it as “**myycoins**”. Using these coins they can take coupons, offers and other feasible things that can be provided digitally. We incentivize them for **posting content, logging in daily**, etc.
- We can **provide them great offers** for **linking every social media account** as this data is gold for us and we can use it for **monetization**.



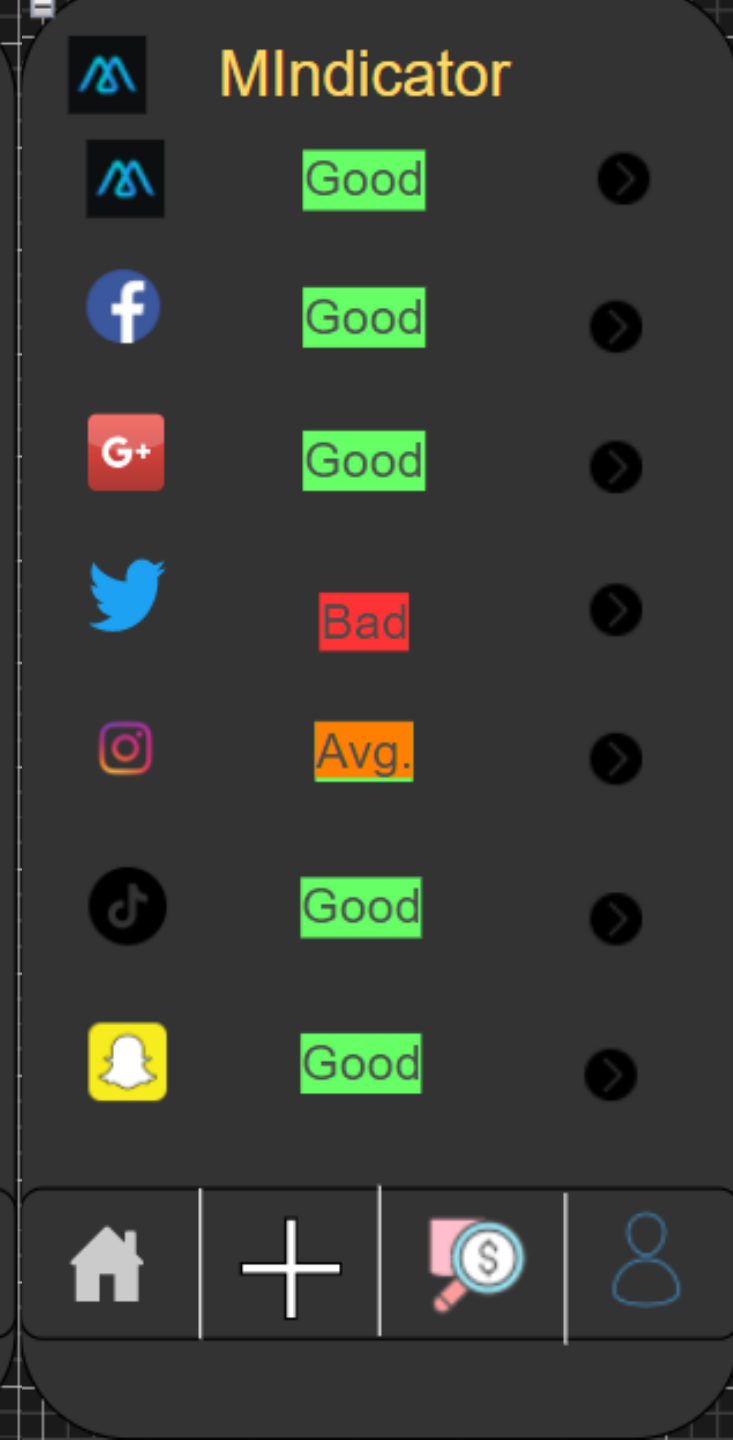
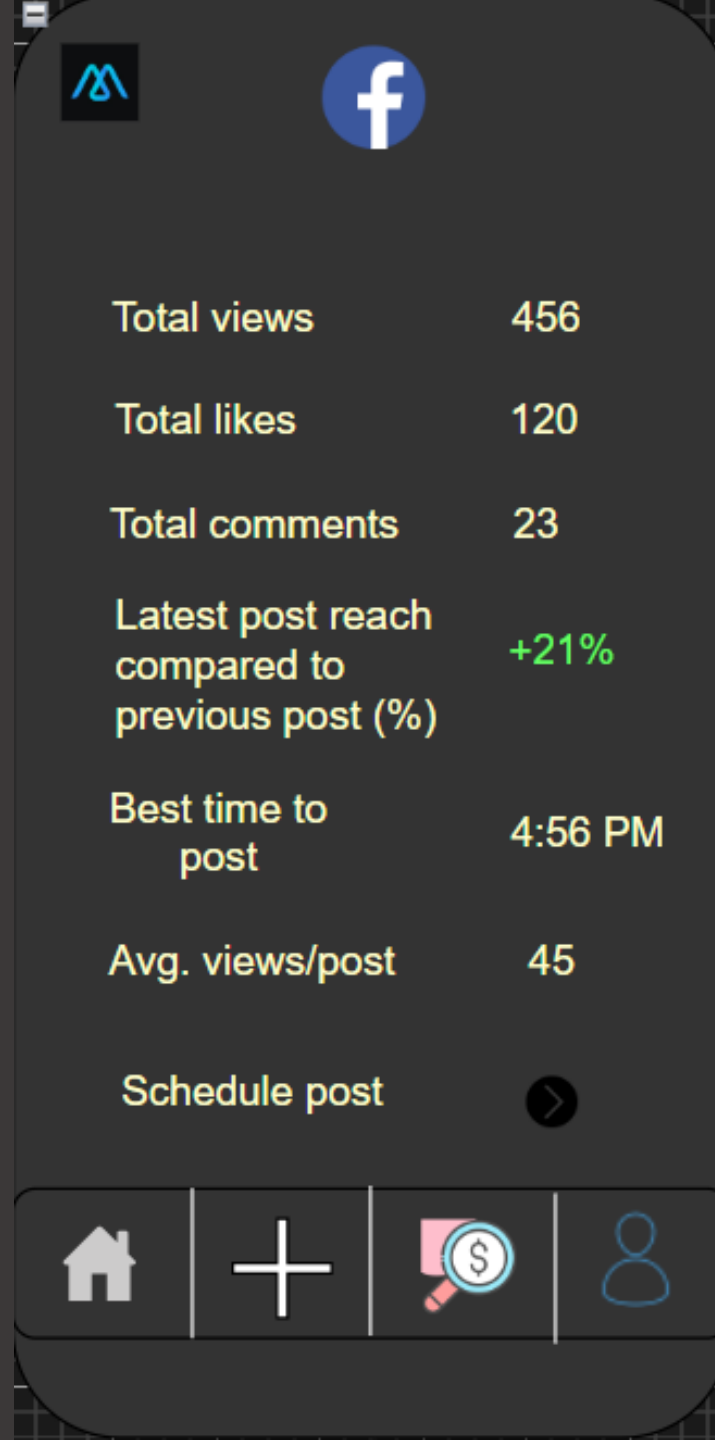
Profile

- Here we can allow users to **link their account** and look at basic user metrics such as **myycoins** earned, total coupons/offers redeemed, total views on the app, total posts to other apps through this app, etc.



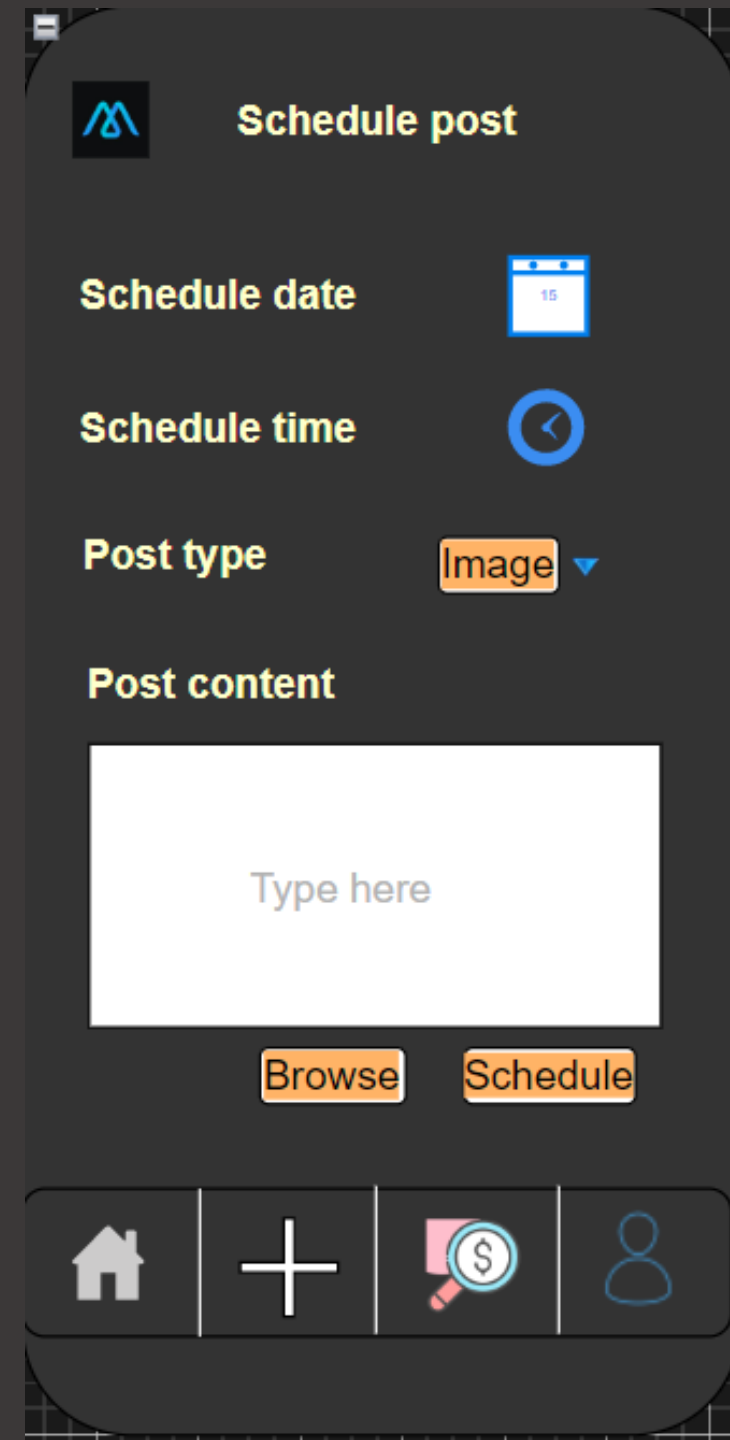
Analytics

- In this tab, we focus on **providing analytics** to our users. We can provide **custom analytics** for each of **social media accounts**.
- We can also provide an **indicator** to simply show how the user's analytics are performing over the last week.
- I've only provided the metrics related to facebook in the user flow.



Scheduling posts

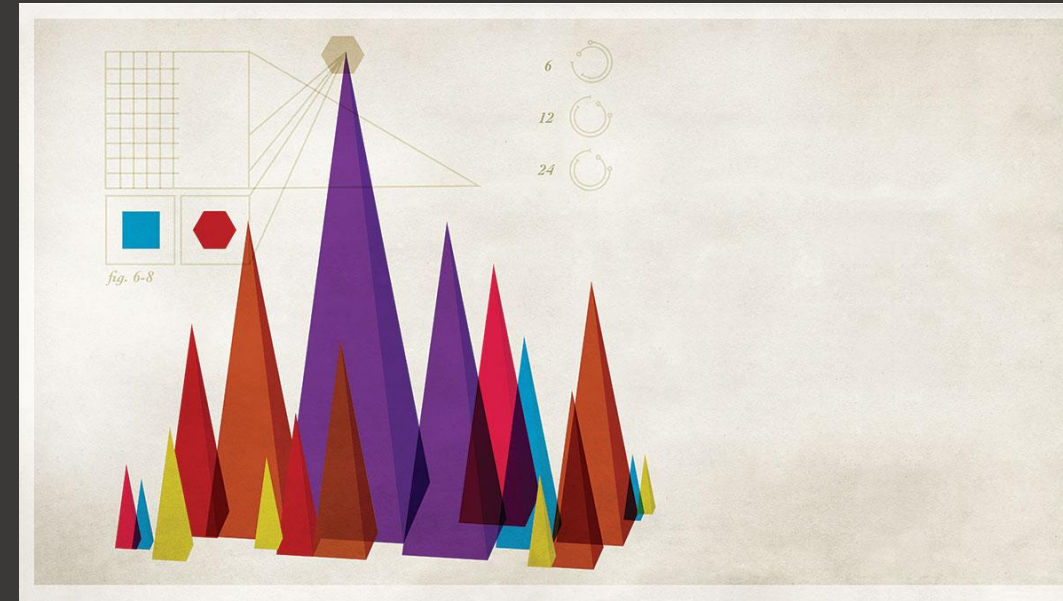
- Here we can allow users **to automate** their trend posting without having the need to think earlier.
- Find the overall user flow in the next page.





Other Analytics

- These are the other metrics that can help our users:
- Total views of all posts, total likes, total comments.
- Avg. views per post, avg. likes per post, avg. comments per post.
- Post type distribution, reach of post by day, week, month .
- Follower growth graph, audience demographics.
- Interaction rate by post type, views, likes, comments, post reach compared to previous post (%).
- Interaction rate by post type, views, comments, retweets, retweets by brands/blue ticks.
- social media data about a particular topic of interest: content type, top shared domains, top social media platforms, best time and date to post.



Sources of revenue

- **Targeted advertisements** while user traverses the homepage.
- **Partnering with companies** for the **voucher system** to be on the system. This will lead to their advertisement as well as more revenue due to more buying.
- Tons of **user data**. 😊
- We could also charge a **small subscription fee** from the users for trends management.



Metrics to track for MoneyyApp

User Acquisition

- **No of users** and their **growth** on the platform over the time.
- What **channels** are the **most effective** in **acquiring users**. (Ex: LinkedIn, FB, etc.)

Activation

- What % of users **link** atleast one of their **social media accounts**.
- What % of users **complete a trend** to earn myycoins.

Retention

- What is the **churn rate**?
- How many % of people are returning to **complete the daily reward task**.

Revenue

- Revenue growth rate.
- What is the cost of acquiring a customer (**CAC**)?
- What is the Customer life time value (**CLTV**) of a customer?

Ideas for extending solutions

Calendar

- A calendar for managing scheduling posts and adding details to it.

Live option

- An option to manage lives across all the platforms.

Weekly/monthly reports

- Option to download weekly/monthly reports of analytics across all the platforms.

Comparison metrics

- Comparison metrics to check with other content creators.

Advertisers matching for content creators

- A marketplace like system for advertisers and influencers to match with each other for collaboration.

Analytics as an API

- Exposing the analytics as an API for others to utilize it for other organizations/ individuals.