

INTERNATIONAL CREATOR DAY APRIL 2024

2ND ANNUAL
**CREATOR
ECONOMY**
TREND REPORT

**DECODING
BRAND
DEALS**

IN COLLABORATION WITH



CONTENTS

1	INTRODUCTION	
	Acknowledgments	3
	Forward	4
	Methodology	5
	By the Numbers Recap	6
	Definitions	7
2	KEY OPINION LEADERS	
	Authors	8
	Editorial Contributors	9
	Insight Experts	10
3	RESULTS DEEP DIVE	
	Trend 1 Collaborative Value Creation	12
	Trend 2 Time Management	13
	Trend 3 Partner Priorities	14
	Trend 4 Finding the Win-Win	15
	Trend 5 Payday	16
	Trend 6 Relationship Management	17
	Trend 7 Results Are In	18
	Trend 8 Book Me Again	19
	Trend 9 Commitments	20
	Trend 10 Let's Partner	21
	Trend 11 Livable Wages	22
	Trend 12 Financial Wellness	23
	Trend 13 Future Thinking	24
Future Thinking Part II	25	
4	OPINIONS THAT MATTER	
	Performance Metrics	27-28
	Intentional Relationship Building	29-30
	About Us	31
	Sources	32

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report



ACKNOWLEDGMENTS

American Influencer Council (AIC) thanks its Members for advancing career creator-first research. We are grateful to the agency partners who amplified and shared this survey: G&B Digital Management, Campbell Francis Group (CFG), and Gaybors Agency. Additionally, we appreciate the support of our social media network.

Special thanks to our insight experts for donating their time to share knowledge with our communities:

Kristen Bousquet (Your Soucialmate), Elly Brown (AIC Member), Jamillah Davis Hernandez (AIC Advisor), Lindsey Gamble (Later), Christen Nino De Guzman (Clara for Creators), Giselle Huasipoma (Calvin Klein), Patrick Janelle (AIC Member), Juliann Kane (Klarna), Vik Khagram (Ketchum UK), Reesa Lake (LTK), Jessica Morrobel (AIC Member), Gigi Robinson (Career Creator), Dena Silver (Beauty Pie), and Brandon Smithwrick (Kickstarter).

We appreciate the editorial features from Aliza Licht, Vice President, AIC Board of Directors, and Cynthia Barstow, Senior Lecturer, Teaching Influencer Marketing at the Isenberg School of Management University of Massachusetts, Amherst.

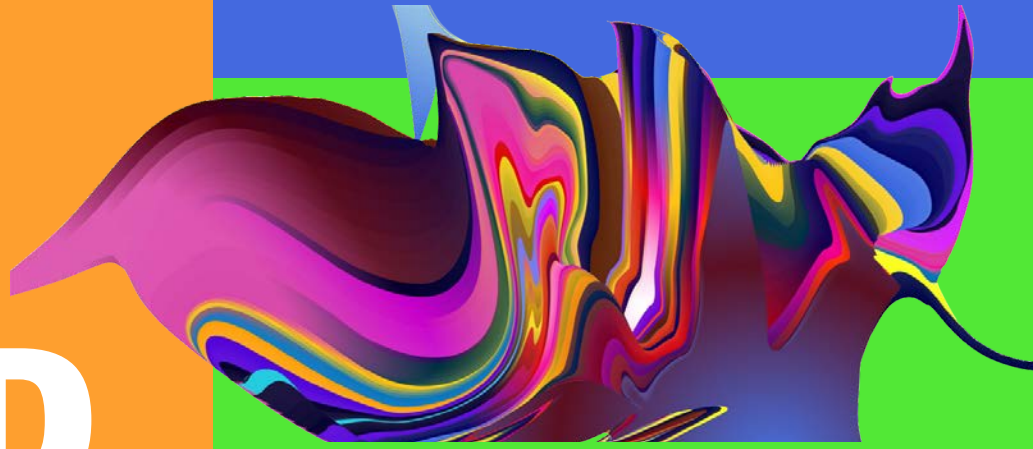
The Canopy for Creators team played an influential role in executing this survey. Thank you to their growing Creator community, both in-app and across social media, along with their strategic partners, who are also building in the space and committed to financial transparency, who shared the survey with their creator networks: Beacons, July, Social Currant, Clara for Creators, CreatorPad, and B&H Creators.

We thank the following HypeAuditor colleagues for their analytical contributions to the report: Nick Baklanov and Anna Komok.

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

FOR WARD



Cultivating a culture of equitable and mutually benefiting collaboration between brands and career creators are vital to the sustainability of influencer marketing. In 'The State of Influencer-Brand Deals 2024,' Jasmine Enberg of EMarketer writes, "U.S. marketer spending on sponsored content on social media will rise by 16.0% this year to \$8.14 billion. Most brands are increasing their influencer marketing budgets." This is a nominal figure compared to the \$82 billion marketers are anticipated to spend on social network ad spend by 2025, per Statista. This figure underlies the fact that career creators still have a barrier to entry to make a meaningful income.

Most creatorpreneurs strive to realize the American dream, which can be defined by the ability to pursue creative passions, enjoy financial independence, and obtain quality of life. The path to financial freedom is highly complex and can be inconsistent. Creators must be resilient in a constantly evolving ecosystem. Social media-first small business owners require a sizeable amount of monthly brand deals to sustain their livelihood. Through creative ingenuity, career creators must also be willing to source income outside brand deals from creator marketplaces, affiliate programs, shout-out services, content or course subscriptions, product storefronts, and more.

Creators need equity advocates within the business community who recognize the unique operational challenges the professionals driving the creator economy face. The demand for authentic user-generated content continuously grows. Professional safeguards for career creators must also mature simultaneously and be prioritized by platforms, brand marketers, casting agents, and creative agencies. According to the U.S. Chamber of Commerce Small Business Bill of Rights, "The promise of a profit rewards entrepreneurs' hard work and makes it possible to keep a business going." Let's commit to strengthening economic growth for the career creator workforce.

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

METHODOLOGY

AUDIENCE

**Full-time &
Part-time
Career
Creators**

AUDIENCE BREAKDOWN

PART-TIME **54%**
FULL-TIME **40.2%**
OTHER **5.8%**

METHOD

A 6-MINUTE ONLINE SURVEY, CONDUCTED BY AIC, CANOPY AND HYPEAUDITOR FROM FEBRUARY 20 TO MARCH 31, 2024, USING THE PLATFORM TYPEFORM

567

**NUMBER OF
SURVEY RESPONSES**

LOCATION

USA **39.5%**
INTERNATIONAL **60.5%**

TOP STATES

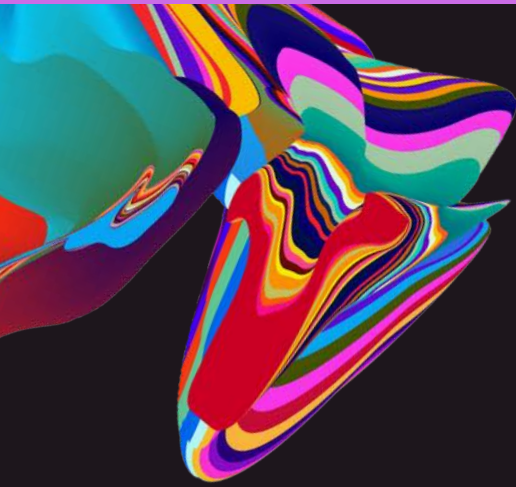
- NEW YORK, 11.8%
- CALIFORNIA, 8.1%
- FLORIDA, 5.3%
- TEXAS, 4.1%

SAMPLE SIZE

- SAMPLE SIZE: THE POPULATION SIZE OF 5.5M INFLUENCERS
- MARGIN OF ERROR IS 4% AT 95% LEVEL OF CONFIDENCE

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report



BY THE NUMBERS

RECAP

1

ALIGNING VALUES

Most career creators surveyed **prioritize opportunities that align well with their audience's interests and values**, underscoring the importance of authenticity in brand partnerships.

79.7%

2

DEALMAKING

Most respondents indicated that **social media platform brand marketplaces are the most popular means of sourcing brand partnerships**, followed by influencer marketing platforms (39.2%) and incoming proposals directly from brands (35.1%).

54.5%

3

MONEY MATTERS

Half of the respondents expressed financial uncertainty about managing money from brand deals in the future: just okay (29.15%), uneasy (13.9%), and stressed (7.1%).

50.1%

4

MORE IS MORE

Influencer marketing is one of many conversion and awareness tactics for marketers. Career creators compete for paid media dollars. Livable wages are dependent on the frequency of deals. **Many responders indicated they need two to four monthly deals for sustainable income.**

46.4%

5

REPEAT WORK

Building a book of business is vital for the growth and sustainability of a small business. Less than 10% of those surveyed can convert a one-time brand deal into repeat work. **Brands have an opportunity to build creator loyalty by prioritizing retention.**

7.9%

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report



DEFINITIONS

1

Brand Collaboration

A mutually beneficial strategic partnership between creator(s) and one or more business(es) to create an online or offline experience, content campaign, product, or service to achieve a business goal or marketing objective. The collaboration leverages the creator's digital footprint, social media audience, and/or personal branding to drive sales, increase website traffic, expand email lists, grow brand awareness, reach new audience segments, and drive user-generated content. It is also referred to as a co-branded advertising partnership.

2

Career Creator

An individual small business owner whose primary income is generated from activities and partnerships related to producing and marketing digital custom content across multiple social media platforms.

4

Part-Time Career Creator

A 1099 worker who makes passive income on a reduced schedule from social media content creation or other marketing activities. Efforts are intended to be part-time. Receives a minimum of \$600 or more in non-employment income during the tax year.

3

Full-Time Career Creator

Self-employed in consistent contract custom content creation, marketing of products, promotion of services, or ambassadorships with direct-to-consumer (D2C) or business-to-consumer (B2C) companies. Full-time career creators have built a book of business and have regular clients who generate enough annual income to make a living. File self-employment taxes.

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

AUTHORS



ALEX
FROLOV

CEO AND CO-FOUNDER
HYPEAUDITOR



QIANNA
SMITH BRUNETEAU

FOUNDER
AMERICAN INFLUENCER COUNCIL



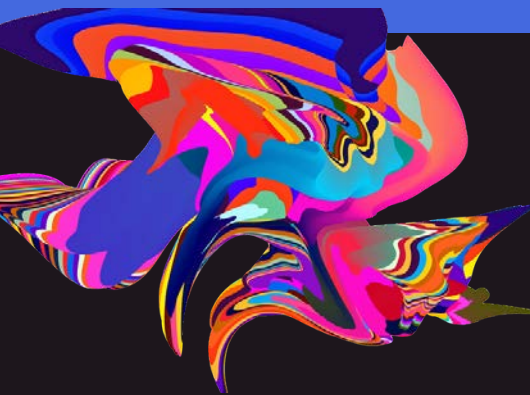
AYOMI
SAMARAWEERA

FOUNDER
CANOPY FOR CREATORS

HypeAuditor is an influencer marketing platform that provides analytical reports and tools for influencer search and in-depth analysis, campaign management, influencer market evaluation, competitor research, and trend analysis. HypeAuditor's main mission is to make influencer marketing transparent and data-powered.

As the Executive Director, Qianna provides vision, operational strategy, organizational leadership and day-to-day management of the trade association. In coordination with the Board, she oversees the strategic planning of the policies and programming to advance the AIC mission. She is a two-time Shorty Award winner, seven-time finalist and a Webby Awards nominee.

Ayomi is the Founder of Canopy, a semi-anonymous social app providing a safe space for creators to ask questions and gain industry insights to accelerate their careers. Previously, Ayomi led Global Internal Communications at TikTok and was the Chief of Staff to the President of Jellysmack. She's also a content creator herself with 30k followers across platforms.



DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

EDITORIAL CONTRIBUTORS



**CYNTHIA
BARSTOW**

SENIOR LECTURER
ISENBERG SCHOOL OF MANAGEMENT
UNIVERSITY OF MASSACHUSETTS, AMHERST



**ALIZA
LICHT**

VICE PRESIDENT, AIC BOARD OF DIRECTORS
FOUNDER, LEAVE YOUR MARK
AUTHOR OF ON BRAND

Cynthia Barstow is a Senior Lecturer of Marketing at the Isenberg School of Management at the University of Massachusetts, Amherst, where she teaches Influencer Marketing, Advertising, and Sustainable Marketing courses. She is also the Founder and Executive Director of Protect Our Breasts, an organization with 60 reps at colleges and in cities nationwide and over 100 organic brand partners committed to a safer marketplace. POB empowers women to make safer choices to protect their breasts during the most vulnerable periods of their lives.

Aliza Licht is an award-winning marketer, bestselling author, podcaster, personal branding expert, and career development coach. Licht has been a prominent figure in the fashion and media industries for over 25 years. As the founder of Leave Your Mark, a multimedia brand and consultancy, she advises businesses and individuals on brand strategy. Credited as a social media pioneer and one of the first fashion influencers, Licht was the former anonymous social media phenomenon DKNY PR GIRL.

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

INSIGHT EXPERTS



Reesa Lake
VP and Head of
Creator Agency &
Partnerships
LTK



Elly Brown
AIC Member
Fashion Creator



Vik Khagram
Head of Influencer
Ketchum



Patrick Janelle
AIC Member
Founder
Untitled Secret



Christen
Nino De Guzman
Founder
Clara for Creators



Jessica Morrobel
AIC Member
Career Creator



Brandon
Smithwick
Head of Content
Kickstarter



Lindsey Gamble
Associate Director
Influencer
Innovation
Later



Kristen Bousquet
Founder & CEO
Your Soucialmate



Dena Silver
Senior Marketing
Manager
Beauty Pie



Giselle
Huasipoma
Senior Coordinator
Global Influence
Calvin Klein



Gigi Robinson
Founder, Author
Career Creator



Jamillah Davis
Hernandez
AIC Advisor



Juliann Kane
Influencer &
Content
Marketing Lead
Klarna

IN ORDER OF APPEARANCE (L TO R)

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

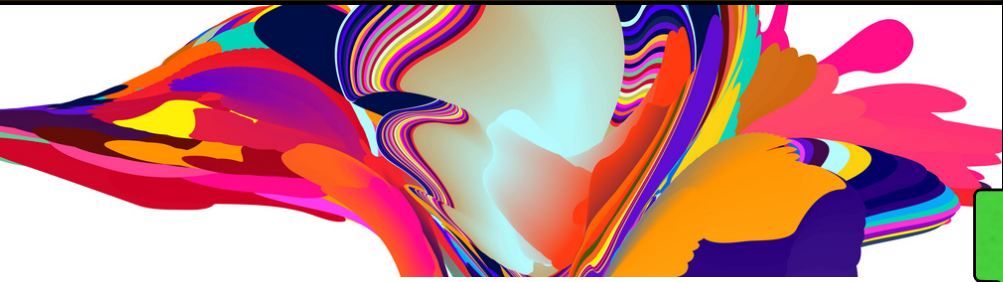
RESULTS DEEP DIVE



DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 1



Reesa Lake
VP and Head of
Creator Agency &
Partnerships

LTK

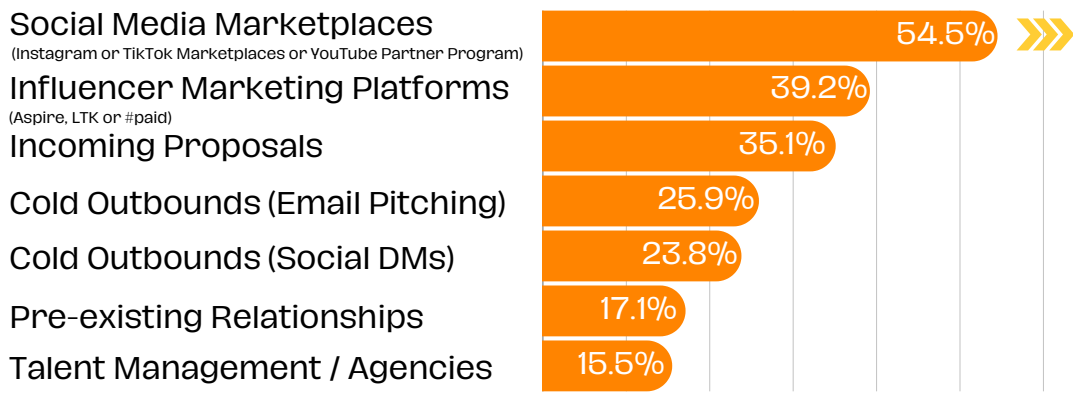


LTK provides a safe haven for creators, independent of social entertainment platforms, to build their businesses and engage their shopping audiences with cutting-edge technology, analytics, and tools for their e-commerce empires.



Collaborative Value Creation

What is your primary mechanism for sourcing brand partnerships?



IN FOCUS

Social media brand marketplaces have an opportunity to entice and recruit a diverse brand matrix, as creators are eager to use such tools

Note: Respondents could select up to 3 relevant options
Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 2



Livable Wages

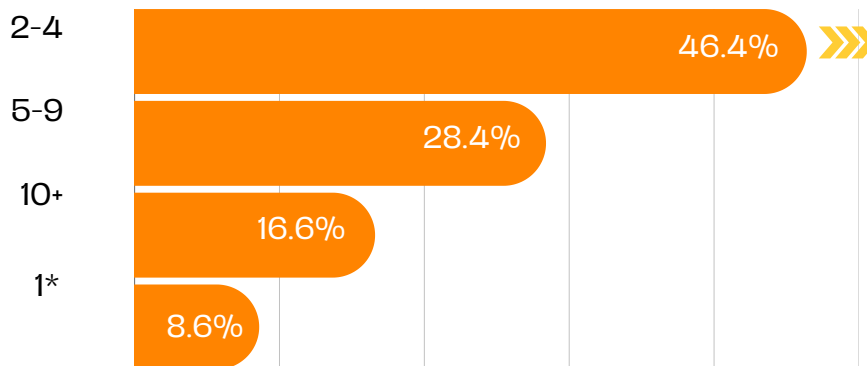
Elly Brown
AIC Member
Fashion Creator



Relying solely on a single platform or brand deals for income leaves you vulnerable to sudden changes or downturns.

Diversifying your income isn't just a smart move; it's an absolute necessity. By spreading out your revenue sources, you create a financial safety net, which we all want at the end of the day.

How many monthly brand deals do you need to have a sustainable income?



IN FOCUS
Exploring different revenue streams allows you to tap into diverse audiences, experiment with new content formats, and adapt to industry trends

Note: Respondents could select up to 3 relevant options
Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024
*Indicates respondents with one or less brand deals a month

TREND 3



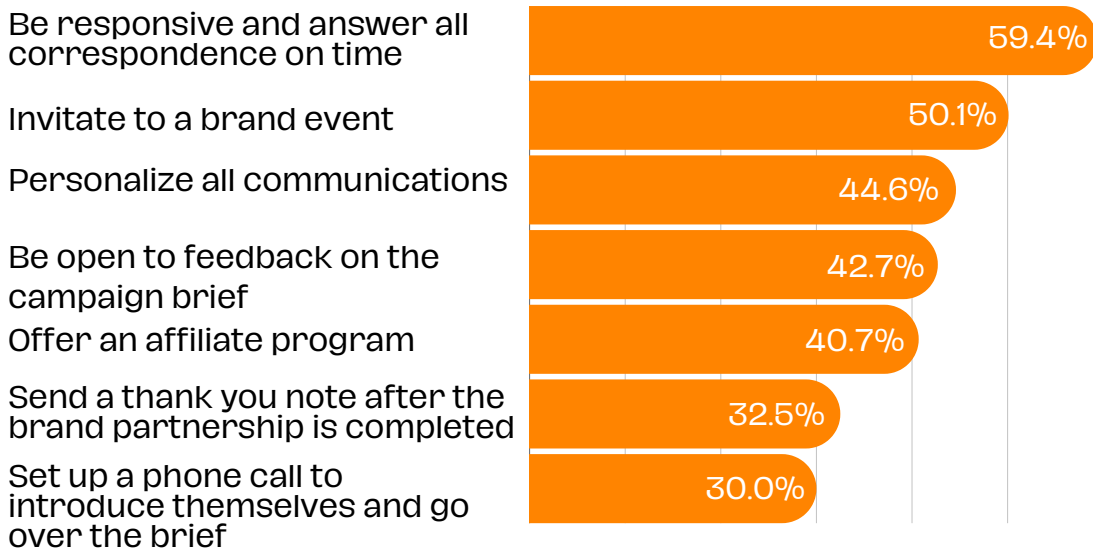
Let's Partner

Vik Khagram
Head of Influencer
Ketchum



“Once brands see that you are a genuine fan, they can analyze your previous interactions with them and then evaluate what kind of partnership they want to pursue with you. If you love a brand and want to partner, then make sure you are visible to them. If you have worked with them before, then open up the conversation with them—again, show interest!”

How can a brand build a long-term relationship with you as a creator?



Note: Respondents could select up to 3 relevant options
Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

TREND 4



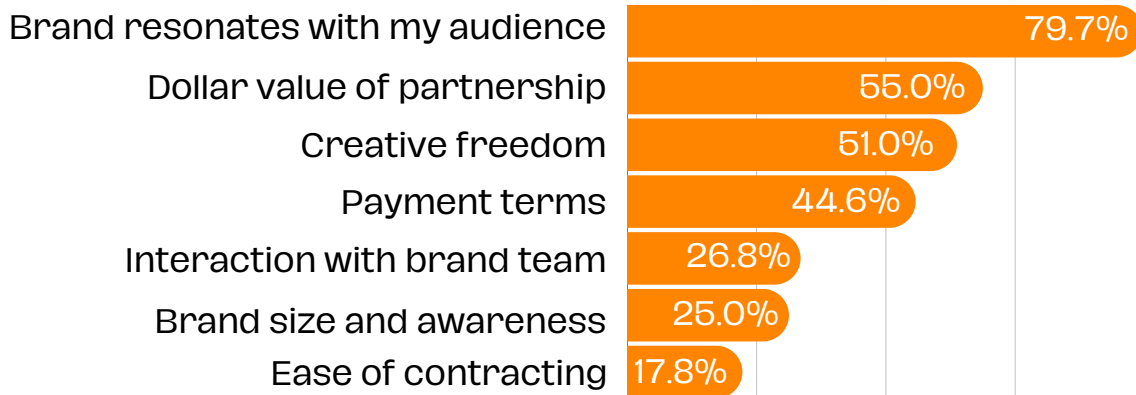
▶ Partner Priorities

Patrick Janelle
AIC Member
Founder
Untitled Secret



“Influencer marketing is built on genuine connections between influencers and their audiences. When branded content resonates authentically, it ensures that both the message and its delivery are in harmony with the expectations and values of both the audience and the brand. This is another way to say: trust influencers and the audiences they know best.”

What criteria are most important to you when qualifying a brand partnership?



Note: Respondents could select up to 3 relevant options
Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 5



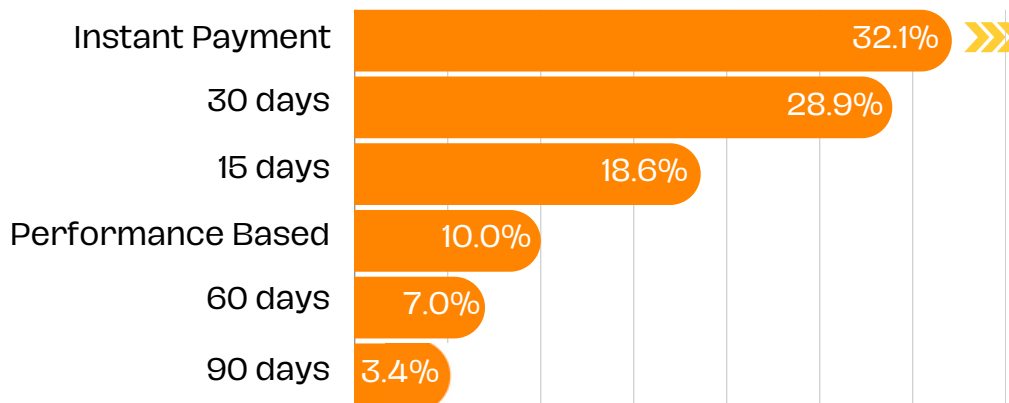
Payday

Christen Nino De Guzman
 Founder
 Clara for Creators



It's promising to see creators are being paid more quickly for their work. Unfortunately, we still see many Fortune 500 companies insisting on payment terms extending 60 to 90 days. The reality is no person wants to wait 2 or 3 months to get paid for work they've already done and the prolonged wait undermines the principle of timely and fair compensation.

The most popular/standard payment term you receive from a brand



IN FOCUS

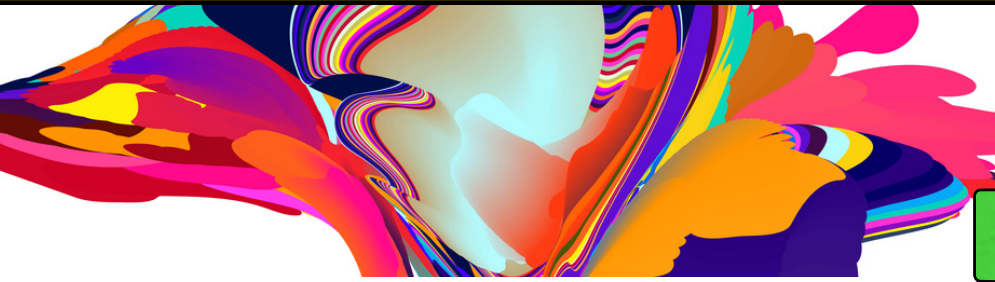
The best investment you can make is in yourself and your financial future. Career Creators should feel confident negotiating payment terms that support financial wellness

Data analyzed by HypeAuditor
 567 career creators responded to the online survey between February 20 to March 31, 2024
 Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 6



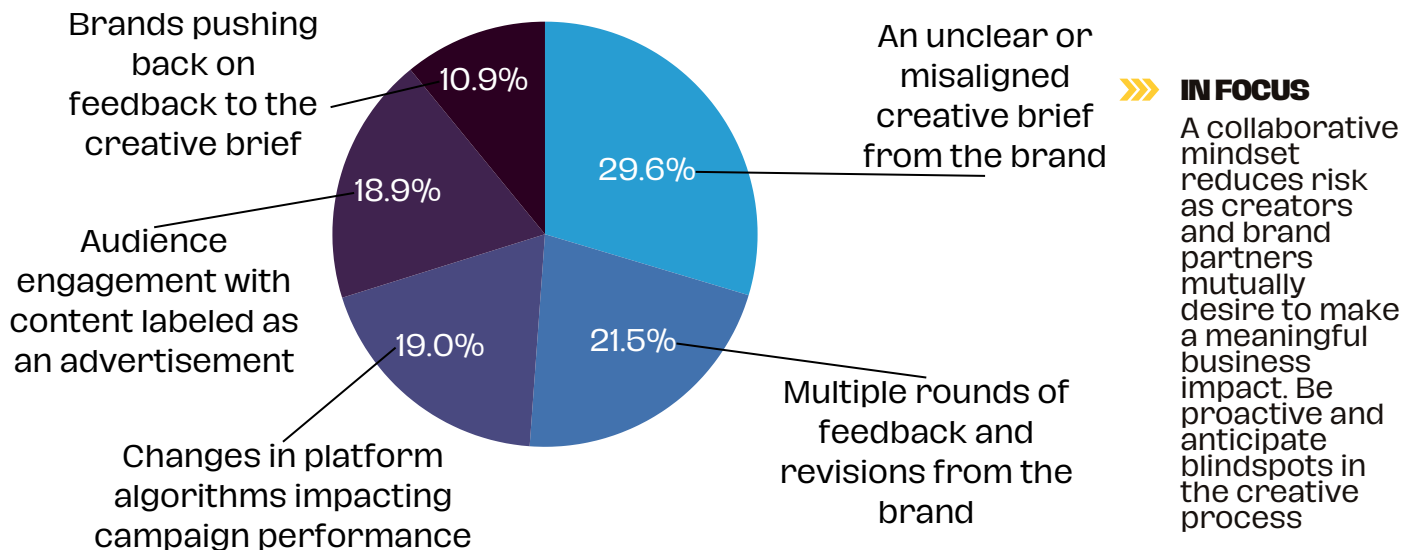
Jessica Morrobel
AIC Member
Career Creator

Brands should focus on crafting easy-to-scan creative briefs, eliminating corporate jargon, and clearly stating goals, needs, and vision. Incorporating examples of the creator's past work communicates, 'This is what we admire in your content!' This approach minimizes misunderstandings and reduces revisions, allowing creators to excel from the start.



Finding the Win-Win

The biggest challenges to executing a successful brand partnership

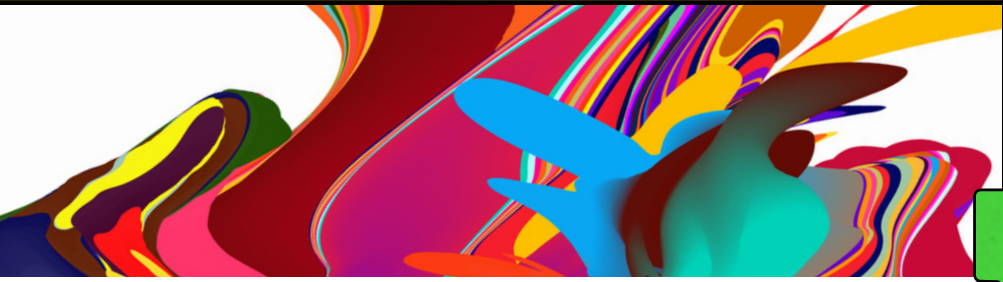


Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024
An error of 0.1 was lost from rounding up

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 7



Brandon Smithwick
Head of Content
Kickstarter



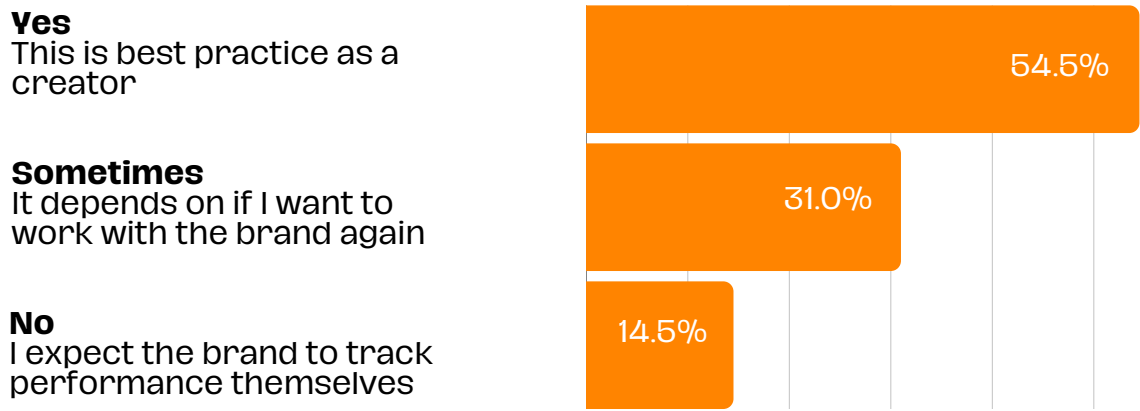
B2B brands often need to be convinced about the effectiveness of influencer marketing compared to their B2C counterparts.

Monitoring post-performance over time is a powerful way to validate your pricing and showcase the actual value of your posts.



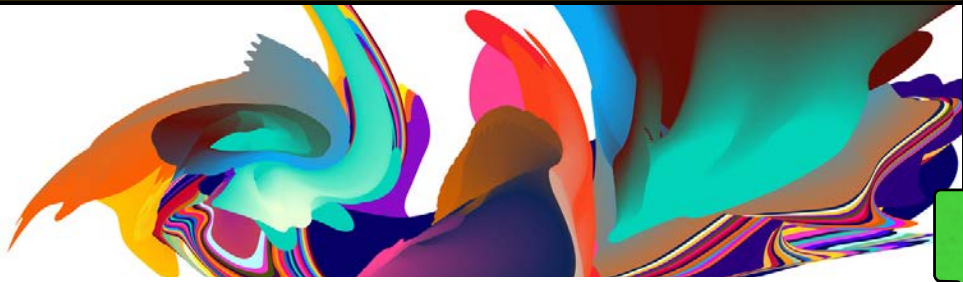
Results Are In

Do you track the performance and send a performance summary of your campaign to a brand?



Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

TREND 8



Book Me Again

Lindsey Gamble
Associate Director
of Influencer
Innovation



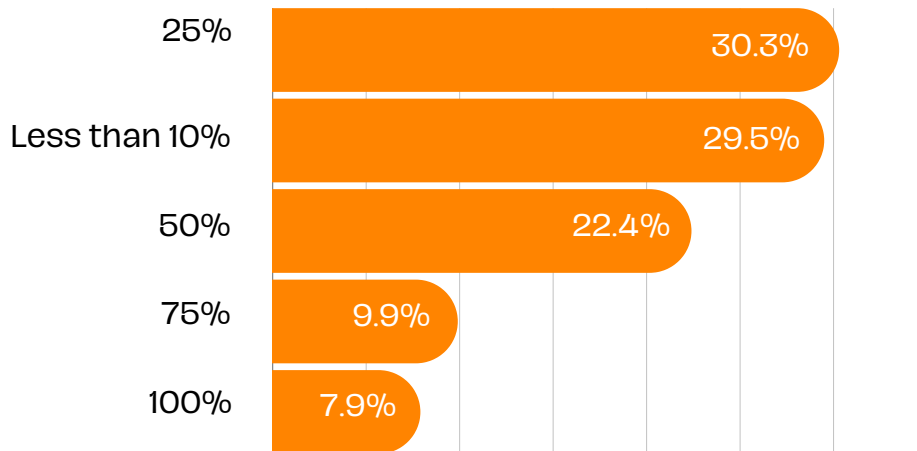
Later



Offering creators the opportunity to post multiple times offers a more holistic and accurate view of performance while also providing repeated exposure to audiences, which is often essential for consumer action. Additionally, these longer-term partnerships can help brands be more cost-efficient with their budgets.



Annually, what % of one-time brand partnership opportunities have you been able to convert into follow-up work?

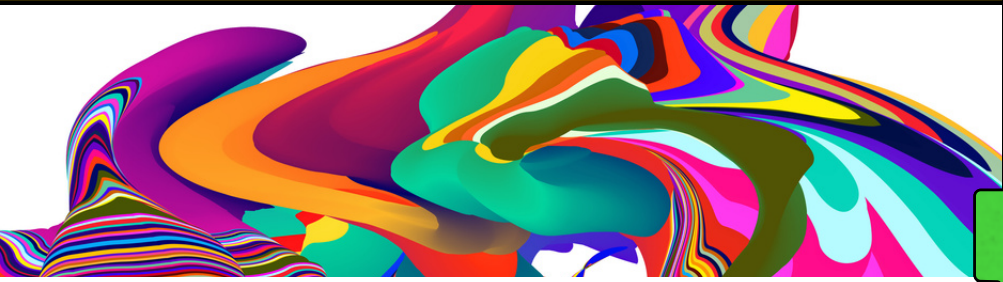


Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 9



Commitments

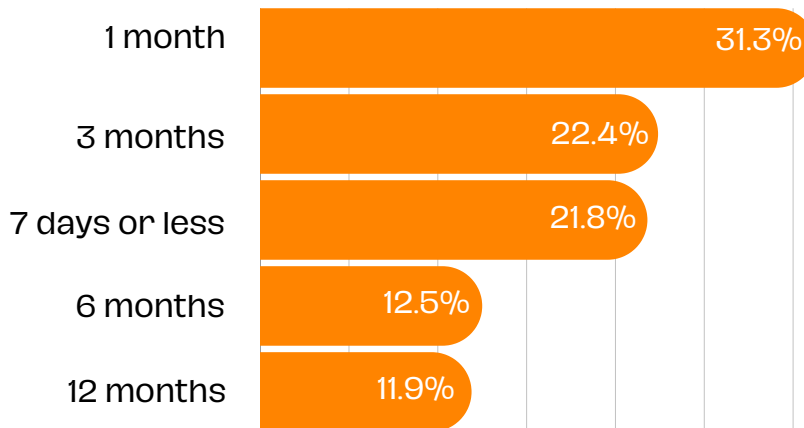
Kristen Bousquet
 Founder & CEO
Your Soucialmate



While accepting payment for a single post might be tempting, prioritizing lasting relationships over short-term gains can lead to better opportunities aligned with your values and audience.



What is the average length of a brand partnership?

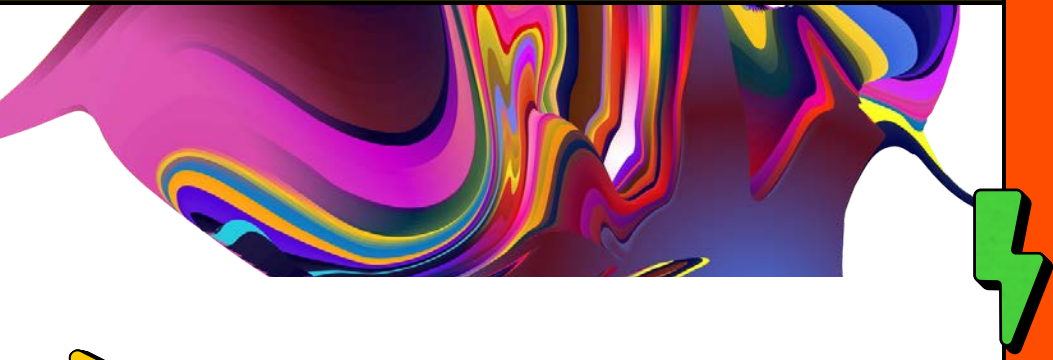


Data analyzed by HypeAuditor
 567 career creators responded to the online survey between February 20 to March 31, 2024
 Source: Decoding Brand Deals Survey, International Creator Day 2024
 An error of 0.1 was lost from rounding up

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 10



Dena Silver
Senior Marketing Manager
Beauty Pie



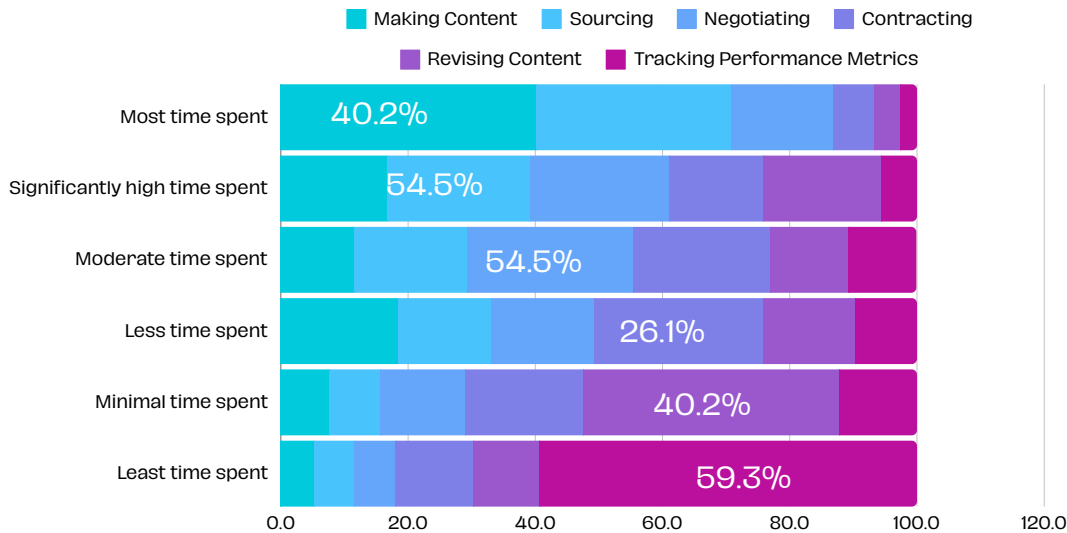
Brands will tie a KPI to your content—and that is a fact! Ask your brand partners what data they'll be using to define success.

Understanding how your content can help achieve their goals is paramount to your continued relationship with that brand.



Time Management

When executing an end-to-end brand partnership, where is your time spent?



Note: Respondents were asked to prioritize from most time to least time spent, from 1-6 (with one (1) being most time spent)
Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 11



Relationship Building

Giselle Huasipoma
Senior Coordinator
Global Influence
Calvin Klein



As marketers, we should gauge how well a creator will perform based on engagement rate, reach, impressions, etc., to avoid 'make good' posts. The responsibility lies between the brand and the creator to bring something to life that resonates with their audiences. From the brand's side, creating a comprehensive strategic brief while giving the creator creative flexibility.



If a brand asks for a free performance-based post because the campaign has not performed, how likely are you to create a "make good" post?

Sometimes

It depends on if I want to work with the brand again

43.7%

Very Likely

I see "make good" posts as an investment into building a long-term brand relationship

41.3%

Not Likely

It is not my responsibility to guarantee that a video or photo will perform

15.0%

Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 12



Gigi Robinson
Founder, Author
Career Creator

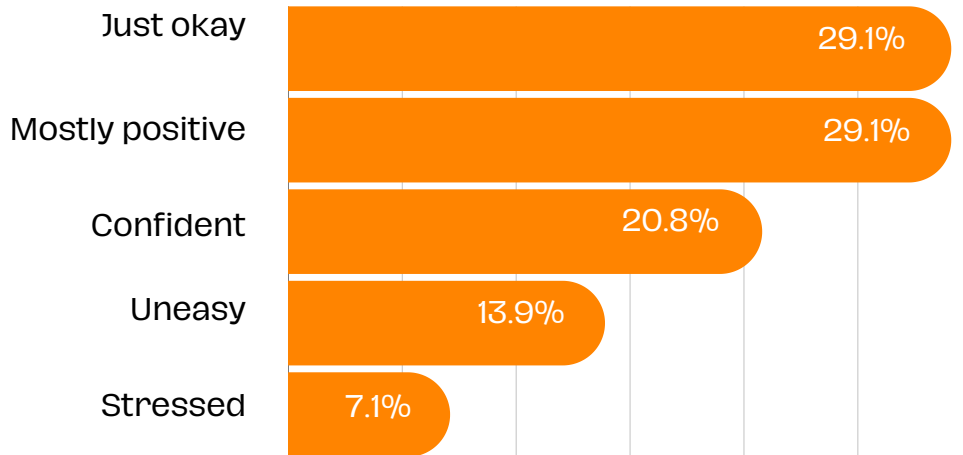


“ Relying on brand deals is a blessing and a curse. The good part is that you know you are going to get a lump sum of money at some point for a video or post that you created for a brand— hopefully, you love, use, and trust! The challenge can sometimes be that brands want to control how you're creating. ”



Financial Wellness

When it comes to financial planning, how do you feel about the money coming in from brand deals in the future?



Note: Respondents could select up to 3 relevant options
Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

TREND 13



Future Thinking

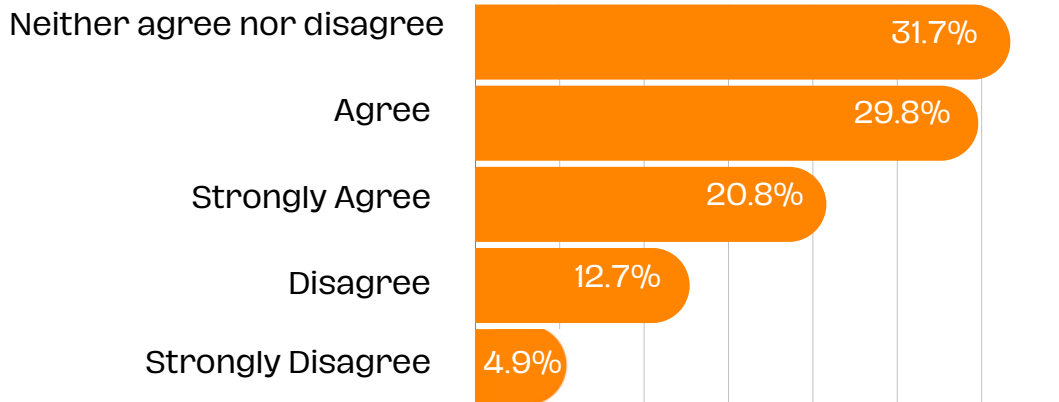
Jamillah Davis Hernandez
AIC Advisor



Creators are becoming more strategic in their brand partnerships indicating a growth mindset. Knowing their worth, career creators are negotiating lucrative deals with longevity and with partners that can elevate their brands and expose them to new audiences.



The creator economy is positioned to help me become financially secure.

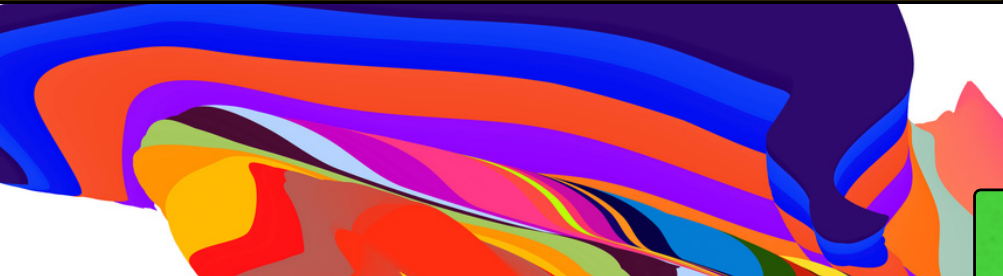


Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

DECODING BRAND DEALS

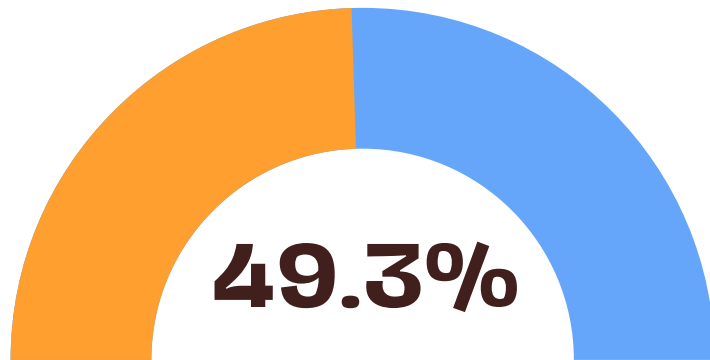
2nd Annual Creator Economy Trend Report

PRO TIP



Future Thinking Part II

Closing the gap of uncertainty



The percentage of respondents who expressed uncertainty about the money coming in from brand deals in the future

● **Uncertain** ● **Mostly Confident**

Data analyzed by HypeAuditor
567 career creators responded to the online survey between February 20 to March 31, 2024
Source: Decoding Brand Deals Survey, International Creator Day 2024

Juliann Kane
Influencer &
Content
Marketing Lead
Klarna



The creator economy is constantly evolving, and we are continually learning.

Understanding goals or having a North Star as a creator can help establish a growth mindset.

Throughout the process, there is always room to pivot, so it's important to consider diversification of content and strategy. Setting clear values and milestones helps creators position themselves for success in the creator economy.



IN FOCUS

Strategize to visualize your financial unknowns, then focus on what you can control, like updating your media kit with case studies of past partnerships, allocating more time to adding new connections on LinkedIn, or regularly engaging with the brands you want to work with on social media

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

OPINIONS THAT MATTER



DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report



OPINION PIECE



BY ALIZA LICHT

Vice President, AIC Board of Directors
Founder, Leave Your Mark
Author of ON BRAND

GOING THE DISTANCE

THE IMPORTANCE OF PERFORMANCE METRICS

Does anyone remember when follower count meant something? Gone are the days when it equates to creator validation. Brands can't rely on those numbers anymore (even with high engagement rates) because it's challenging to justify the investment. The truth is that sponsored content performance has been suffering for years due to erratic changes in the algorithm. So, what can creators do to protect their businesses and ensure brand partnerships in the future? The answer is for them to start thinking like a DTC brand.

Where social media has been historically known as a brand awareness tool and, to a large extent, still is, what brands care about is conversion. Focusing your strategy on cultivating an

audience conditioned to shop from your links can take work, but proving to brands (with receipts) that you can convert is the most crucial way to grow your business.

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

OPINION PIECE

GOING THE DISTANCE

UNDERSTANDING PERFORMANCE METRICS

platforms like Shop My help brands prioritize creators through monthly recurring revenue rather than follower count. Being a creator who consistently drives thousands of dollars in revenue for a brand is exponentially more important than vanity metrics. Also, it leaves room for micro-creators to have a piece of the pie.

Creators that demand high flat fees with nothing to show for it are in jeopardy

of being an extinct breed when so many creators have already shifted to a high-generating affiliate model. This also makes Instagram Story performance a priority, an area of content strategy that often feels like the stepchild. It's time to change the creator mindset and realize that the real party is where the links are. Your ability to convert your audience is the present. Everything else is just background noise.

CONNECT WITH ALIZA

alizationalicht.com



OPINION PIECE



BY CYNTHIA BARSTOW

Senior Lecturer, Teaching Influencer Marketing
Isenberg School of Management
University of Massachusetts, Amherst

INTENTIONAL RELATIONSHIP BUILDING

Building relationships often gets relegated to the bottom of the priority list, overshadowed by the constant demand for improved content creation, engagement with followers, and/or the demonstration of authenticity. However, fostering strong connections with brands should not be viewed as an optional task or something a manager handles but as a crucial component of success.

In today's competitive landscape, influencers who maintain transparent and ongoing relationships with individuals at companies or agencies are positioned as top-of-mind for these decision-makers when considering campaign candidates. Established entities with a track record of success


are inherently less risky and more appealing than embarking on new partnerships. So, how does one effectively manage brand relationships?

DECODING BRAND DEALS

2nd Annual Creator Economy Trend
Report

OPINION PIECE

INTENTIONAL RELATIONSHIP BUILDING



It begins with small yet intentional steps, from connecting regularly with brand leaders on LinkedIn and organizing email schedules for regular “check-ins” to ensuring that all interactions are automated in a CRM system like Asana, Hubspot, Monday, or Teamwork. When you have press mentions or new partnerships, share your successes in a newsletter, and be sure to add potential clients and partners to your communication lists. These seemingly minor actions can significantly contribute to fruitful partnerships over time.

By consistently prioritizing brand relationships, career content creators can lay the groundwork for long-term success and sustained growth.

CONNECT WITH CYNTHIA

isenberg.umass.edu/people/cynthia-barstow

ABOUT US



AMERICAN INFLUENCER COUNCIL

Membership trade association devoted exclusively to advocating for the educational and professional advancement of U.S.-based social media career creators.

@americaninfluencercouncil [in aic_nyc](#)

CANOPY FOR CREATORS

A new peer-to-peer social networking app for content creators, aimed at increasing transparency across the industry.

@canopy.for.creators [in underthecanopy](#)

HYPEAUDITOR

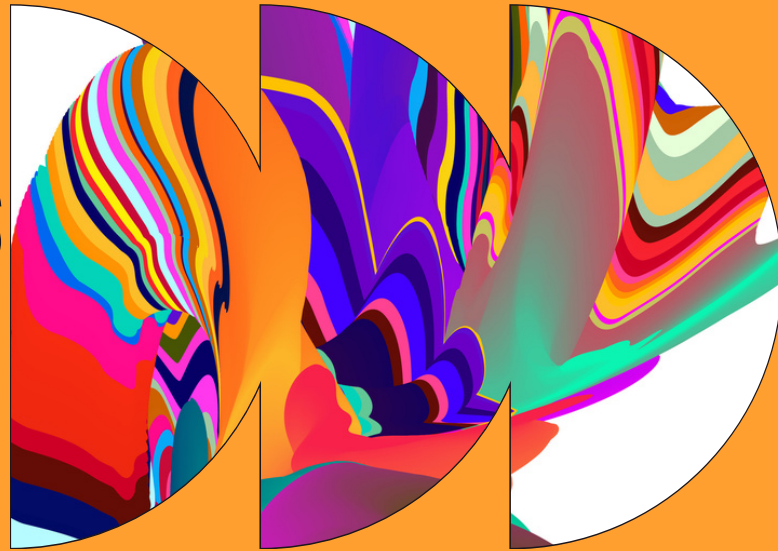
The all-in-one solution for influencer marketers that provides essential tools for successful campaigns and goes beyond the 'standard tool' concept.

[in hypeauditor](#)

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report

SOURCES



EMarketer, [The State of Influencer-Brand Deals 2024](#), by Jasmine Enberg, Minda Smiley, and Paul Verna, April 12, 2024

EMarketer, [5 Charts Showing the Creator Economy's Recent Evolution](#), by Sara Lebow, Oct 9, 2023

Harvard Law School Daily Blog, [For a Mutually Beneficial Agreement, Collaboration is Key](#), by Nicole Bryant, February 1, 2024

Statista, [Social network advertising spending in the United States from 2021 to 2025 \(in billion U.S. dollars\)](#), by Statista Research Department, Aug 22, 2023

Enable, [How to Foster Mutually Beneficial Business Relationships with Suppliers](#), by Elizabeth Lavelle, Senior Content Manager, January 23, 2024

Boston University College of Communication PRLab, [The Power of Brand Collaborations](#), by Irene Phung, October 17, 2021

Sprout Social, [Strategic Brand Collaborations: Finding Successful Partnerships](#), by Jamia Kenan Published, November 13, 2023

Program on Negotiation at Harvard Law School, [Negotiation Strategies and Negotiation Techniques to Help You Become a Better Negotiator](#), by Harvard University, 2014

DECODING BRAND DEALS

2nd Annual Creator Economy Trend Report



THANK YOU



IMPACT.AMERICANINFLUENCERCOUNCIL.COM/INT-CREATOR-DAY-2024-TREND-REPORT-BLOG