

# A 3 perspective approach to influencer marketing: How creators, brands, consumers align



# Introduction

Influencer marketing is a powerful tool for brands for three reasons:

01

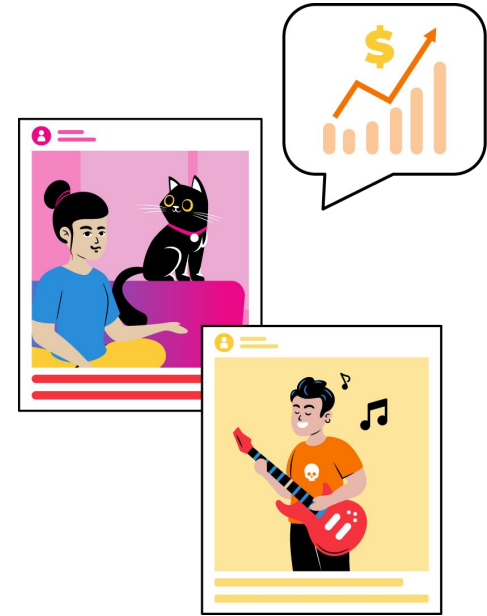
Consumers spend more time on social media than ever and **trust personal recommendations** from creators more than brands.

02

**Influencer marketing connects consumers to creators** with whom they already have an established relationship.

03


**Becoming an influencer/creator is an increasingly popular career choice**—especially with the rising demand for influencers.



For creators and brands to thrive, they need to build long-term partnerships and understand how to connect with consumers authentically. However, securing a long-term partnership with a brand is still challenging for creators.


# Comparing data from three research reports

In this deck, we compare the following research reports\*:



The image shows the cover of a research report titled "THE SECRETS TO Thriving Creator-Brand PARTNERSHIPS". The cover is purple and features an illustration of a rocket launch and two figures. Text on the cover includes "GHOSTED NO MORE" and "Research Report". Logos for "BRANDED" and "powered by impact.com" are visible.

AdWeek creator research: [Ghosted no more: The secrets to thriving brand-creator partnerships](#)



The image shows the cover of a research report titled "What brands want: building successful creator partnerships in 2023". The cover is red and features an illustration of two people shaking hands. Text on the cover includes "Marketing leaders share insights on how creators can grow their business" and the impact.com logo.

impact.com's research: [What brands want: building successful creator partnerships in 2023](#)



The image shows the cover of a research report titled "THE STATE OF INFLUENCER MARKETING FOR CONSUMERS IN 2023". The cover is orange and features an illustration of a woman with a megaphone and a smartphone. Text on the cover includes "Reaching value-driven customers by forging relationships with creators" and the impact.com logo.

impact.com's research: [The state of influencer marketing for consumers in 2023](#)

# Key takeaways

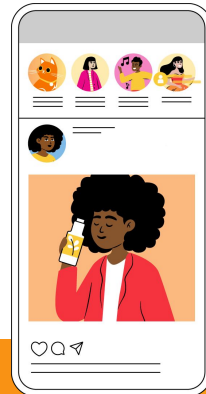
01

86% of creators want to work with more brands, while 76% of brands plan to increase their creator programs in 2024.



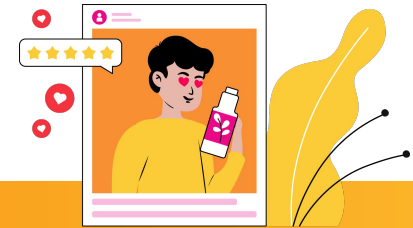
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Sharing personal experiences and demonstrating product usage are key aspects of authentic influencer product reviews. By focusing on these elements, creators can establish trust with their audience and provide valuable insights.



03

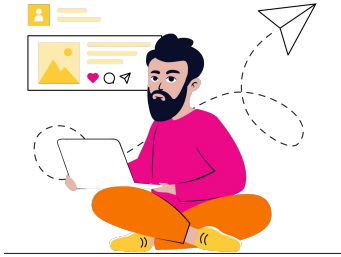
Building long-term partnerships between creators and brands is essential. Shared goals lead to better results and stronger relationships. Productive conversations upfront can amplify the effectiveness and impact of influencer content. For consumers, brand promotions feel authentic when a creator posts about them multiple times.



## Key takeaways (continued)

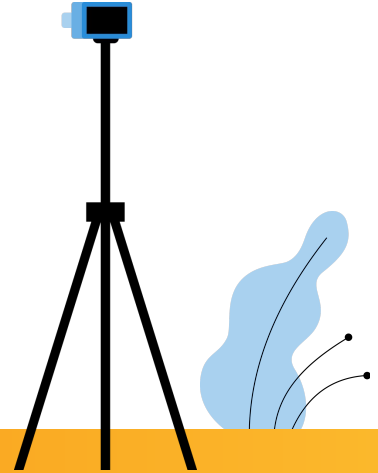
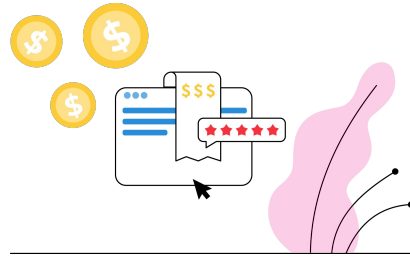
04

**Brands need to trust the creator's expertise.** Instead of rigidly following a script, brands should encourage authentic content, such as off-the-cuff product reviews. Influencers rank creative freedom as the third key factor for committing to long-term brand partnerships. Consumers resonate with genuine recommendations and are more likely to engage with the content.



05

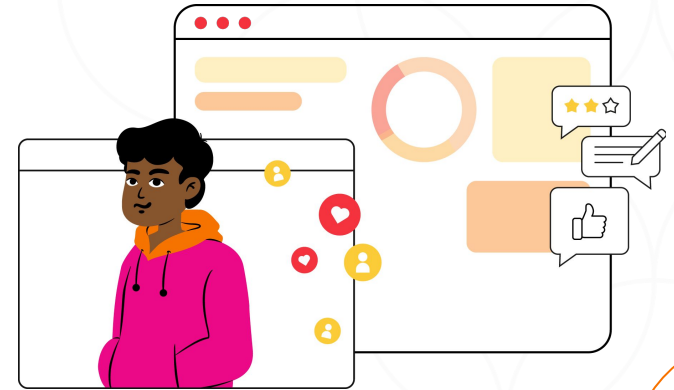
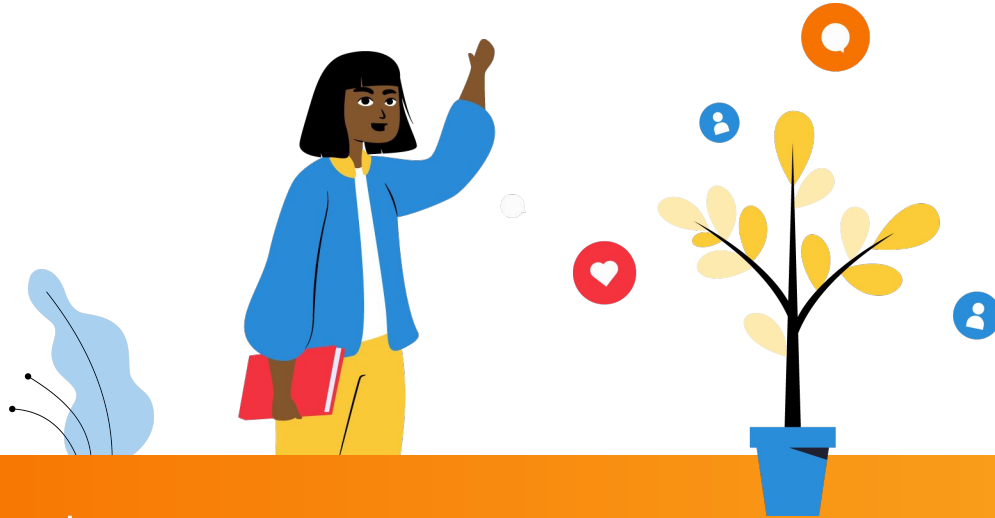
**Aligning compensation is crucial for brands and creators.** Offering incentives, such as commissions, motivates creators to deliver better results. This mutually beneficial arrangement encourages creators to prove their value and can lead to growth opportunities. Brands and creators indicate a preference for hybrid payment models.



# Brand vs creator perspectives

Brands and creators may seem like comparing apples and oranges, but here's the secret: **when they join forces and align their goals, a fruitful partnership blossoms, allowing both to thrive.**

According to our research, they align in some ways and differ in others. Our research can help bridge the gap to build successful long-term partnerships.



# Similarities between brands and creators

## #1 Growth and recruitment



Are creators and brands aligned on growing their businesses?

- Yes, brands and creators are looking to expand their business.
- **76% of brands** are looking to expand their creator programs, and **86% of creators** want to work with more brands.

Are creators and brands aligned on outreach methods?

- Yes, for U.S. brands, the most preferred method is DM and email.
- This aligns with creator preferences, and how creators contact brands most often.

Recruitment preference

- Brands and creators are aligned in that **64% of creators** prefer to apply for brand opportunities, and only **4% of brands** said they prefer to contact creators themselves.

# Similarities between brands and creators

## #2 Payment methods

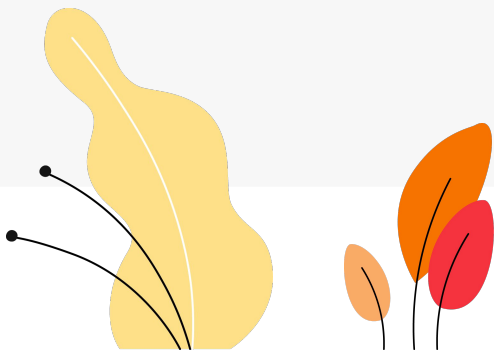


### New partners

- Creators and brands are **aligned** on preferred compensation models for new partnerships.
- The majority indicated a **preference for hybrid models**.

### Established partners

- Creators and brands are **aligned** on preferred compensation: a **hybrid model**. This includes a flat fee combined with a commission for each product sold.
- Creators are, however, more open to a **performance-based commission or bonus** when working with brands with whom they have an established relationship (33%) vs 18% of creators with new partnerships.



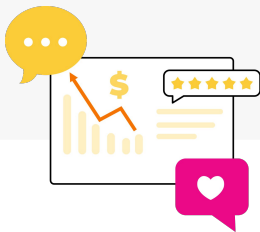


# Similarities between brands and creators

## #3 Why they'd commit to long-term partnerships



- The number one factor for both parties is **quality**.
- For brands, its **quality content**, while creators value a **high-quality product**.



- Both parties are looking for a **good working relationship** with their partner.
- Brands value being **easy to work with** and having **professional and timely communication**.
- Creators value **creative freedom** and **clear guidelines**.



- **Performance** (how well the creator's content performs regarding sales, clicks, etc.) is the second most important factor for brands.
- Engagement rates are not as important as the **compensation** and **partnership experience** for creators.

# How brands and creators differ

## #1 Choosing partners

Brands emphasize quality work, while creators seek transparency:



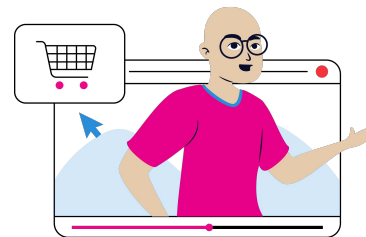
The brand prioritizes the **quality of the creator's work**. This is the number one consideration when choosing a creator partner and the most common reason brands would end the relationship with a creator.



Creators want brands to **be clear** about expected performance and results and to **share examples** of what they're looking for.



**Effective communication of expectations** by brands to their creator partners is essential for fostering high-quality work and establishing enduring partnerships.



**Brand tip:** Provide creators with examples of your brand expectations to align and build confidence. **Communicate performance goals clearly.** This motivates creators to hit your key performance indicators (KPIs).

# How brands and creators differ

## #1 Choosing partners (continued)

Creators strongly consider compensation when evaluating a brand's proposal



Surprisingly, **43% of creators would sever ties** with a brand after agreeing to work with them if the compensation falls below their expectations.



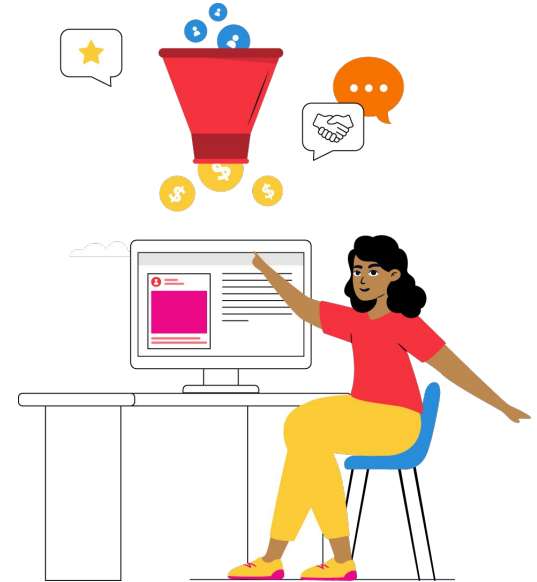
This could potentially stem from unclear brand expectations, leading to creators inaccurately quoting for the job and feeling **unjustly compensated**.



Brands should **discuss and negotiate** with creators rather than presenting take-it-or-leave-it offers to ensure fair compensation and prevent ghosting.



In fact, **64% of creators prefer to apply for brand partnerships** rather than be offered the opportunity.



# How brands and creators differ

## #2 Reasons for ending partnerships + what success looks like

### The most common reasons for ending a partnership

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- Miscommunication during the initial project discussions.
- This can lead to creators feeling overwhelmed, missing deadlines and ultimately ghosting.
- Conversely, brands may terminate the partnerships due to the creator missing initial deadlines.

### Top two reasons why brands would end a partnership with a creator

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- They're unhappy with the quality of the creator's work.
- The creator is unresponsive and has poor communication skills.

### What do they consider a successful partnership/campaign to look like?

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- Creators are driven by personal goals, like their working experience with the brand.
- Only 8% of creators said their impact on conversion and sales growth drives the most satisfaction for them.
- Building successful brand partnerships requires creators to help brands achieve their campaign goals.



# How to align brands and creators

## #1 When choosing partners, brands should treat creators as equals

Creators place more importance on meeting their needs and achieving personal goals than their impact on conversions and sales for the brand.

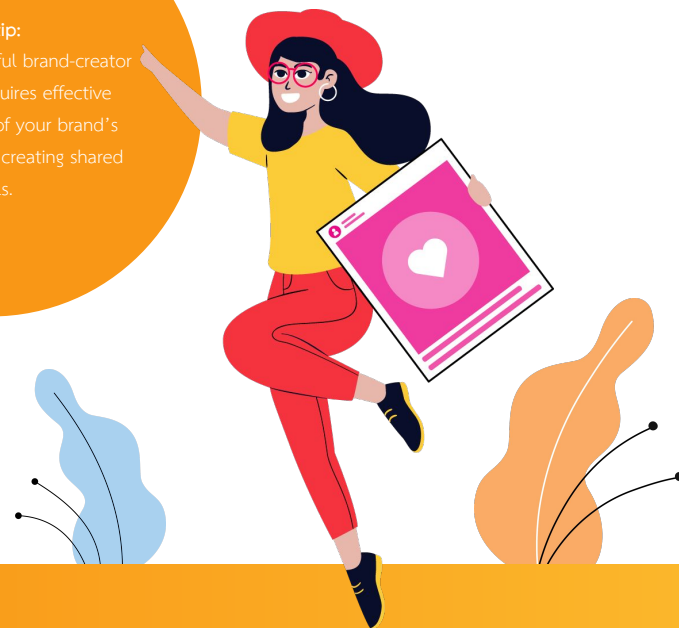


### How to bridge the gap as a brand:

Treat creators as true brand partners. Share what success looks like to your brand with the creator and the metrics you value most. Sharing these insights with creators gives them a deeper understanding of the brand goals, resulting in your brand goals becoming shared goals.

### Pro tip:

Navigating successful brand-creator partnerships requires effective communication of your brand's expectations and creating shared goals.



# How to align brands and creators

#2 Better communication and managing expectations on both sides stop partnerships from fizzling out



**Brands** should communicate their campaign expectations to the creator to avoid unrealistic deadlines that may lead to ghosting and relationship breakdown.



**Creators** are experts in their field and should manage brand expectations regarding deliverables.

“

“Friction is a community killer that can pop up in any part of the funnel, whether at the opt-in or review stage. Brands also shouldn’t have too much control over the community’s content creation on a performance basis.”

— [Riley Cronin](#)

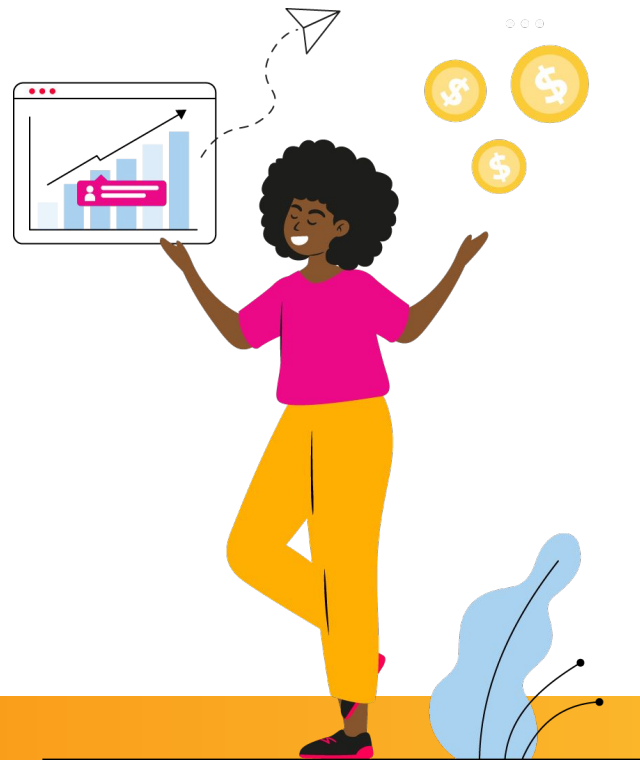
# How to align brands and creators

#3 Rewards and long-term partnerships motivate creators to strive for a successful campaign



## How to bridge the gap:

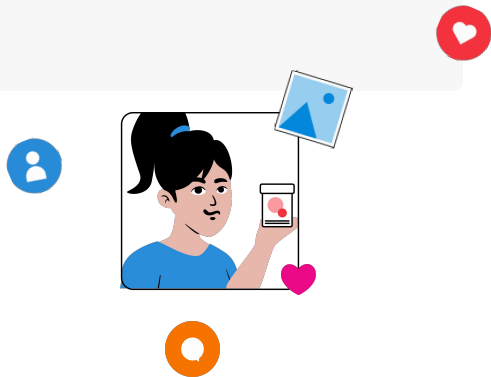
Brands should value creators and make it worth their while, offering rewarding **incentives** like performance bonuses along with a flat fee. Discussing future projects can motivate creators to excel and foster long-term partnerships.



# Actionable tips for brands and creators

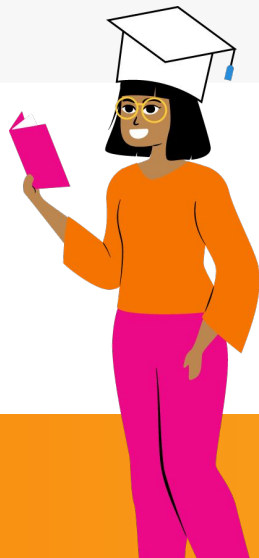
## Brand tip:

Position your brand as a **status symbol** to inspire consumers to post about it. You can repost their content as user-generated content (UGC) on your own channel, which 49% of consumers like.



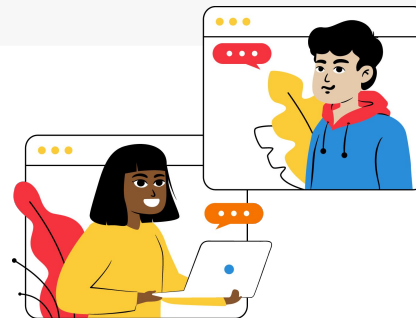
## Creator tip:

**Offer suggestions** to brands as a content creation expert that deeply understands your audience and their needs.



## Brand tip:

**Create shared goals** by treating creators as true partners. Be transparent about how you measure success and what your campaign goals are.





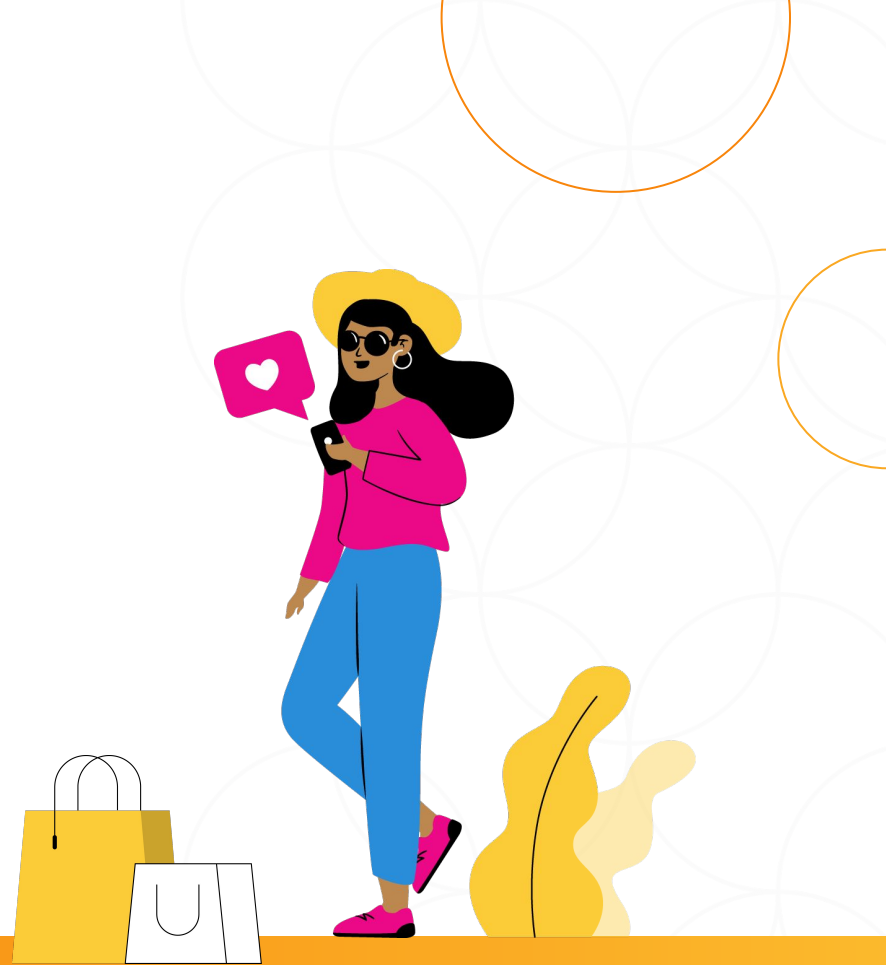
# The consumer's perspective

## Transparency is key

The similarities don't stop between creators and brands—customers have a say too. After all, they're the ones with the buying power.

**Everything comes down to the consumer.** Like consumers, brands and creators also want transparency and authenticity in their partnerships. The consumer's relationship with the creator is almost like a partnership itself.

Everything comes down to the foundation of partnerships between consumer and creator, creator and brand, and then brand and consumer. **What is the common denominator?**  
**Transparency.**



# Trustworthiness impacts how consumers interact with brands and creators



Brands seek **reliable creators** who meet deadlines and produce high-quality content aligned with their values.



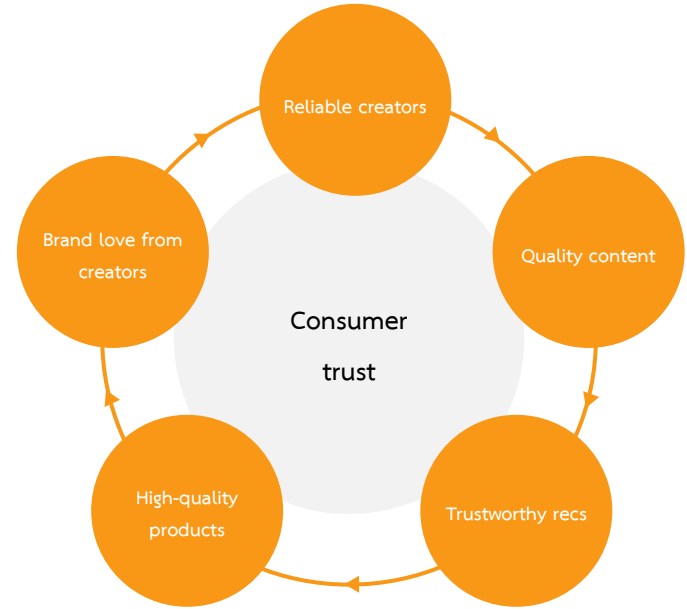
Consumers rely on these **trustworthy creators** for product recommendations.



Likewise, creators seek brands that offer trustworthy, **high-quality products** they genuinely believe in to endorse.



Brands also value creators who genuinely **love their brand**, while consumers expect creators to endorse products they truly use and love.



Trustworthiness goes full circle.

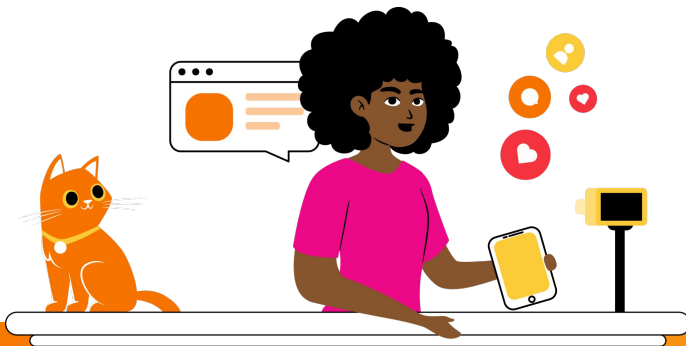
# User-generated content (UGC) brings everyone together



49% of consumers like it when brands repost UGC.



63% of consumers repeatedly make purchases based on an influencer's **recommendation or review** at least some of the time.



“

“Cutting-edge brands are finding ways to activate the creator in every customer. TikTok and Instagram allow anyone, even the customer, to be a creator. This can include content like scripted UGC, partnering with influencers, and customer testimonials. There are unlimited stories and content to feed your marketing engine when you nurture the creator in every customer.”

— Riley Cronin, [How brands can drive content conversion with creators](#)

# How brands can build stronger relationships with creators and consumers



Building a **strong rapport with consumers** is crucial—they need to trust what you're selling before they buy it.



Investing in **creator relationships** as a brand is equally important —they're the link between your brand and the consumer.

Brands and creators should develop content that consumers most want to see:

## Most liked content types by consumers\*

### Entertaining content:

For example, humor, memes, and giveaways.



57%

### Educational content:

For example, tips and tricks, how-to tutorials, and expert advice.



52%

### Opinion content:

For example, behind-the-scenes videos or product reviews.



45%

### Inspirational content:

For example, reading personal success stories or quotes.



43%

### Interactive content:

For example, polls, Q&As, live workouts, and social media takeovers.



33%

### Promotional content:

For example, client testimonials and discounts.



33%

*\*Question: Select what type of content you like most from the list below.*



Entertaining  
content



Educational  
content

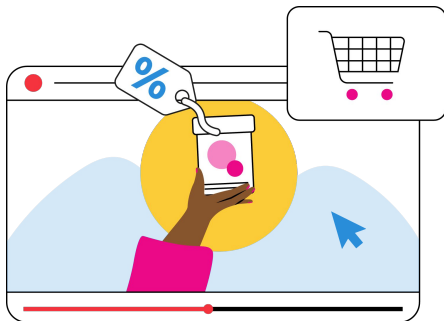


Opinion  
content

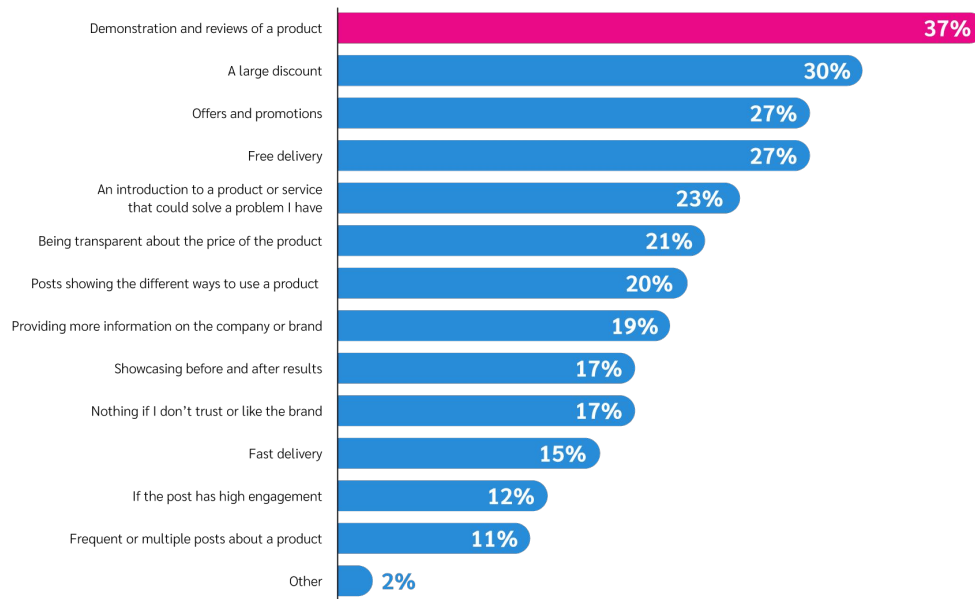
# Product demonstrations, discounts, and promotions inspire consumers to purchase from influencers

%

Consumers want to see the product **in action** before they purchase. Once they're interested, a large **discount** or some form of **promotion** will decrease the purchase risk and motivate them to take the final step.



## Factors that encourage consumers to act on influencer recommendations



# How creators can grow their brand partnerships



Come to brands with helpful suggestions. In our consumer research, we saw that audiences trust **genuine recommendations**.



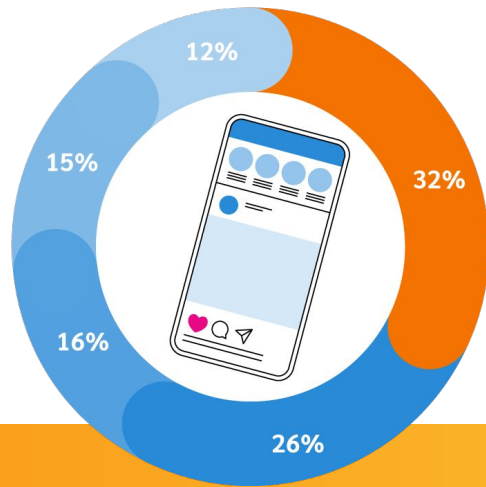
What creators can suggest: “Don’t make me read scripts in my videos, this comes off as inauthentic, and it won’t resonate with my audience.”



Brand promotion feels more authentic when influencers post about a product **several times** — this ties into why long-term partnerships are important.

## Brand promotion feels more authentic when an influencer posts about a product, brand, or service ...

- Several times
- Occasionally over a month or two
- Once
- Occasionally over three to twelve months
- Occasionally for more than a year



# Creators should spend more time with the brand's products before recommending them



Creators have the power to **reduce purchase risk** for consumers by collaborating with brands.

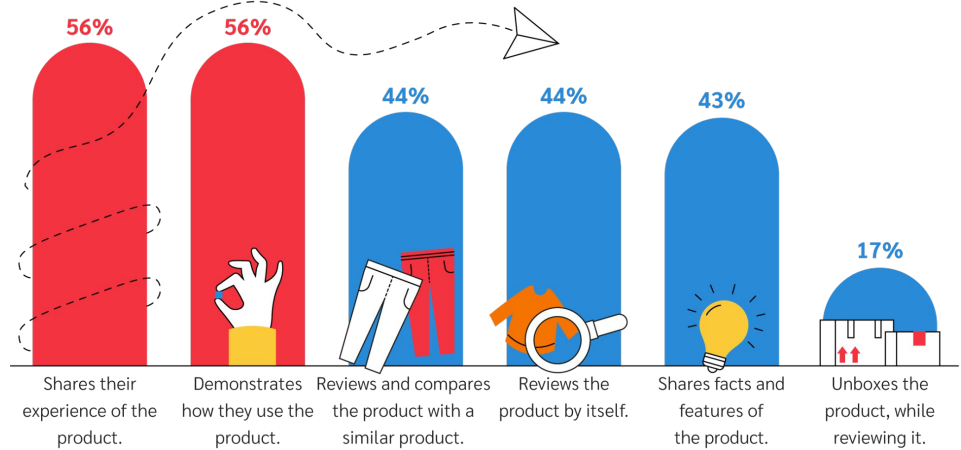


56% of consumers perceive it as most authentic when creators share their first-hand experience with a product and demonstrate how they use it.



Creators should **take time testing products** before reviewing—this creates a more authentic experience.

When an influencer does a product review, it feels most authentic when the influencer ...



# How to build long-term relationships [a summary]

01

**Shared goals build long-term partnerships and see better results over time.** When creators feel like true partners, they're inspired to create compelling content.

02

**Brands and creators should be transparent during initial discussions.** Asking for more time with a product can increase the quality and impact of your content. The creators get more views, the brand gets better sales, and the consumer has better experiences.

03

**Brands need to trust the creator's expertise.** They're too stringent on what needs to be done. Instill authentic content like product reviews by throwing the script away. Consumers resonate with off-the-cuff recommendations.

04

**Compensation is the best way to align creators and brands.** If the creator is on commission, they're incentivized to do better.



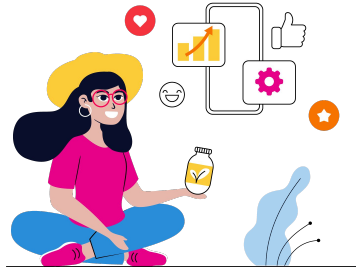


# How aligning on long-term partnerships benefits everyone involved

Influencer marketing is a full-circle effort. By aligning your influencer marketing efforts, everyone wins:



**Consumers** receive detailed information from someone who actually uses the product, it lowers their purchase risk and validates their decision.



**Creators** know what metrics to focus on and can prove their value in a brand partnership. Afterward, they can go to other brands and prove their impact. This is a method many creators use to go from part-time to full-time.



**Brands** can achieve their sales and marketing KPIs, improve their return on investment (ROI), and maximize their influencer marketing budgets.

# Conclusion

Influencer marketing thrives on **authenticity, trust, and communication**.



Brands that prioritize building **strong relationships** with creators and empowering them to share genuine experiences can reap the benefits of **successful campaigns**.



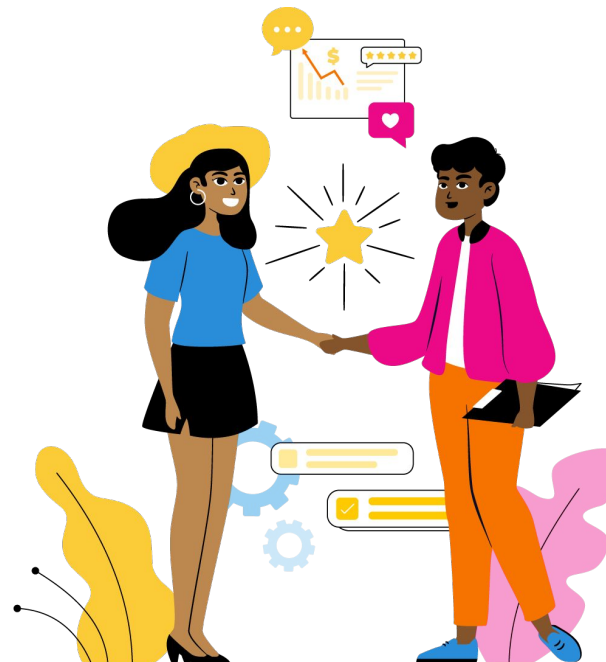
Consumers benefit from **better reviews, reduced purchase risks, and increased value** for their money.



Creators can establish their **value** and transition from part-time to full-time work.



Brands, in turn, can witness **business growth** and expand their influencer marketing budgets.



By understanding the dynamics of influencer marketing, brands and creators can find new opportunities for mutual success.