



Report

Creator-Led Marketing Powers Impact for Organizations

For a long time, marketers confined influencer marketing to a single corner of their overall marketing programs.

Those days are now over. Best-in-class organizations position creator-led marketing as a foundation upon which to build their broader programs. Because they leverage creators across various areas of the business, creator-led marketing is now the No. 1 differentiator of organizations with staying power. In other words, creator-led marketing is effective marketing.



69%

Increased Influencer Marketing Investment Over the Past Year

For the majority of respondents, both marketing and influencer marketing budgets have increased over the past year. 27% of brands and agencies reported that marketing budgets increased significantly, while 29% of surveyed organizations significantly expanded their financial investment in influencer marketing specifically. Though organizations report more scrutiny from executives on their budget, marketers are able to prove the value of creator-led marketing, and secure funds for creator-led initiatives.

6% of marketers experienced a slight or significant decrease in their overall marketing budgets. For more than half of those respondents, a decrease in overall budget did not correspond with a decrease in influencer marketing budget. On the whole, even marketers with limited budgets are still prioritizing influencer marketing.



How Has Your Organization's Marketing Budget Changed Over the Past Year?



How Has Your Organization's Financial Investment in Influencer Marketing Changed Over the Past Year?





The Value of Creator-Led Marketing Extends Beyond Awareness

How organizations define their marketing goals affects everything from campaigns and measurement to the creators with whom they partner. When asked to rank their marketing program goals in order of importance, respondents selected driving general awareness for their brand or clients as the most important goal. Driving awareness for specific products or initiatives was the No. 2 goal for marketers, closely followed by driving revenue. Here's how the organizations we surveyed ranked the following marketing goals in terms of importance.



Marketers are able to prove the value of creator-led marketing, and secure funds for creator-led initiatives.





Marketing Goals

(Ranked by Importance)

1

Driving general awareness
for brand or clients

2

Driving awareness for specific
products and/or initiatives

3

Driving revenue

4

Building loyalty for brand or clients

5

Optimizing return-on-investment (ROI)

6

Differentiating brand or clients from
competitors



It's one thing to indicate the most important marketing goals—but how well does creator marketing position marketers to achieve these goals? 86% of respondents suggested that creator marketing has been either somewhat or very effective at driving awareness for their brand or clients.

Marketers selected driving brand awareness more than any other marketing goal, making it the No. 1 value proposition of creator marketing.

Additionally, creator marketing excelled at driving awareness for particular campaigns or initiatives: 75% of marketers noted that creator-led marketing was somewhat effective or very effective at achieving this aim.

The value of creator-led marketing extends beyond awareness. 73% of brands can track the impact of creator-led marketing on sales and revenue. What was once a nice-to-have channel of marketing is now a necessity for organizations looking to uplevel. The next wave of influencer marketing will require the integration of creator assets throughout all aspects of your brand's marketing program.



Creator Marketing Is 'Very Effective' at Helping Brands:

Drive general awareness for brand or clients

✔ **46%**
of Brands Selected

40% ✔
of Brands Selected

Differentiate brand or clients from competitors

Drive sales

✔ **37%**
of Brands Selected



Creator-Led Marketing Outpaces Digital Advertising

Marketers reported that owned social media marketing was their most frequent marketing engagement. This comes as no surprise, since many brands take advantage of their owned channels to help consumers keep up with the latest updates and offerings. Email marketing and creator-led marketing were tied behind owned social media marketing as the second-most common marketing activity.

For both email and creator-led marketing, 58% of respondents reported engaging in these activities over the past year. We asked marketers what changes they would need to boost the overall effectiveness of their creator-led programs. They indicated that an increased budget, more personnel, and better software solutions would yield more effective creator-led marketing.

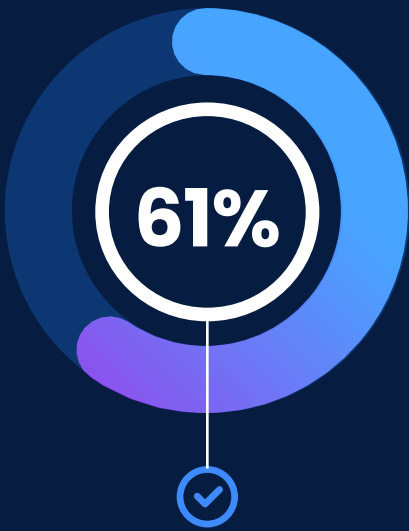


73% of brands can track the impact of creator-led marketing on sales and revenue.





Most Frequent Marketing Activities



Owned social media marketing



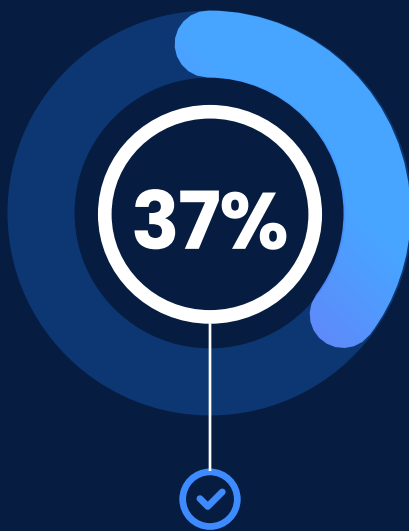
Email marketing



Influencer or creator marketing



Digital advertising



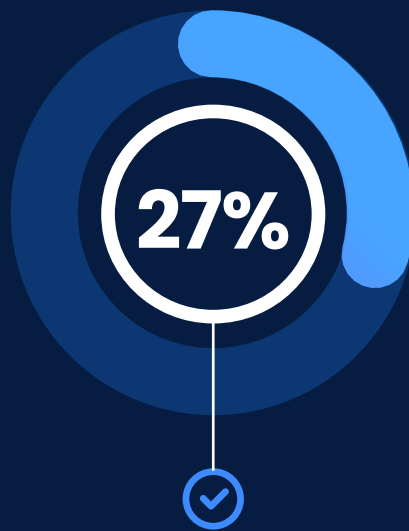
Broadcast advertising



Print advertising



Direct mail



Events (in-person and virtual)





Demographics

Organization Type

Brands

58%

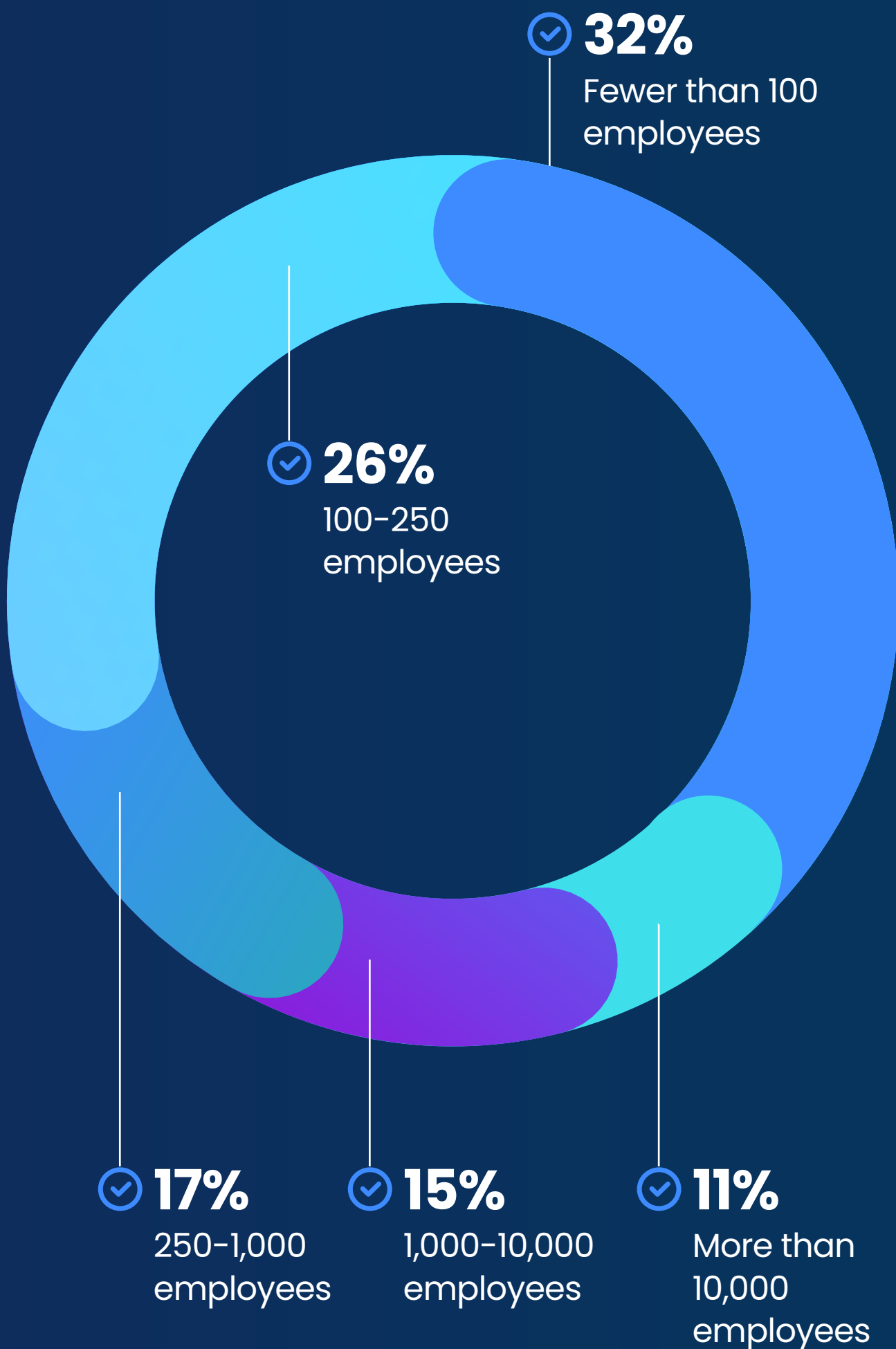
42%

Agencies



Demographics

Organization Size



We surveyed 124 marketers to better understand the role that creator-led marketing plays in their marketing activations. Our survey ran from December 2022 to January 2023. We've rounded our percentages and incorporated multi-selection responses, so not every question will add up to 100%. All respondents were based in the U.S.



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Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

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