



From Good to Great:

How Media and Agencies
Unlock Next-Level Results With
Creator-Led Marketing

Introduction

From Good to Great: How Media and Agencies Unlock Next-Level Results With Creator-Led Marketing

With the global creator economy valued at an estimated \$100B ([Forbes](#)), there's no question that influencer marketing is the single most impactful investment that brands can make in their marketing programs. While creator-led campaigns are fueling rapid growth for brands across verticals, their value has become particularly clear in the competitive media industry. Creator partnerships offer entertainment brands a direct line to audiences, equipping marketers to influence culture and build fandom on an unprecedented scale.

Because managing creator partnerships is a full-time job, it's no surprise that many businesses—both in and outside of the media space—opt to outsource their influencer programs to specialized agencies. Yet while agencies typically boast extensive experience planning and executing creator-led campaigns, the influencer marketing industry's constant evolution can present challenges for even the savviest experts.

This report offers a deep dive into the strategies that best-in-class media brands and agencies use to overcome obstacles and achieve stand-out results. Drawing on proprietary research and data, as well as interviews with CreatorIQ partners, we've spotlighted some of the most noteworthy creator-led initiatives from industry leaders, outlining both the best practices behind these campaigns' success, and how these campaigns impacted their businesses' bottom line.



✔ Part 1

What Does Great Creator Marketing Look Like in Media and Entertainment?

As arbiters of popular culture, media brands have to generate excitement on a massive scale in order to remain relevant. Today's audiences are inundated with more entertainment options than ever before, so it's imperative that marketers cut through the noise and speak directly to their target audiences. By leveraging creator partnerships and campaigns, industry leaders in media are able to tap into social media's myriad subcultures and communities, engaging the most relevant fans for new and existing releases.

The following section provides brief spotlights on the creator marketing strategies powering success for three stand-out brands in one of today's hottest entertainment categories: video streaming.



Netflix

Brand Spotlight





Netflix Balances Earned and Paid Advocacy Across a Massive Creator Community

More than any other streaming service, Netflix has embedded itself in digital culture, giving birth to viral memes like “Netflix and Chill” or “Who’s Watching?” Given the platform’s ubiquity, it’s no surprise that Netflix continues to feature widely in organic conversation among creators, with much of this activity concentrated around hit shows like “Stranger Things” and “Bridgerton.” From Q1 to Q3 2022, 1.2k creators mentioned #StrangerThings across 3.4k pieces of content, while 731 creators used #Bridgerton in 1.5k posts.

However, Netflix has also leveraged strategic paid campaigns to promote more niche titles. For example, to drum up enthusiasm for feature-length thriller “The Gray Man,” the brand sent TikTok star Kelly Killjoy a themed gift set, including a personalized action figure, which she shared in a sponsored “unboxing” video. On top of Netflix’s strong organic momentum, an intentional approach to outreach helped the brand secure 172.2k mentions via 28.0k creators from Q1 to Q3 2022, more than any other streaming service in CreatorIQ’s database. This content accrued 12.1B impressions, a 7% YoY growth, and 881.8M engagements..

NETFLIX

Key Metrics (Q1-Q3 2022)

Number of Creators	 28.0k	0% YoY Growth
Number of Posts	 172.2k	8% YoY Growth
Impressions	 12.1B	
Engagements	 881.8M	

Reach
54.9B



Amazon Prime Video

Brand Spotlight



Prime Video Leans Into Meme Culture, Increases Reach by 12%

Amazon's Prime Video platform stands out for its lighthearted approach to influencer marketing, with humor-based accounts playing a key role in the streaming service's success. During the first three quarters of 2022, Amazon Prime Video consistently promoted new releases via campaigns helmed by powerhouse comedy creators like Elliot Tebele (@f***jerry on Instagram) and Overheard LA (@overheardla). Participants typically shared original memes or offbeat short-form videos that riffed on Prime Video shows, tagging their content #PrimeVideoCreator.

By aligning itself with some of social media's most prominent comedians, the streaming service has inspired an active, highly engaged fanbase. Prime Video's 6.3k creators authored 33.3k posts from Q1 to Q3 2022, a 36% YoY increase in share of voice that contributed to a 12% growth in reach (14.4B).



Key Metrics (Q1-Q3 2022)

Number of Creators	 6.3k	3%	YoY Growth
Number of Posts	 33.2k	36%	YoY Growth
Impressions	 2.8B		
Engagements	 163.0M		



Peacock



Brand Spotlight

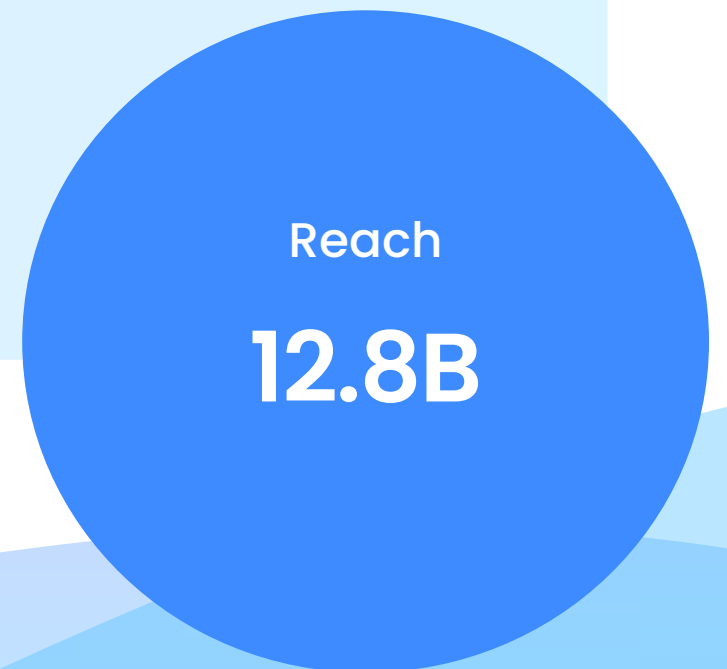
Peacock Expands Partner Program, Fueling 76% Spike in Share of Voice

NBCUniversal's streaming service, which debuted in 2020, has achieved impressive momentum on social media thanks to a robust network of creator partners. In 2021, the brand began assembling a community of dedicated advocates to hype various titles across social channels as part of its #PeacockPartner program, resulting in a steady stream of content creation. Peacock has significantly increased its investment in these partnerships: from Q1 to Q3 2022, #PeacockPartner was used across 173 posts by 63 creators—up from just 13 posts via eight creators during the previous three quarters.

In addition to rallying around timely events like the Super Bowl, brand ambassadors routinely voiced their excitement about their favorite series. Parenting blogger Tara Cark (@modernmomprobs on Instagram), for example, authored 14 posts promoting "Girls5eva" as one of the most prolific members of the #PeacockPartner community in 2022. Bolstered by its growing core group of advocates, Peacock's overall community size (4.3k creators) increased by 68% YoY, while its share of voice (22.3k posts) surged 76% YoY. This momentum resulted in a 62% YoY improvement in the brand's total reach (12.8B).

Key Metrics (Q1-Q3 2022)

Number of Creators	 4.3k	68% YoY Growth
Number of Posts	 22.3k	76% YoY Growth
Impressions	 1.7B	
Engagements	 77.7M	



✔ Part 2

What Does Great Creator Marketing Look Like for Agencies?

Many of today's industry leading brands owe their success in the creator economy to the diligent work of agency partners. As influencer marketing experts, agency teams set the standard for building great creator-led campaigns, and developing strategies that keep their clients on the cutting edge of industry trends and best practices.

The following section offers an in-depth spotlight on a winning initiative from creator marketing agency Sway Group, including how the team leveraged CreatorIQ's solutions to achieve impactful business results.

Case Study



Sway Group Improves CPM by 19% Thanks to Data-Driven Creator Discovery



As a company who has been in the influencer marketing space for well over a decade, Sway Group has long understood the importance of providing its clients with measurement and real ROI for their programs. We have proudly partnered with CreatorIQ since 2018 because their SaaS platform continues to be 'best in class' compared to its competitors, and we value the collaborative way that they approach their business.



Mandy Anderson, Chief Revenue Officer, Sway Group

Objective



✔ Objective

Inspire Widespread Interest in Evercare Lint Rollers With a Dynamic TikTok Campaign

To generate demand for Evercare's signature lint rollers, influencer marketing agency Sway Group planned to tap into TikTok's robust creator ecosystem and highly engaged consumer base. By inviting TikTokers to demonstrate various lint rollers in action, the team hoped to call attention to the specific uses of various unique offerings, all while driving awareness for Evercare as a whole. Beyond impressions and reach, Sway Group sought to inspire genuine enthusiasm for the household brand by facilitating humorous, personality-driven content that reflected TikTok's playful ethos.

Sway Group knew that granting creators artistic freedom was essential to success on TikTok. Consequently, the brand needed a reliable way to surface and vet TikTok creators who could deliver impactful content that met the initiative's objectives. Then, once the campaign launched, Sway Group required an intuitive, accurate method for tracking and benchmarking the performance of individual creators, as well as the performance of the promotion more broadly.



Solution



As an official TikTok partner, CreatorIQ offers customers access to exclusive, first-party data on creators and their content



Solution

Identify High-Impact Advocates Using In-Depth Creator Insights

As Sway Group assembled a network of TikTok creators to promote Evercare's lint rollers, the team leveraged CreatorIQ's Creator Discovery capabilities to find and assess top-performing brand advocates. CreatorIQ enabled Sway Group to unlock a wealth of information about creators—including audience demographic data, reach, and engagement rate—so that the team could make data-driven decisions about partnerships. Because CreatorIQ is built for agencies and enterprises, the platform also permitted Sway Group to export and share data on choice creators for Evercare's approval.

After selecting its roster of creators, Sway Group continued to monitor their performance via CreatorIQ's campaign management solutions. As an official TikTok partner, CreatorIQ offers customers access to exclusive, first-party data on creators and their content. Thanks to this capability, Sway Group could view otherwise private metrics such as actual impressions and post saves directly in its dashboard. The team also took advantage of the platform's analytics and reporting capabilities to benchmark the initiative's overall impact against past promotions, and create visual campaign summaries for Evercare.



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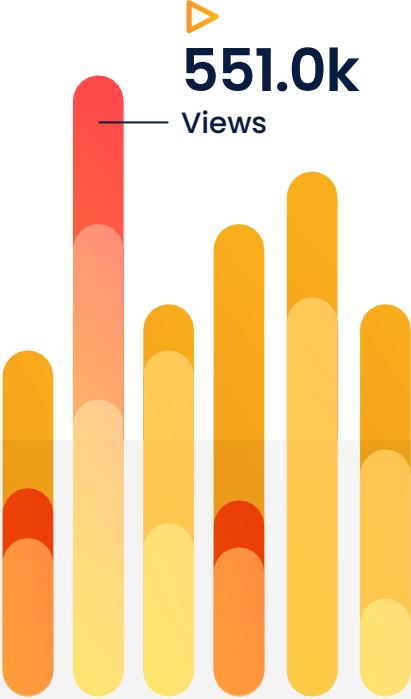
Results



1.7M
Impressions

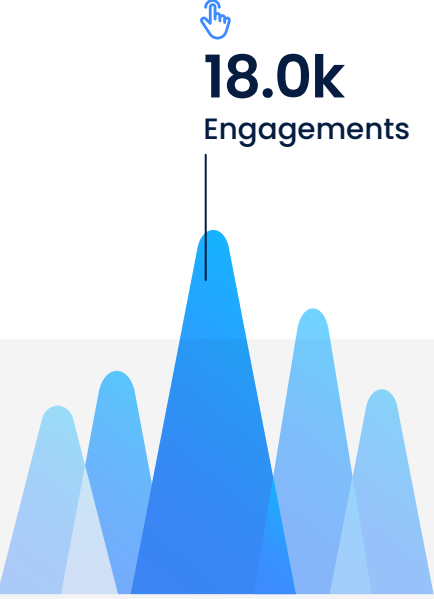
2.0M

✓ **Result**
The Evercare lint roller campaign generated 1.7M impressions.



551.0k
Views

✓ **Result**
Audiences viewed content from the initiative 551.0k times.



18.0k
Engagements

✓ **Result**
Posts associated with the promotion received 18.0k engagements.



19%
Lower CPM

✓ **Result**
CPM for the Lint Roller campaign was 19% lower than CPM for a comparable Evercare initiative by Sway Group.



The Takeaway

Data-Driven Decisions Pave the Path From Good to Great

As the influencer marketing space continues to mature, competition for audiences' attention on social is growing fiercer. However, when equipped with a deliberate campaign strategy—and a reliable tech stack—media brands and agencies can cut through the noise and engage consumers.

The overwhelming success of the campaigns highlighted in this report point to one key principle: deliberate, data-driven decision-making is the differentiator between good and great influencer marketing. By leveraging the right influencer marketing software to gain visibility into creator, content, and campaign performance, and consistently refining their strategy based on these insights, teams can tap into the full power of the creator economy, and consistently outperform their targets.

Best Practices to Elevate Your Creator Marketing Strategy

- ✔ **Select creator partners with a measurable track record of engaging your target audience.**
Perceived brand fit won't guarantee that a creator drives results for your campaign. It's essential that teams analyze creators' previous performance and audience demographics, ensuring that they offer brands a direct line to their desired consumers.
- ✔ **Make informed choices about priority social platforms.**
Different social platforms have distinct creator communities, content formats, and user bases. Teams should think critically about which platform will best allow them to achieve their objectives for a given initiative.
- ✔ **Take an always-on approach to monitoring campaign impact.**
Teams shouldn't wait until a campaign is over to evaluate its success. Understanding how an active initiative is performing relative to target not only enables teams to validate their choices, but can also help marketers swiftly identify and address areas for improvement.

✔ The most important best practice of all?

Working with CreatorIQ. As seen from each of these leading agencies, our suite of software solutions provided the final push to help take campaigns—and influencer marketing programs—from good to great. To learn how CreatorIQ can do the same for your organization, get in touch with us today.

[Request a demo](#)



Advance your influencer marketing maturity in the age of the Creator Economy with the industry's most trusted software solution.



CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

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.

For more information, and to learn how CreatorIQ can help your brand, visit:

creatoriq.com

