



CreatorIQ

Report

Effective Marketing Is Creator-Led



Introduction

Valued at a record [\\$16.4 Billion](#) worldwide, influencer marketing has become a necessity for organizations seeking to impact consumers. The industry is expected to expand further in 2023, even as organizations continue to evaluate how to manage their operations and scale their growth in the face of economic uncertainty.

According to [HubSpot](#), marketers overwhelmingly plan to increase or maintain their influencer marketing budgets in 2023. Additionally, [our recent survey](#) of 100+ marketers found that the majority of marketers who made marketing budget reductions didn't decrease their creator marketing budgets. In other words, organizations making adjustments to their marketing budgets still invest in creator-led marketing—even when that requires pulling budget from other sources.

While the industry has experienced complex evolutions such as platform adjustments, some organizations have improved their bottom line while cutting their expenditures. How can these organizations ensure success no matter the economic climate?

It's simple: creator-led marketing.

The next wave of influencer marketing will require innovative strategies that go beyond tasking a creator to boost awareness. In this report, we explore how industry leaders like Tiffany & Co., Crocs, Doritos, and Moët & Chandon approach creator-led marketing. We selected both luxury and casual brands to showcase a range of creator-led marketing strategies that reflect consumer trends.



What Makes Creator-Led Marketing Effective?

The influencer marketing space has undergone rapid maturity in recent years. Not only has the scope of what a 'creator' is expanded, but social media platforms and organizations have cemented creators' central role via creator development programs and funds. Creator-led marketing captures that spirit of strategic innovation.

Unlike influencer marketing, which is typically siloed into a single channel within an overall marketing program, creator-led marketing takes effectiveness to the next level. Assets that feature creators perform better than traditional digital advertising across paid, earned, and owned channels.

Early adopters of creator-led marketing expand traditional ideas about how to use creator assets. These marketers incorporate creator-driven assets into various channels, including social media, performance, e-commerce, and affiliate. When used as an overlay, both engagement and reach grow exponentially compared to traditional media. Organizations can lower the cost of production while dramatically scaling the impact of a single piece of content.



TIFFANY & CO.

As a sophisticated global organization, Tiffany & Co. maximizes the impact of creator-led initiatives. The jeweler utilizes strategies like global synchronized postings to draw attention to its collections. Leveraging regional PR teams, client relations, its marketing organization, and creator-led marketing software like CreatorIQ, Tiffany & Co. activates its creator cohorts cross-functionally to produce the best results.

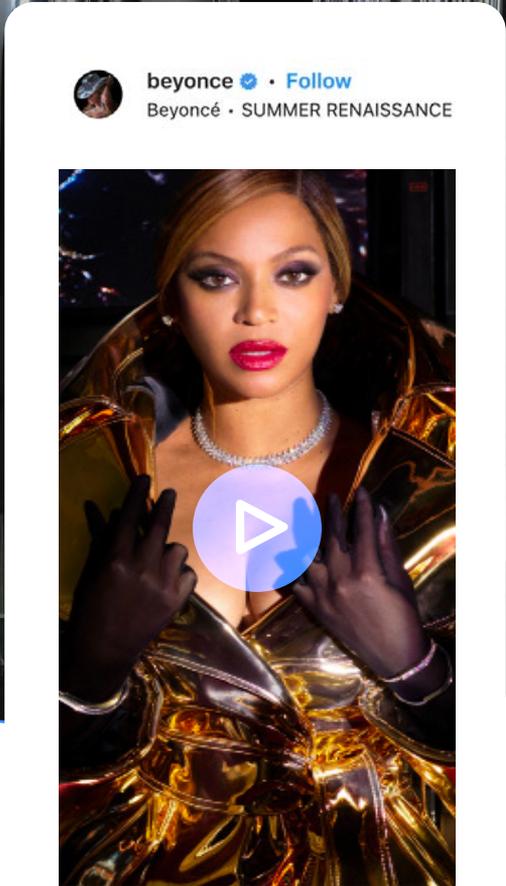
Tiffany & Co. builds relationships with compelling storytellers who create content related to its collections. As such, in addition to campaign partnerships with creators, the brand takes on an always-on approach to marketing, sprinkling creator marketing throughout via gifting outside of campaigns, celebrating major events in a creator's life, and hosting exclusive events. Recent collaborators for the brand include musician Rosé and actress Jenna Ortega.

As the brand hones in on the next wave of its influencer strategies, Tiffany & Co. is focused on tracking conversion with precision, and maximizing the influence of its activations. When it comes to metrics, the brand currently focuses on engagement, impressions, and social media value (SMV). More recently, it's incorporated a higher degree of video content, fueling results that double or triple the engagement garnered by static content. In particular, estimated impressions via CreatorIQ's software and first-party TikTok insights have been a game-changer for Tiffany & Co.

TIFFANY & CO.

“ Estimated impressions for various pieces of content like stories, posts, TikTok, has been a huge game-changer for our team. Very grateful for the Campaign Planner capabilities! ”

Adrian Guzman
Manager, Influencer Relations, Tiffany & Co.



#GotALotOfTiffanyOnMe

Iconic musician Beyoncé partnered with Tiffany & Co. for the Lose Yourself In Love Campaign. Building on an existing relationship with the brand, Beyoncé showcased the Tiffany HardWear collection with classic flair. Her Reels featured cylindrical metallic speakers, sparkling jewelry, a glistening gold outfit, and shoes to match.

In October, the brand also released a video accompaniment to Beyoncé’s latest Grammy-lauded album, Renaissance. Set to “Summer Renaissance,” the film and surrounding campaign sought to pay “homage to the joy of being one’s unapologetic self.”

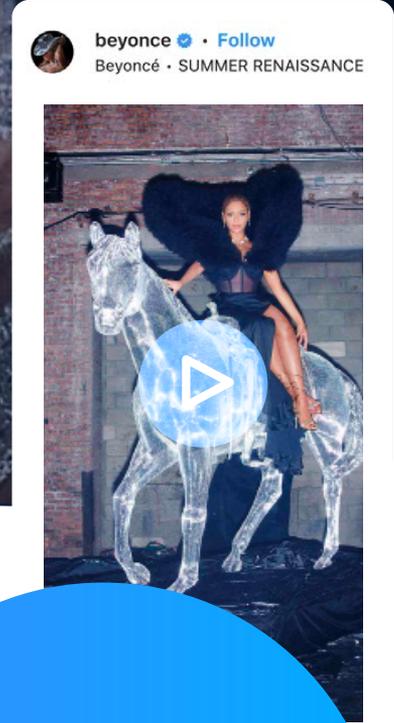
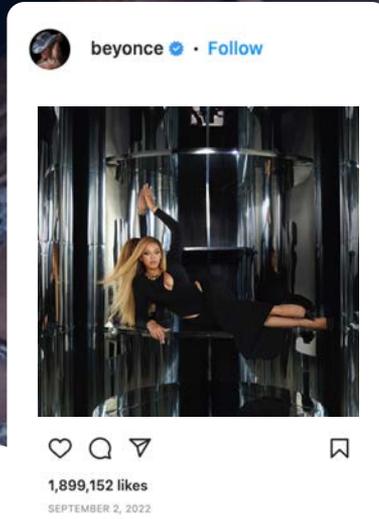
The film featured grayscale cinematography, glittering disco balls, Tiffany & Co.-studded ballroom community members, and, of course, a shot of Beyoncé perched on a shimmering horse, a mirror of her album cover. Both Beyoncé and Tiffany & Co. shared this video to their social channels, with Beyoncé additionally posting about “CLUB RENAISSANCE” and tagging the brand in a carousel.

@beyonce

Beyoncé

296M

Instagram Followers



✔ Lose Yourself Campaign

👁 Impressions | **197.5M**

👍 Likes | **4.8M**

📣 Reach | **153M**

\$9.0M
SMV



September 2022 was a top-performing month for Tiffany & Co. by Earned Media Value (EMV). The brand accrued notable buzz thanks to the Tiffany Lock Collection: #TiffanyLock, the most impactful hashtag for the brand, generated \$7.0M EMV in September. Rhode founder Hailey Bieber, A-lister Kim Kardashian, and actresses Anya Taylor-Joy and Florence Pugh, among others, raved about the padlock-style bracelet, also worn by Beyoncé.

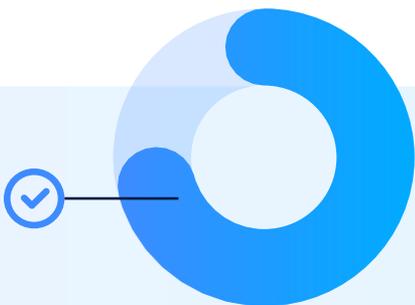


crocs™

Known for bringing clogs to the mainstream, Crocs has inspired a new wave of consumers. Featuring collaborations with brands, artists, and designers, Crocs' approach to creator-led marketing involves tapping creators to support new releases of its iconic footwear.

The brand leverages effective strategies, such as sustainability initiatives, to partner with its creators and align with consumer preferences. Additionally, Crocs understands the value of giving its creators creative control, and prioritizes this in all its campaigns—a wise choice, given that 73% of creators view creative control as very important, and [nearly all creators](#) consider it important.

Notably, this influencer marketing campaign constituted just one aspect of an entire collaboration that expanded beyond creators posting on social media. Like other early adopters of creator-led marketing, Crocs consistently considers how it can make the most of creator partnerships.



73%

of creators view creative control as very important, and nearly all creators consider it important.

[CreatorIQ Influencer Marketing Trends Report 2023](#)



A Recent Crocs Collaboration



For a recent campaign, Crocs set out to drive awareness for a new collaboration and drive buzz for the brand. Crocs wanted to expand its reach, so the brand decided to work with a new persona. Crocs was inspired by four brand fans who weren't part of its typical roster. Sourcing brand fans by noting who is creating organic content about your brand is a great way to find excellent partners who might be a good fit for particular campaigns.

Crocs provided these four supporting creators the same brief, and asked them to generate excitement about the new shoe on both Instagram and TikTok. Keeping the brief general offered creators the opportunity to get creative and talk about the release in the way that best resonated with their audiences.

Because creators are approachable and often take followers on a journey, audiences feel like part of their community. When a creator partners with a brand, the authenticity, relatability, and trust that a fan attaches to the creator also transfers to the brand. For Crocs, providing its creator partners space for creativity paves the way for the creators' audiences to connect more with the brand.

The influencer portion of the campaign included four creators with 22.3M cumulative followers.

✓ Campaign Results

👁 Impressions | **1.1M**

👉 Engagement | **135k**

22.3M
Cumulative Followers

CreatorIQ was crucial for streamlining this campaign, which enlisted an agency (and fellow CreatorIQ client). Crocs made use of CreatorIQ's **discovery tools** to identify out-of-the box content creators based on the audience that the brand wanted to reach. CreatorIQ's **one-sheets** were crucial for quick approvals, particularly since the agency was using the software to manage communications between Crocs and the creators. The one-sheets minimized back-and-forth, and ensured Crocs was looped in throughout the campaign.



Discovery



One-Sheets



Reporting

CreatorIQ's **reporting** capabilities made it easier for the agency to report the outcome of the campaign to the brand, since the customizable sheets could reflect Crocs' KPIs. This in turn rendered it straightforward for marketers at Crocs to share out the campaign results to executive leadership. Because both Crocs and the agency used CreatorIQ, the process of handing off the campaign to the agency was more seamless, as both parties had access to the same set of tools.

crocs™

CreatorIQ has great technology pieces that make creating and reporting on campaigns easy and efficient.

Maiya Mindoro
Influencer Marketing Specialist, Crocs

Should You Keep Marketing In-House or Work With an Agency?



Trying to decide whether to outsource creator-led marketing to an agency, keep it in-house, or choose a mixture of both? It depends on multiple factors.

One benefit of working with an agency is that because this agency presumably works with a roster of brands across different verticals, it will serve as a true influencer marketing expert, and help you drive meaningful results.

Benefits of Working With an Agency:

- ✓ Frees up bandwidth
- ✓ Existing relationships with creators
- ✓ Niche casting support
- ✓ Manage communications with creators
- ✓ Manage reporting
- ✓ Creative campaign ideas
- ✓ Regional connections
- ✓ Assist with outsourcing

Benefits of In-House Marketing:

- ✓ Fewer rounds of approval
- ✓ More aligned casting to fit campaign goals
- ✓ More insight into how a campaign progresses
- ✓ API integrations and in-depth reporting
- ✓ Understand the nuances of your brand
- ✓ Easier to collaborate across teams
- ✓ Streamlined integration of marketing assets
- ✓ Budget-friendly



At CreatorIQ, we work with many agencies, allowing for a seamless transition of workflows should you contract with an agency. Using our platform can drastically lower your cost per engagement and cost per mile—as demonstrated when [Foodie Tribe launched Caviar's affiliate program](#) while lowering CPE by 43% thanks to our software.

Brands may find that they want the benefits of both in-house and agency marketing. This combination is best suited for marketing teams looking to free up bandwidth, or teams that require a particular set of expertise, such as regional contacts for specific campaigns. Crocs, for example, employs a mix of in-house and agency marketing, often using agencies for regional teams or niche campaigns. For Tiffany and Co., executing influencer strategies both in-house and with agencies allows the brand to mitigate bandwidth challenges and accomplish more regardless of team size. Working with agencies that use software like CreatorIQ is another way for enterprise brands to scale their results



CreatorIQ allows us to bring the best of both worlds, agency and software, to our clients. We are still able to act and communicate as agency partners, while at the same time using CreatorIQ to streamline our influencer campaign process: from influencer selection, to creative content approvals and execution, and lastly, reporting.

Katy Coffield
CEO and Co-founder, Foodie Tribe



Doritos Finds Its Angle

The Doritos logo, featuring the word "Doritos" in a stylized font with a red and yellow triangle behind it, all enclosed in a white circle with a dark blue border.

Creator-led marketing empowers [brands to thrive, regardless of economic uncertainty](#). This is especially true in the food and beverage vertical. While food and beverage isn't going away any time soon, when consumers have tighter budgets, their choices within the vertical can vary wildly.

With rising inflation, consumers tend to return to the basics, allowing casual brands to thrive. An example of this trend is Doritos, which proved a recent Super Bowl favorite. The brand's New Angle Super Bowl ad starred musicians Jack Harlow, Missy Elliott, and Elton John. Fanfare around the Super Bowl ad earned Doritos 1.9M engagements between Feb 1-13, according to our recent report on [Brands and Creators That Won the Super Bowl](#).

In true creator-led marketing fashion, this campaign featured multiple channels, including a live event, branded content posts on social media, hybrid virtual and in-person contests, and even a foray into the metaverse, which built on the "find your angle" concept that resonated with musicians and other artists working through challenges.

Even prior to the Super Bowl, Doritos enjoyed an impressive January, netting \$30.7M EMV in the U.S. alone. Doritos' impressive content volume in the new year was due largely to a well-timed, social media-fueled audition to appear in the brand's forthcoming ad. #DoritosTriangleTryout inspired 5.9k posts from 2.7k creators, as well as \$27.2M EMV.



Image source: Doritos on Instagram

Toast to Moët & Chandon



Luxury champagne brand Moët & Chandon experienced an effervescent Q4 2022, boosting its Q4 2022 EMV growth by 271% quarter-over-quarter. A go-to drink for celebrations, the brand drummed up momentum by cementing its champagne as a must-have experience during big moments. Building its Moët Effervescence campaign around the “magical” holiday season, for the second year in a row the brand invited creators and guests across 20 global cities to celebrate.

German creator Leonie Hanne touted the brand’s reforestation efforts in Berlin and captured highlights from the event—beginning her popular reel, naturally, with a toast. The campaign also featured a public revolving sculpture curated by Es Devlin. Finally, the brand dropped a limited-edition collection and hosted numerous light shows and parties.

Moët & Chandon’s post volume skyrocketed by 200% month-over-month in December alone, in part due to the #MoëtMoment, which inspired over 400 posts. Moët & Chandon recognized that as a luxury beverage, it had to transform its offerings from a nice-to-have into a need-to-have. Moët & Chandon created an experience around savoring its signature beverage, which the brand captured via digital channels and in-person experiences.



Image source: leoniehanna.com



Takeaway

The creator economy is at a pivotal point. It's clear that creator-focused assets perform better than traditional advertising. Organizations like Tiffany & Co., Crocs, Doritos, and Moët & Chandon are on the forefront of re-evaluating how they can seamlessly maximize creator assets across their respective businesses and throughout their marketing strategy.

Part of what makes creator-led marketing effective is that it offers greater ROI and improved engagement over traditional methods. For only a fraction of the cost, brands can partake in content production at scale, outsourcing the task to experts who live and breathe content and connect deeply with consumers.

As your brand matures, your strategy must evolve. Brands that only focus on generating social media buzz miss out on an opportunity to take advantage of a deep marketing engine that drives impactful results.

Resonant content fueled by the authenticity that creators bring, combined with data solutions, is a winning strategy that will empower your organization to thrive.

More measurable than ever before, creator-led marketing offers enterprises the ability to craft accurate media mix modeling. And as the industry develops, tracking return on creator spend will become even easier.

Knowing where to invest remains crucial. Our tools assist you in benchmarking and assessing which channels drive the most ROI, what content type best fits your KPIs, and which creator profiles will achieve your goals. The future of effective marketing is creator-led marketing—an always-on, multi-channel marketing strategy that taps into the people at the heart of the creator economy: **creators**.

TIFFANY & CO.



I can't imagine going through my past roles without the knowledge and findings from CreatorIQ. The takeaways from this platform have served up some of the best performance-driven data I've had the chance to report on! Not to mention how user-friendly the platform is! //

Adrian Guzman
Manager, Influencer Relations, Tiffany & Co.

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.



Grow with Creators.
Scale with CreatorIQ.

www.creatoriq.com