

THE CREATOR ECONOMY

2021 Report



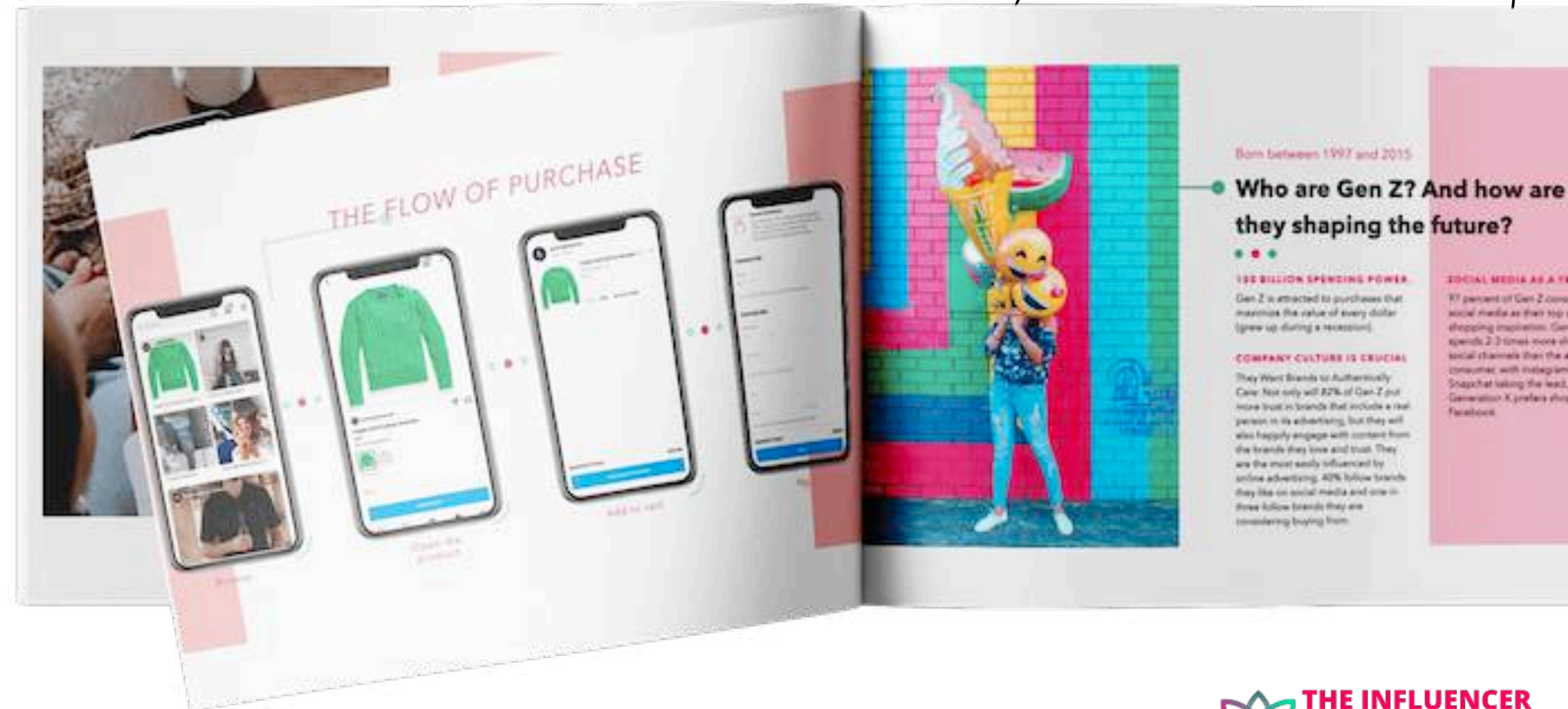
THE INFLUENCER
MARKETING
FACTORY

DOWNLOAD OUR SOCIAL COMMERCE REPORT

➡ **CLICKING HERE**

INCLUDES:

- What is Social Commerce
- Gen-Z & Millennials Overview
- US vs China Market
- Social Commerce Survey
(350+ responders)
- Social Commerce Apps and websites
- Buy Now Pay Later
- Quotes from experts



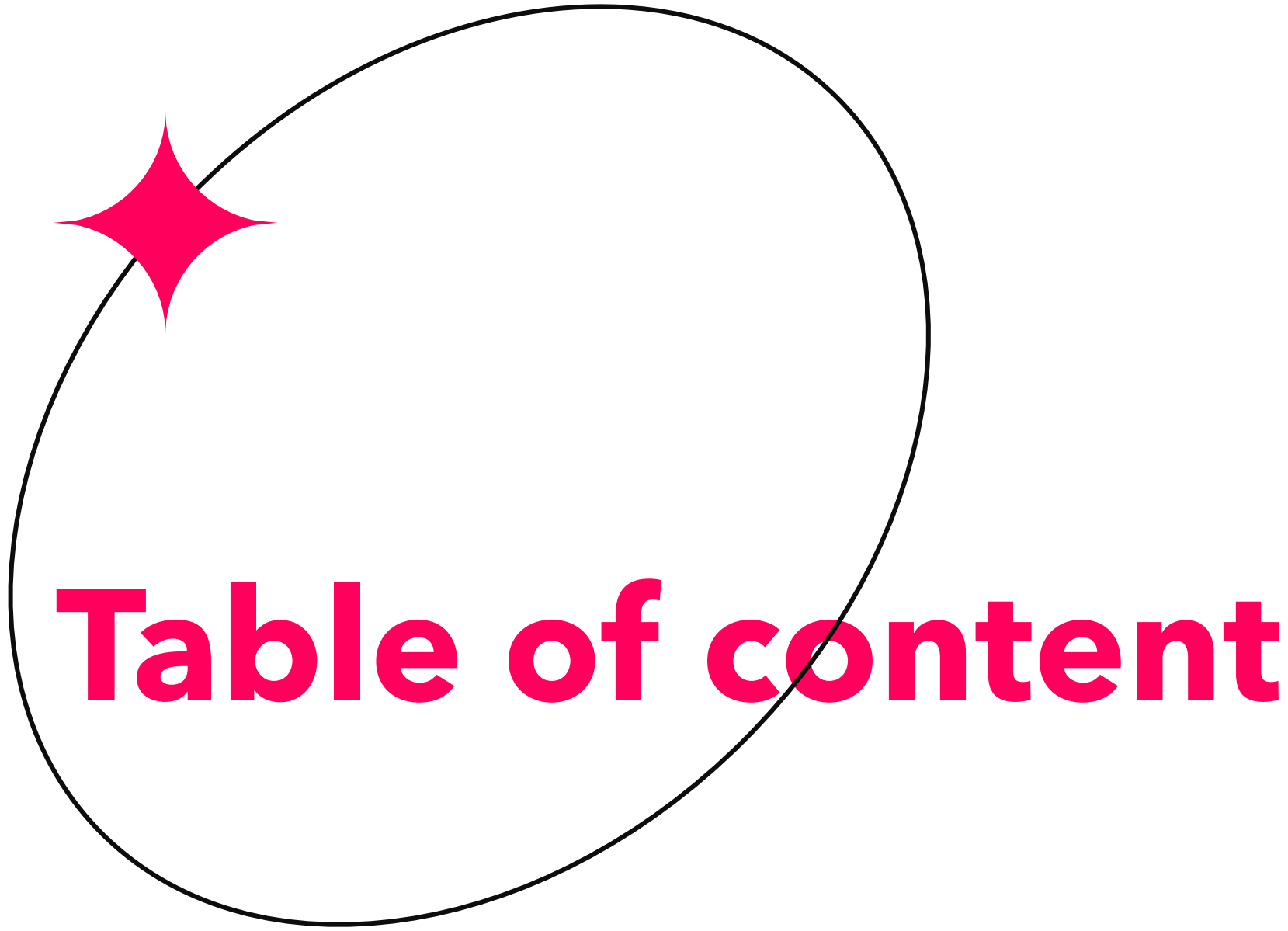


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What you will learn

From our exclusive Survey

01

Content Creators' favorite platform is TikTok (30%) followed by Instagram (22%) and YouTube (22%). They also said that these three platforms are also where they make the most money: TikTok (24%), Instagram (22%), YouTube (20%)

02

58% of users say that in the next 12 months, would pay a monthly subscription fee between \$1 and \$15 to access their favorite creator's exclusive content

03

Creators' main source of income is brand deals (31%). Followed in second place by their own brand/business (25%) and creator funds (15%)

04

63% of users have tipped creators at least once

05

Favorite creators social media by age: 18-24 prefers TikTok over target 54+ that prefers YouTube. Instagram is consistent from 18 to 44

06

What drives users to support creators: (1) they try to support them in any circumstances, (2) they feel inspired by the creator, (3) they trust (almost) everything they advertise.

From our research on the Creator Economy

01

Every day there are new opportunities for content creators, from creators' funds to platforms to manage their different revenue streams and income.

02

Content creators are not just selling third-party products, they are actually creating their own offering, building companies and becoming the next entrepreneurs.

03

The affordability, accessibility, and ubiquity of creation tools is creating an irreversible movement in favor of explosive creativity. It's never been a better time, in the history of humans, to be a creator.

04

The entire creator economy is growing, with larger amounts of advertising and platform money each year. This means that the big creators are growing, but importantly, so too are the mid to long-tail of creators that make the creator economy vibrant.

05

The Creator economy is in its infancy. Over the next decade, we will see an increase of people who make their living online.

06

Some influencers and content creators are even being hired by brands because of their creative mindset and their strong relationships with a target audience of potential buyers.

Exclusive Quotes from



Jack Conte
CEO, Co-Founder at Patreon



Dmitry Shapiro
CEO of Koji



Jane Stecyk
SVP, Marketing at Mighty Networks



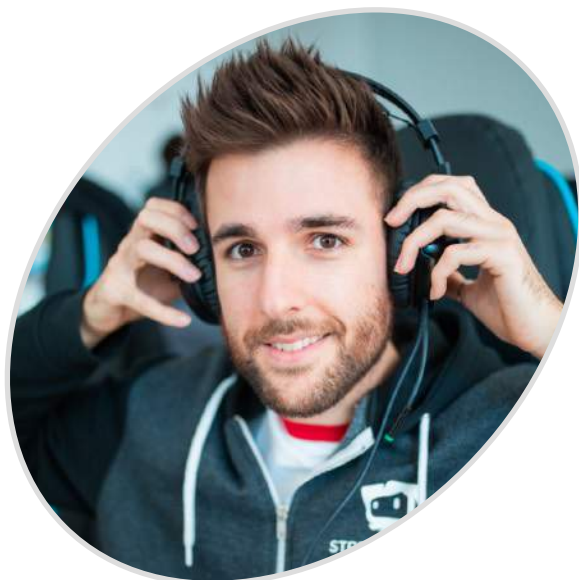
Anthony Zaccaria, Alex Zaccaria, Nick Humphreys
Co-Founders of Linktree



Cole mason
Founder, CEO of Pearpop



Sima Gaandhi
Co-Founder, CEO of Creative Juice



Alberto Martínez Guerrero
CEO of Streamloots



Alessandro Bogliari
CEO of The Influencer Marketing Factory



Ronak Trivedi
Co-Founder, CEO at Pietra



Kirill Goryunov
Founder, CEO of HumanIPO



Jon Radoff
Co-Founder, CEO of Beamable



Amber Tarshis
CMO of Jellysmack



Casey Adams and Kieran O'Brien
Co-Founders of MediaKits



Lulu Cheng Meservey
VP of Communications at Substack



Bremner Morris
CEO of Rally.io

A woman with long dark hair and a black turtleneck is sitting at a desk, holding a pink smartphone up to take a selfie. She is looking at the phone with a slight smile. In front of her is a silver laptop. To her left is a dark wooden side table with a lamp that has a warm, yellow glow and a small vase with dried flowers. The background is a soft, out-of-focus pink wall.

What is the Creator Economy?

What is the Creator Economy?



Ingredients

- Creators
- Community
- Tools



50+ million content creators

The creator Economy is a class of businesses built by more than 50 million content creators, curators, social media influencers, bloggers, and videographers that use software and finance tools to assist them with their growth and monetization.



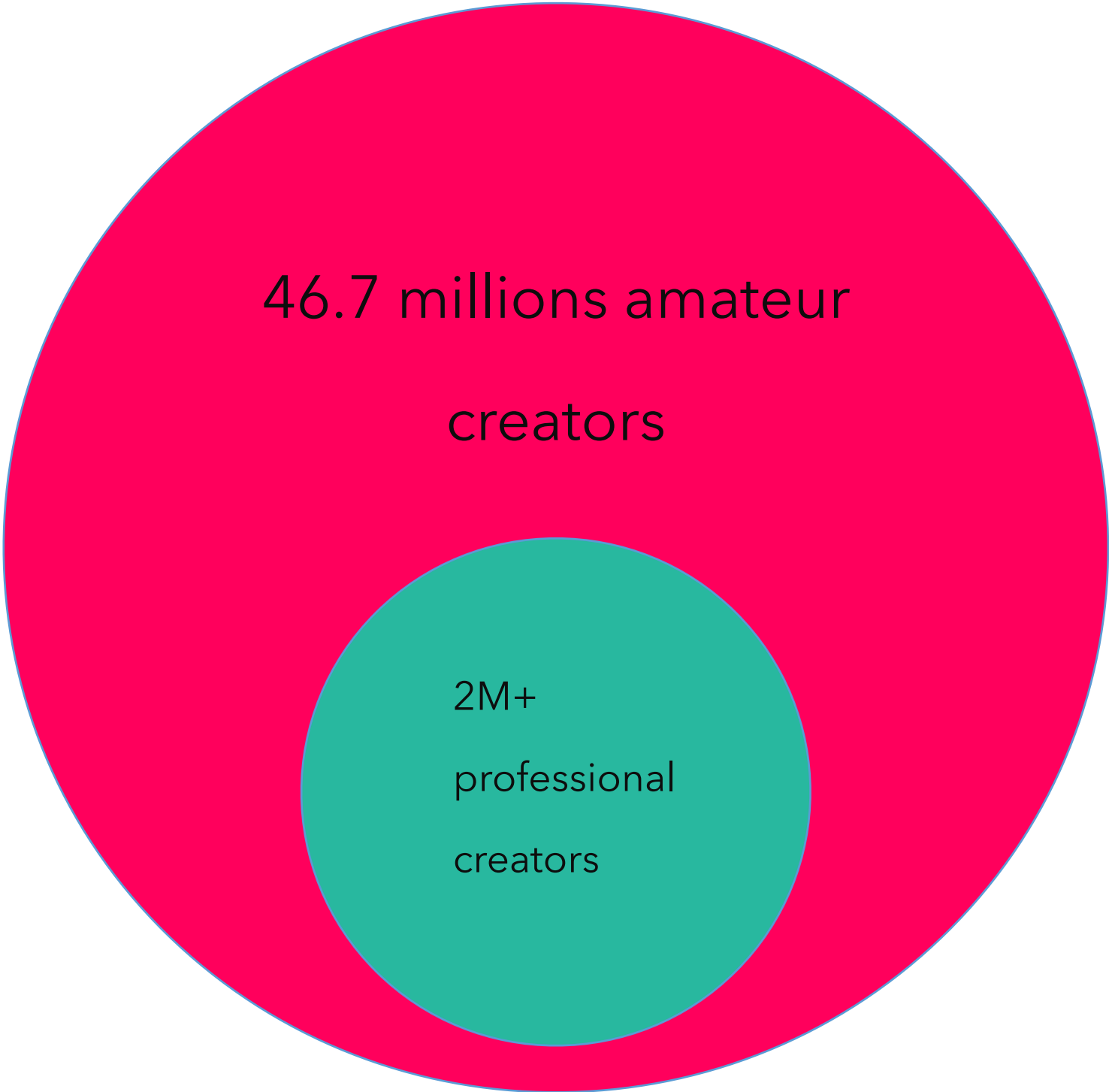
Skilled Individuals

Within a society that now seeks easy access to expertise, experiences and communities to engage with, the creator economy is built around highly motivated, creative and skilled individuals that are using digital platforms to start their own businesses, brands and communities.



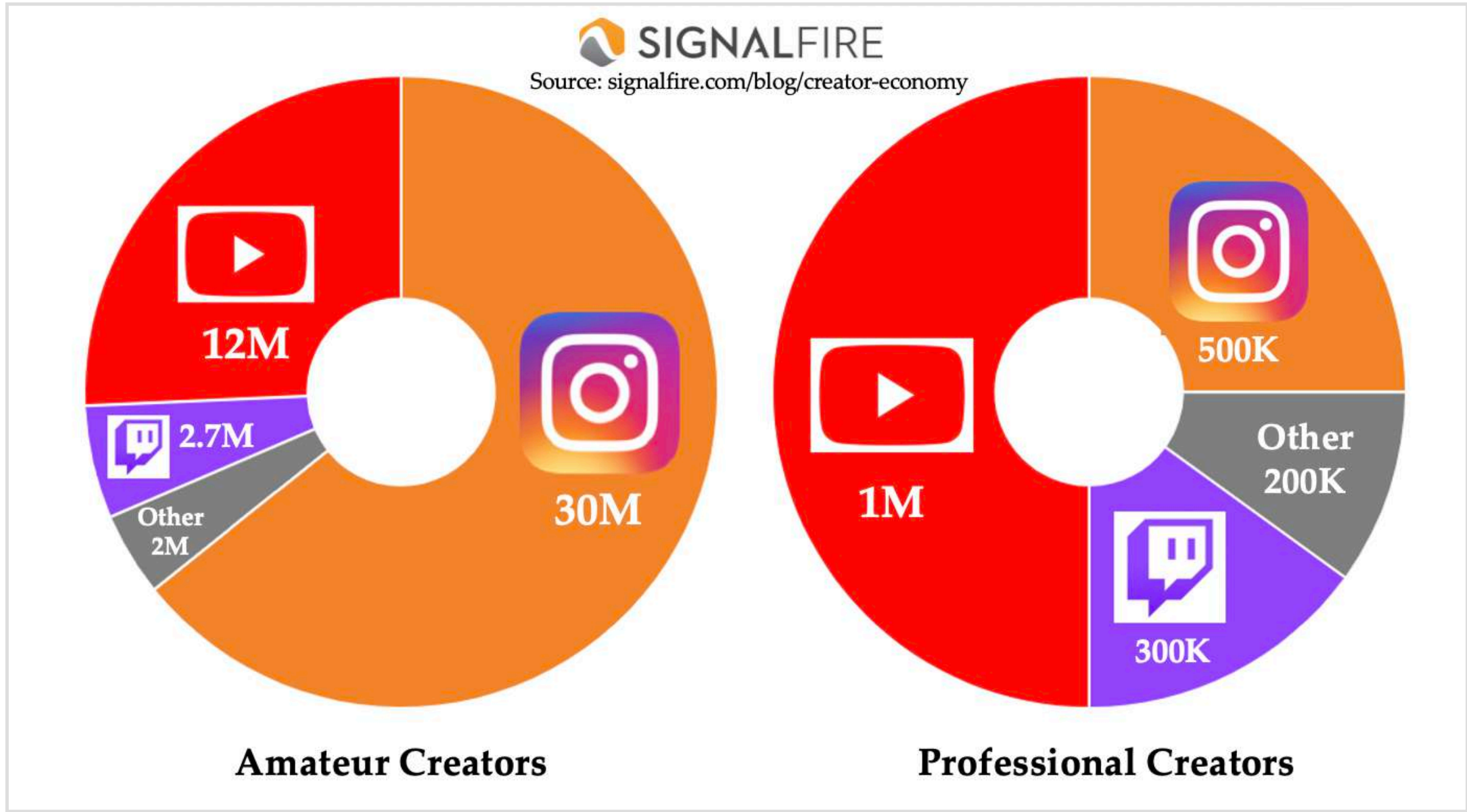
Market Size

50+ millions creators



The Creator market, which is combined of an influencer marketing industry size of \$13.8 Billions in 2021, and hundreds of new start-ups, brings the total Creator market to a size over \$104.2 Billion and is increasing daily.

Trends:



- Creators are utilizing monetization tools to move their top fans from social platforms to their own websites and apps.
- Creators are using assembling tools to launch their own businesses, meaning they can continue focusing on their art whilst becoming founders and growing their team.
- Due to the shift in fans no longer resonating with faceless publishers, we know that creators are now gaining power in the media ecosystem through their online personas.

Patreon



CEO & Co - Founder

Jack Conte

“

Creators are about to have leverage, control, and political and cultural influence to a degree that is unprecedented. The affordability, accessibility, and ubiquity of creation tools, coupled with the level of global connectivity of individuals is creating an irreversible movement in favor of explosive creativity. It's never been a better time, in the history of humans, to be a creator. If you like to make things and you want to have a voice -- NOW is the time to be alive.

”

*Exclusive quote for The Influencer Marketing Factory

A circular portrait of Alessandro Bogliari, a man with dark hair and a slight beard, wearing a blue suit jacket over a white shirt. He is smiling and looking slightly to the right. The background is a blurred office setting with windows.

The Influencer Marketing Factory

CEO

Alessandro Bogliari

“

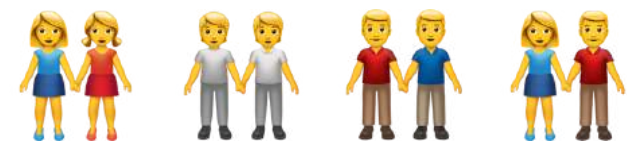
We are shifting from an initial idea that influencers and content creators were only able to sponsor brands' products, to actually seeing them becoming solopreneurs or even creating companies with employees, creating their own product lines, promoting their own services, co-creating new features in collaboration with companies, brands and social media. This results in a greater diversification in revenue streams and new opportunities for content creators to come over the next few years. Lately, some influencers and content creators are even being hired by brands because of their creative mindset and their strong relationships with a target audiences of potential buyers.

”

We ran two surveys :)



Survey Methodology



For Users:

The survey data presented in this report was collected from 600 users based in the US who submitted an online survey between August 30 and September 7th 2021. Our target audience was users between 18 and 54+ years old. Our goal was to understand their preferences when it comes to supporting their favorite creator. How they like to support them, which platforms, and overall their behavior towards the creator economy.



For Creators:

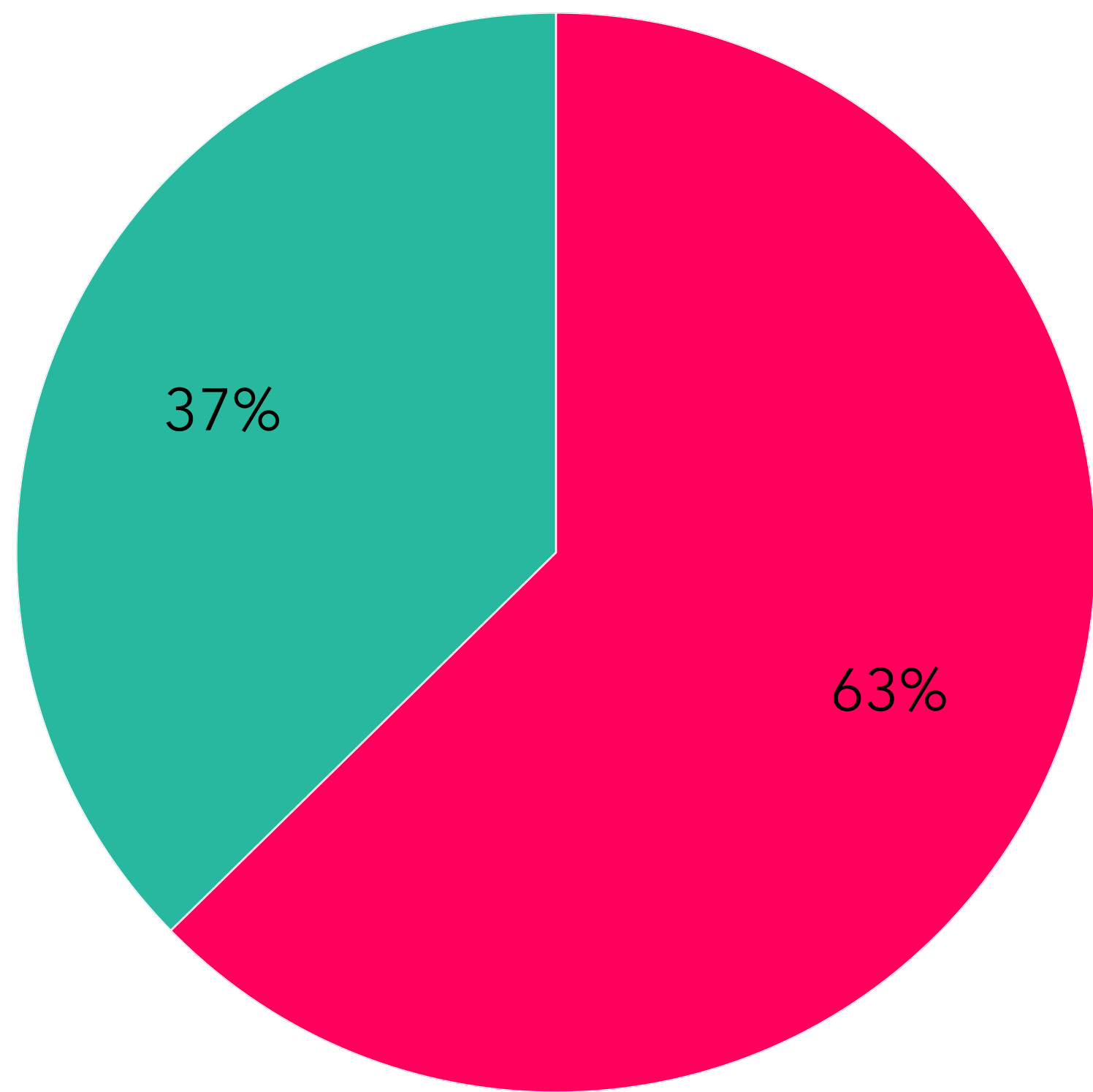
The survey data presented in this report was collected from 500 creators based in the US who submitted an online survey between August 30 and September 7th 2021. Our target audience was creators between 18 and 54+ years old. Our goal was to understand their preferences when it comes to creating content and how much money they are making. How many followers they have and overall valuable insights about their career.

Users survey

A top-down view of a group of people gathered around a laptop and a tablet on a dark wooden table. Several hands are visible, pointing at the screens, indicating a collaborative session or a user survey. The people are wearing various casual clothing like jeans, sweaters, and boots. The background shows a patterned rug.



Have you ever tipped a creator?

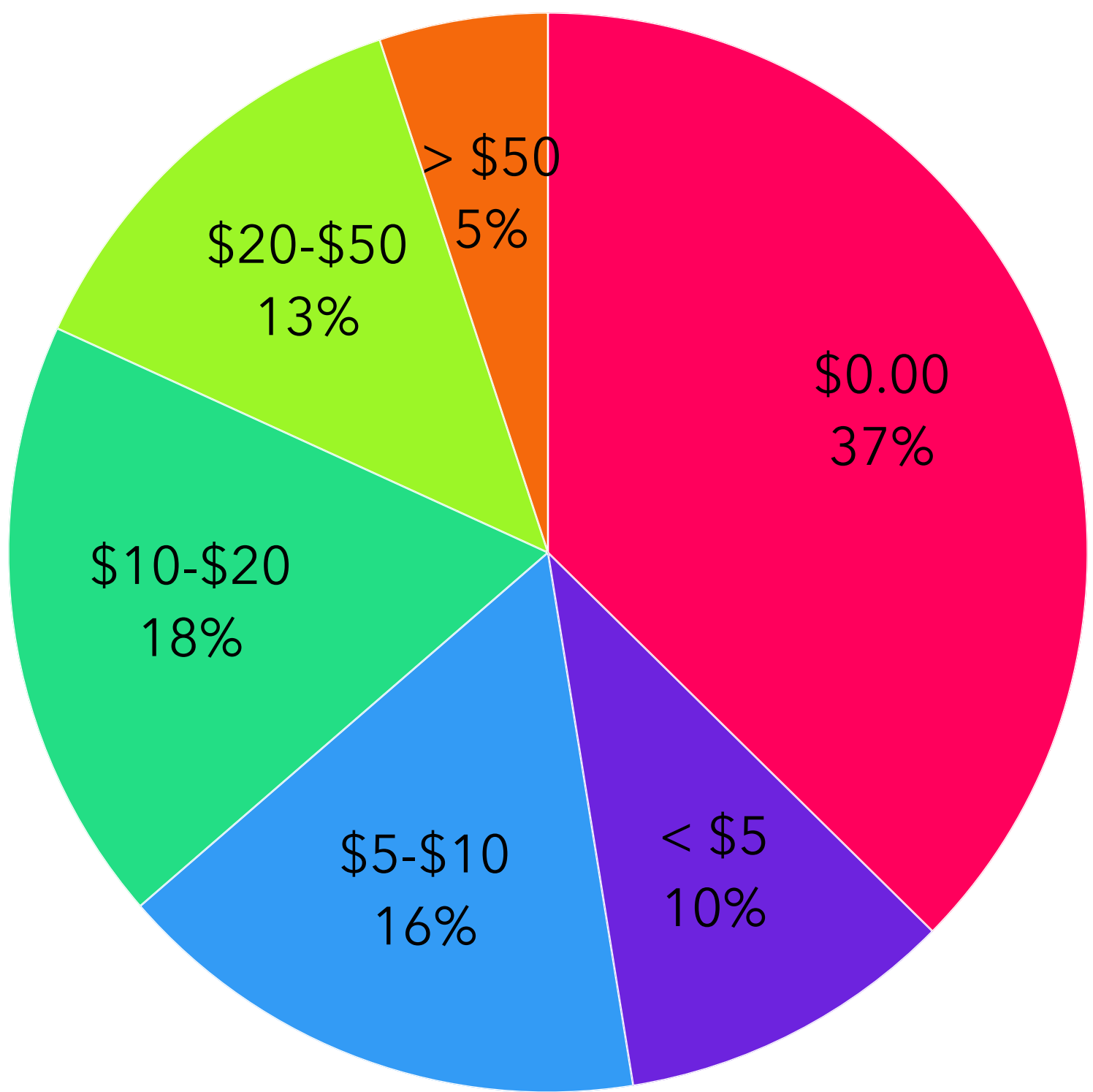


Yes

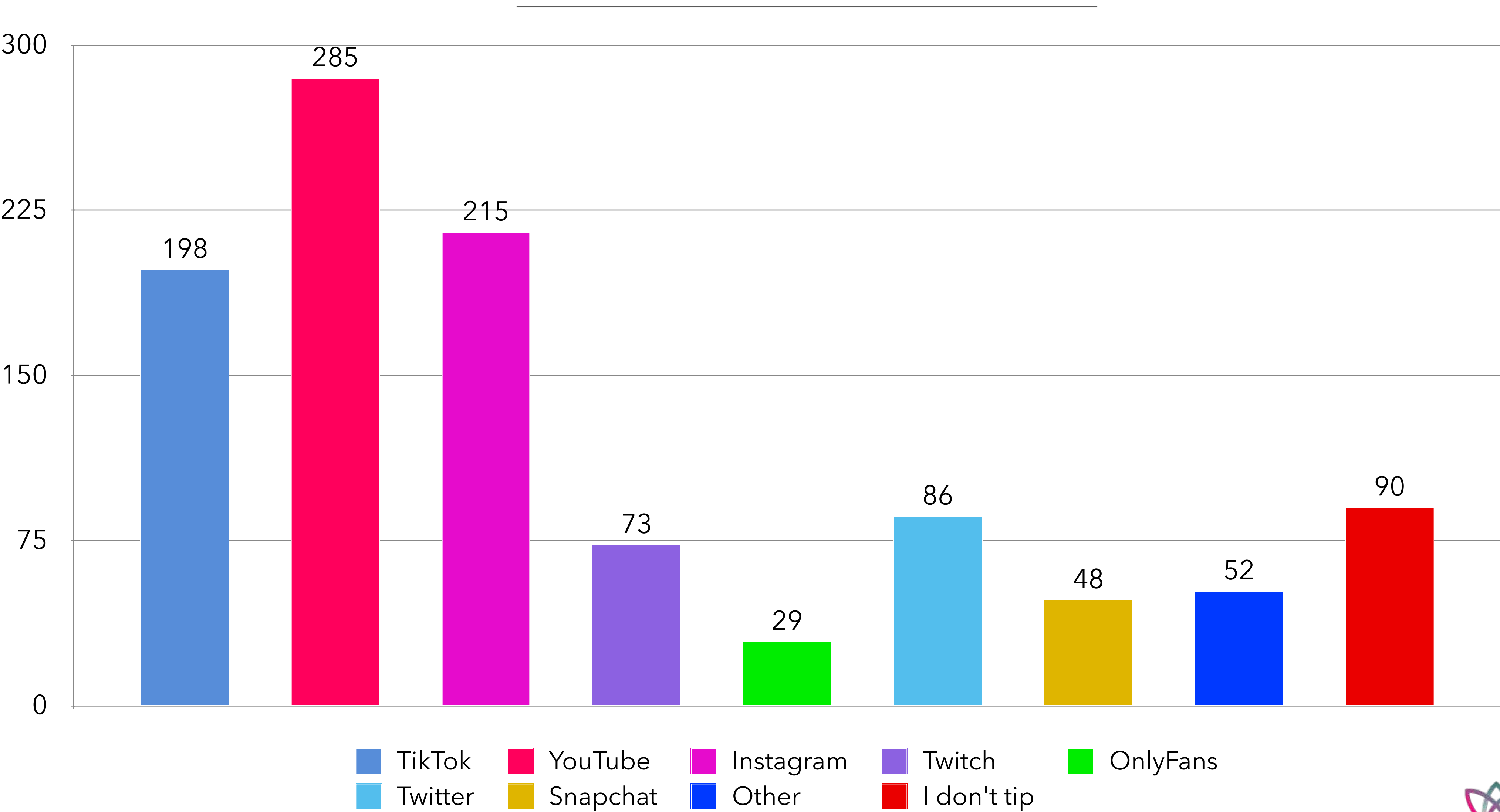
No



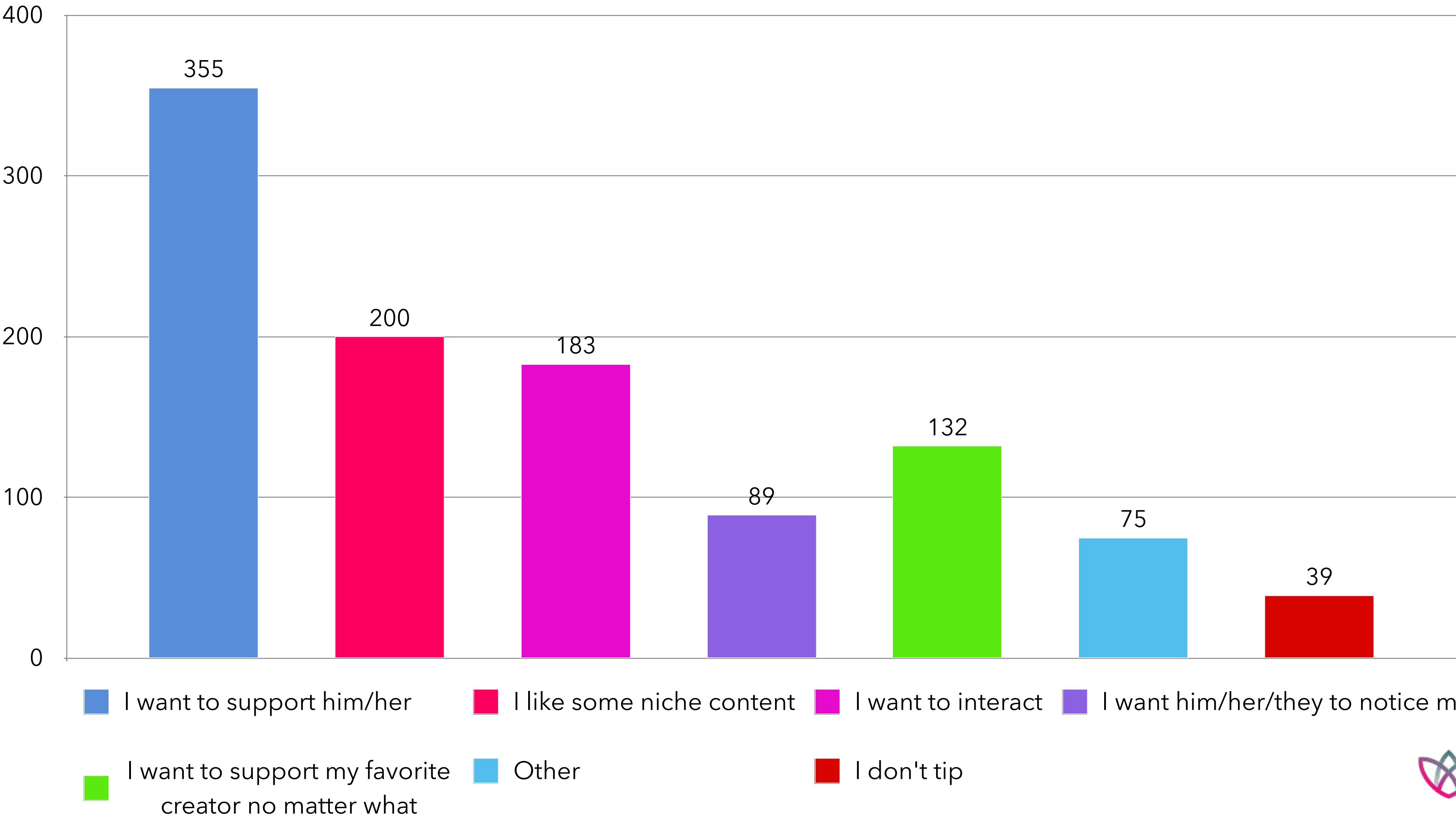
How much do you usually tip?



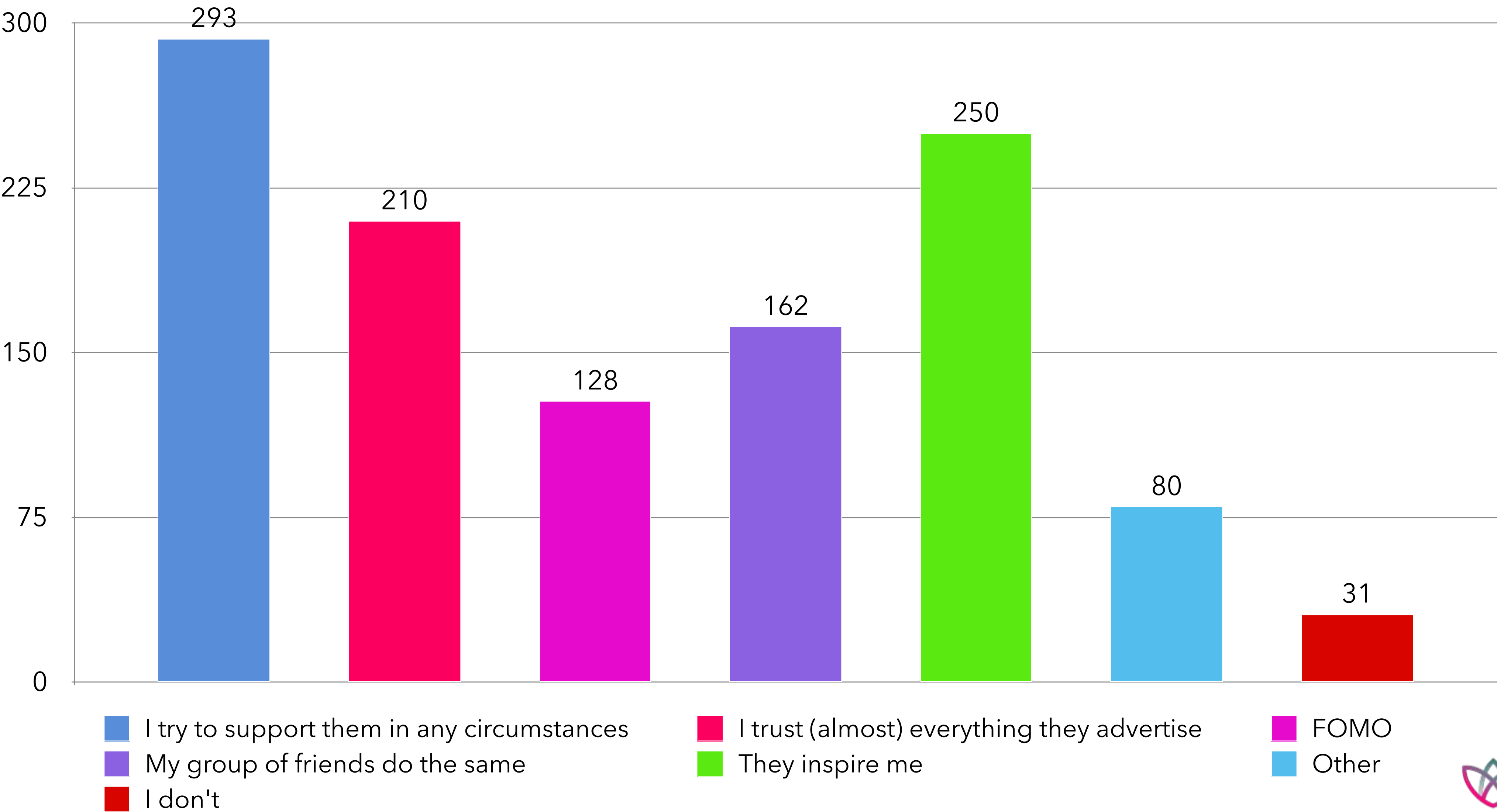
On which platform do you like tipping/subscribing to support your favorite creators?



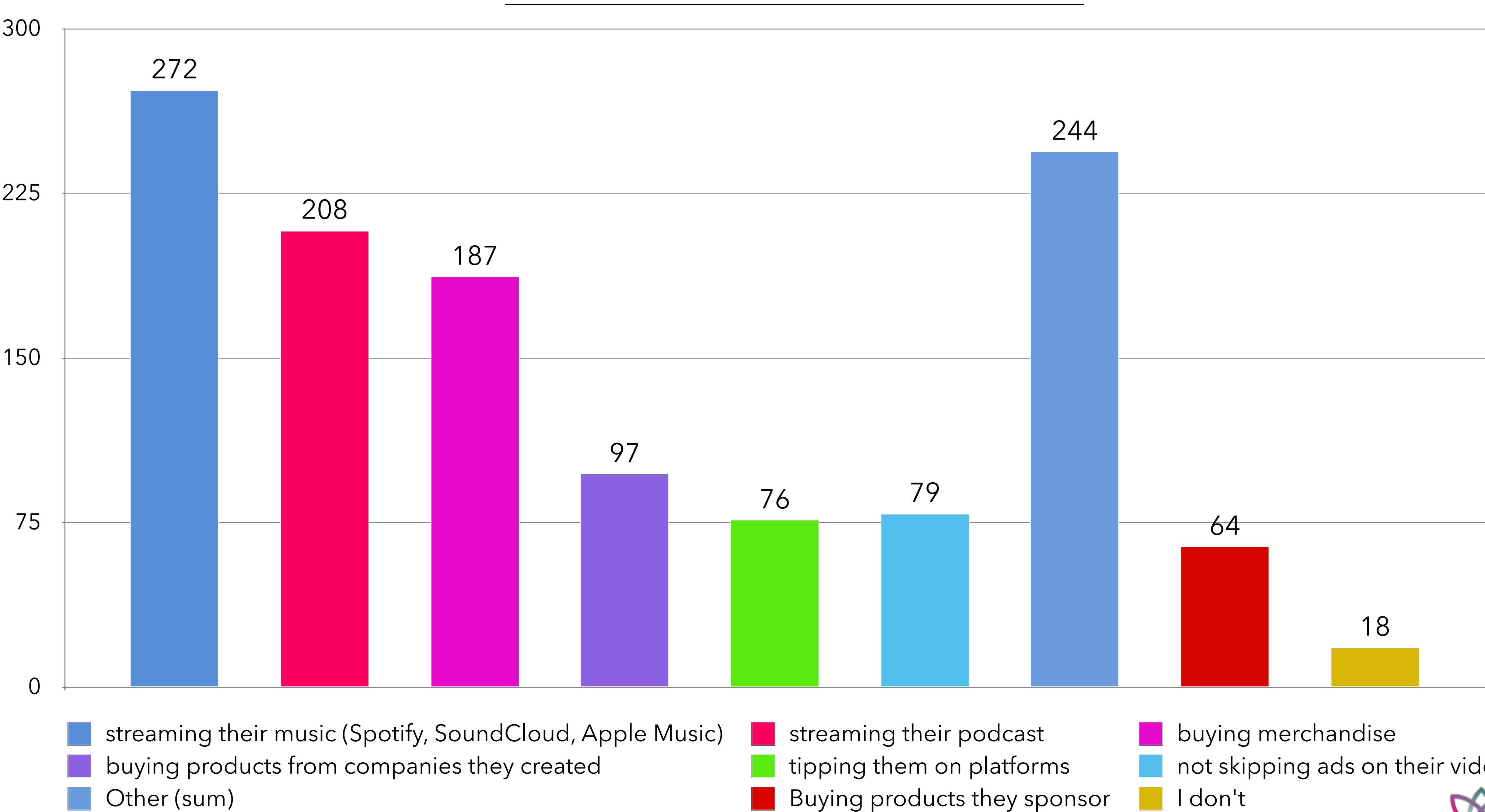
What makes you want to tip a creator?



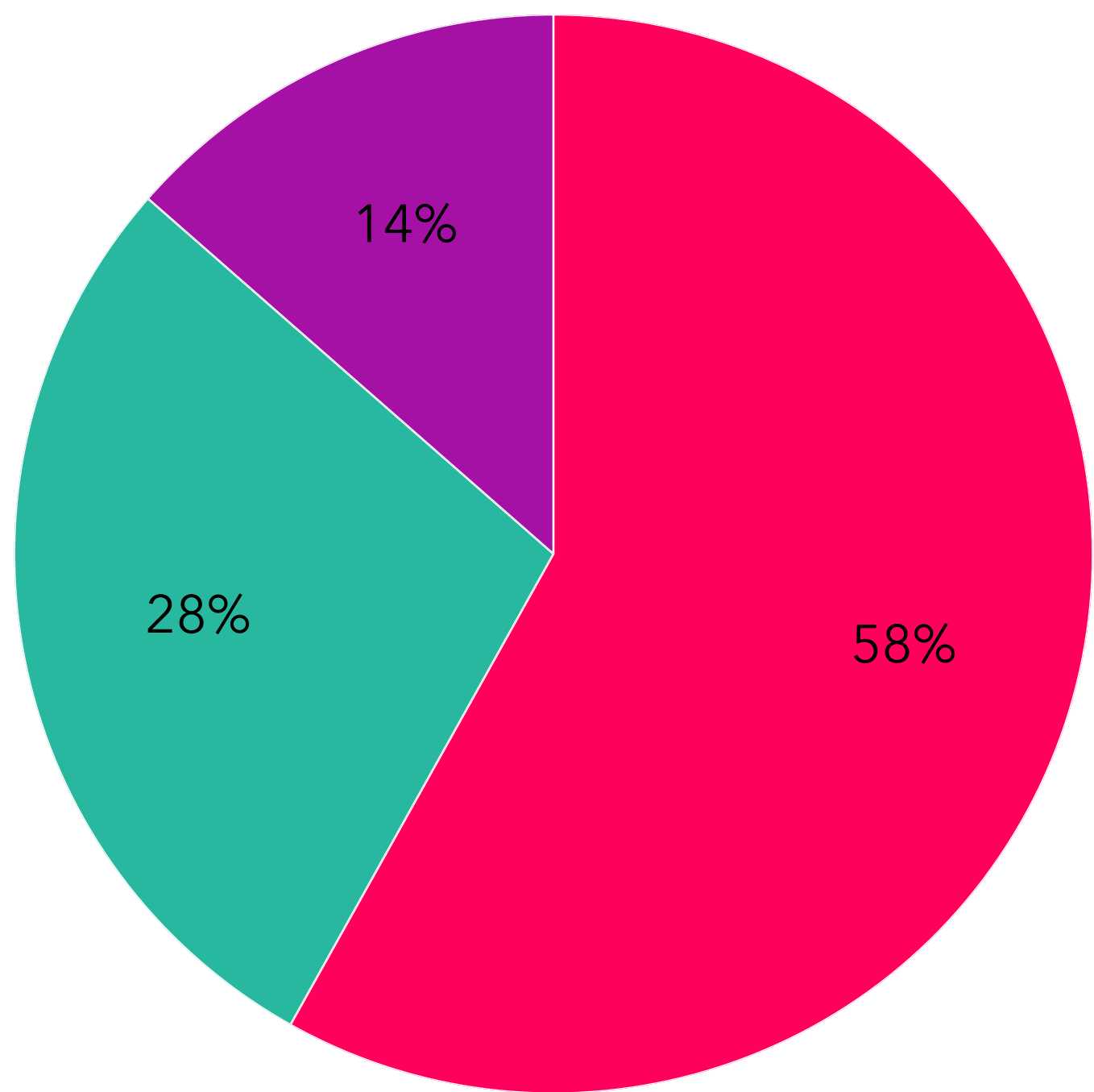
What drives you to support creators (except the fact you like/need the product)?



I prefer to support my favorite creators by:

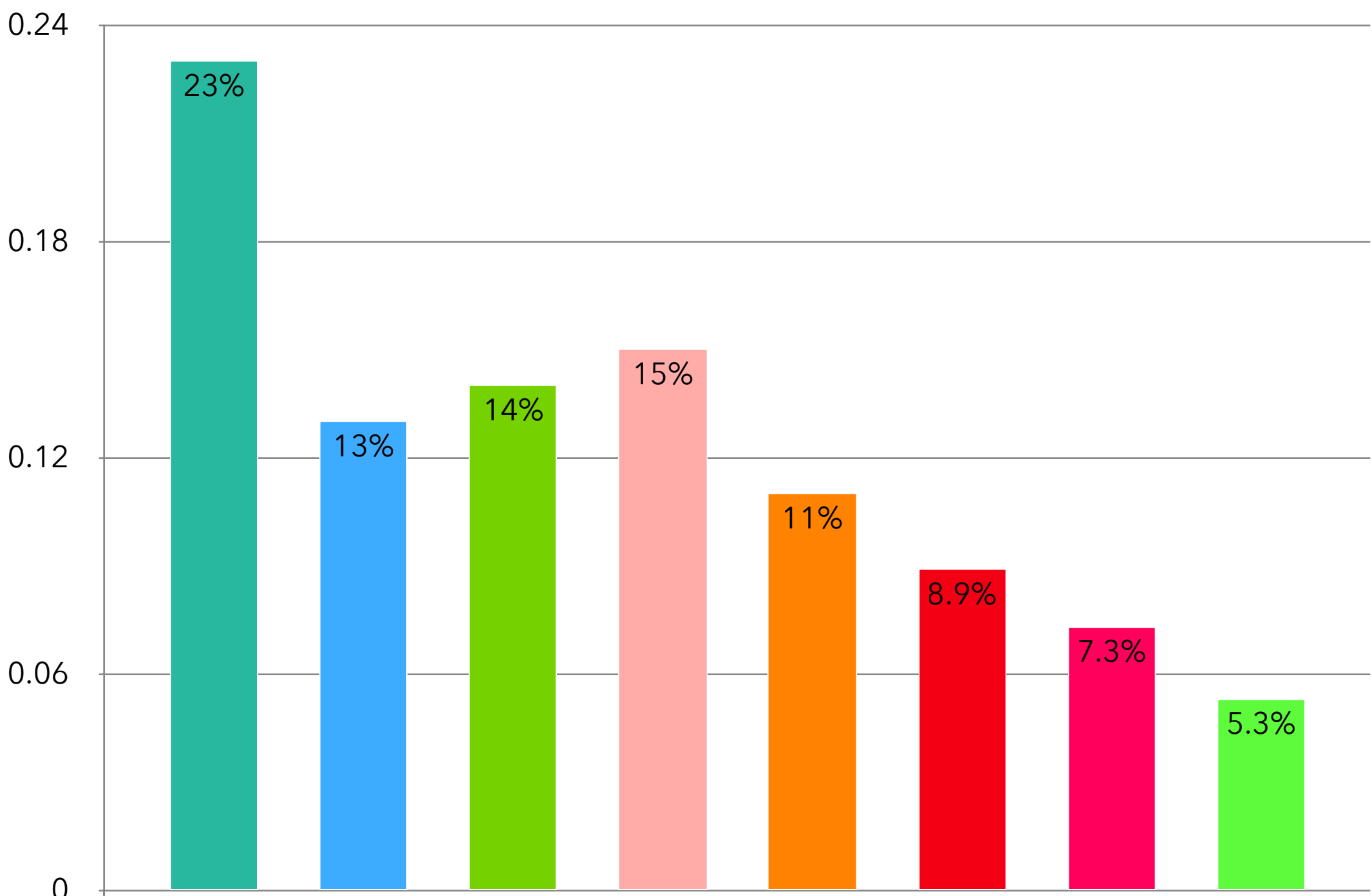


Thinking of the next 12 months, how interested are you in paying a subscription fee to access exclusive content from one of your favorite influencers?



- Likely
- Unlikely
- Not sure

How much would you pay every month for exclusive access to content from one of your favorite influencers?

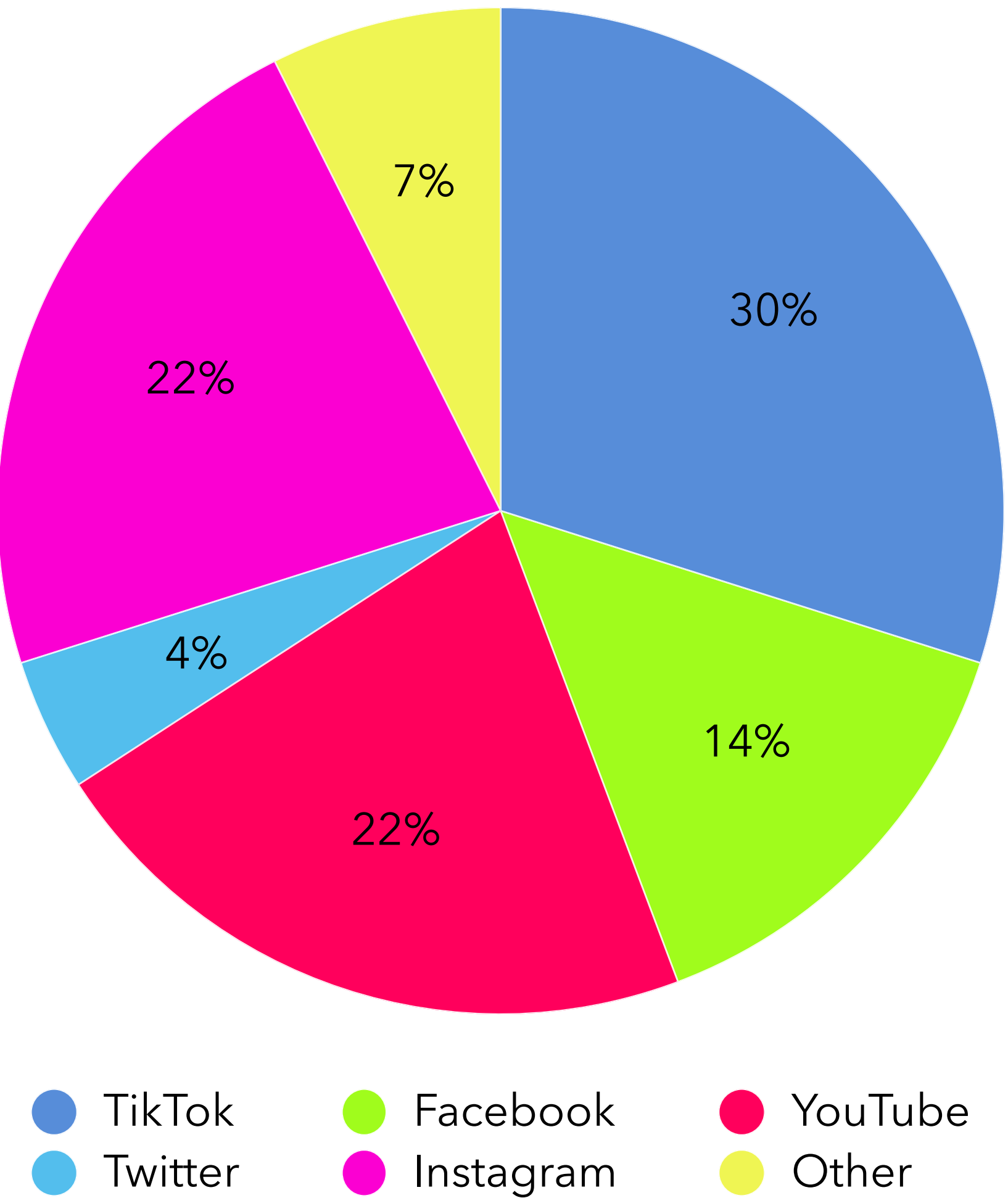


- \$ 0 (I wouldn't pay for it)
- \$ 1 - \$ 3
- \$ 4 - \$ 7
- \$ 8 - \$ 15
- \$ 15 - \$ 30
- \$ 30 - \$ 50
- \$ 50 - \$ 100
- \$ 100+

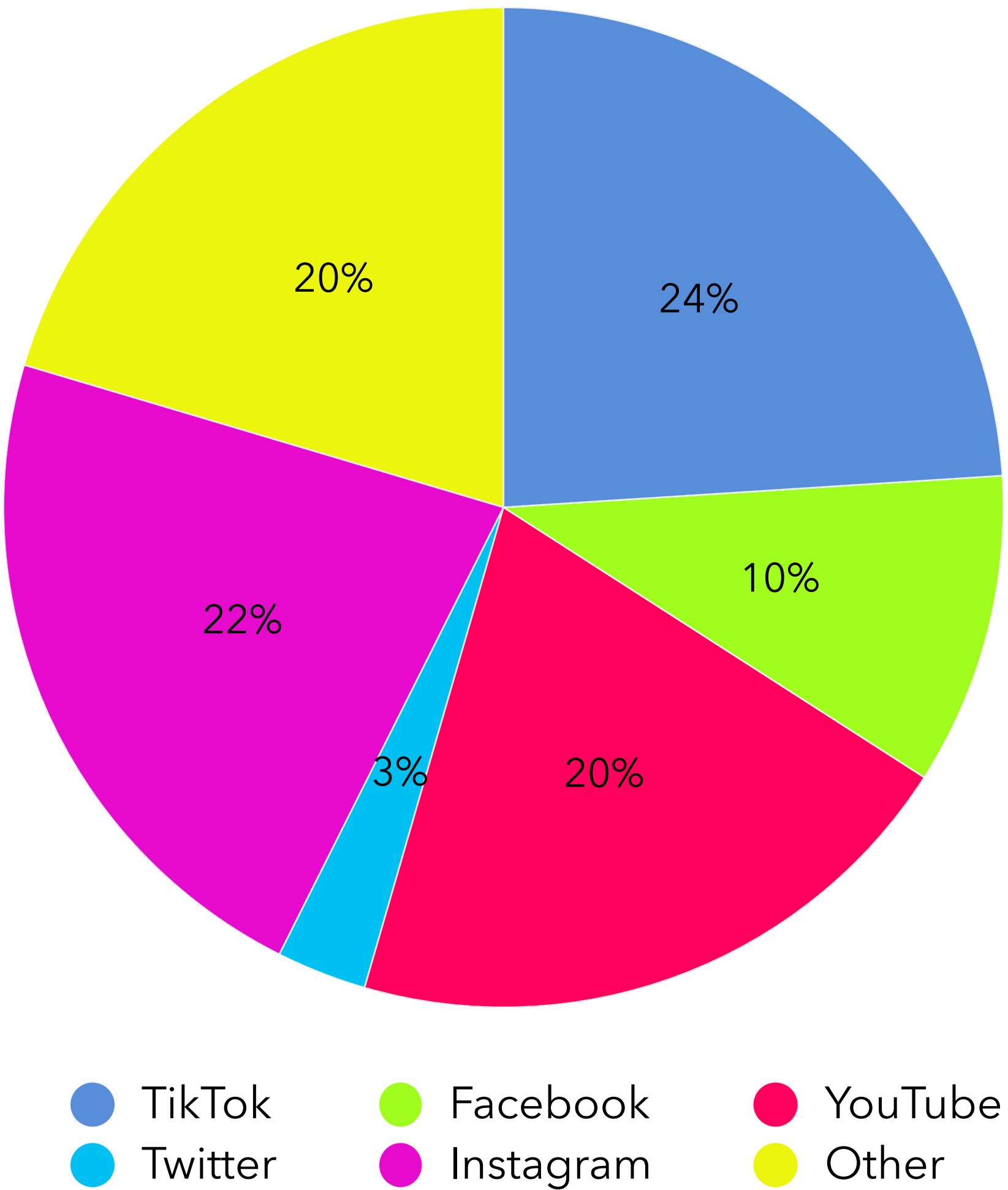
Creators survey

A top-down view of a group of people gathered around a laptop and a tablet. Several hands are visible, pointing at the screens, indicating a collaborative activity or a survey. The people are wearing various casual clothing like jeans, sweaters, and boots. The background shows a patterned rug.

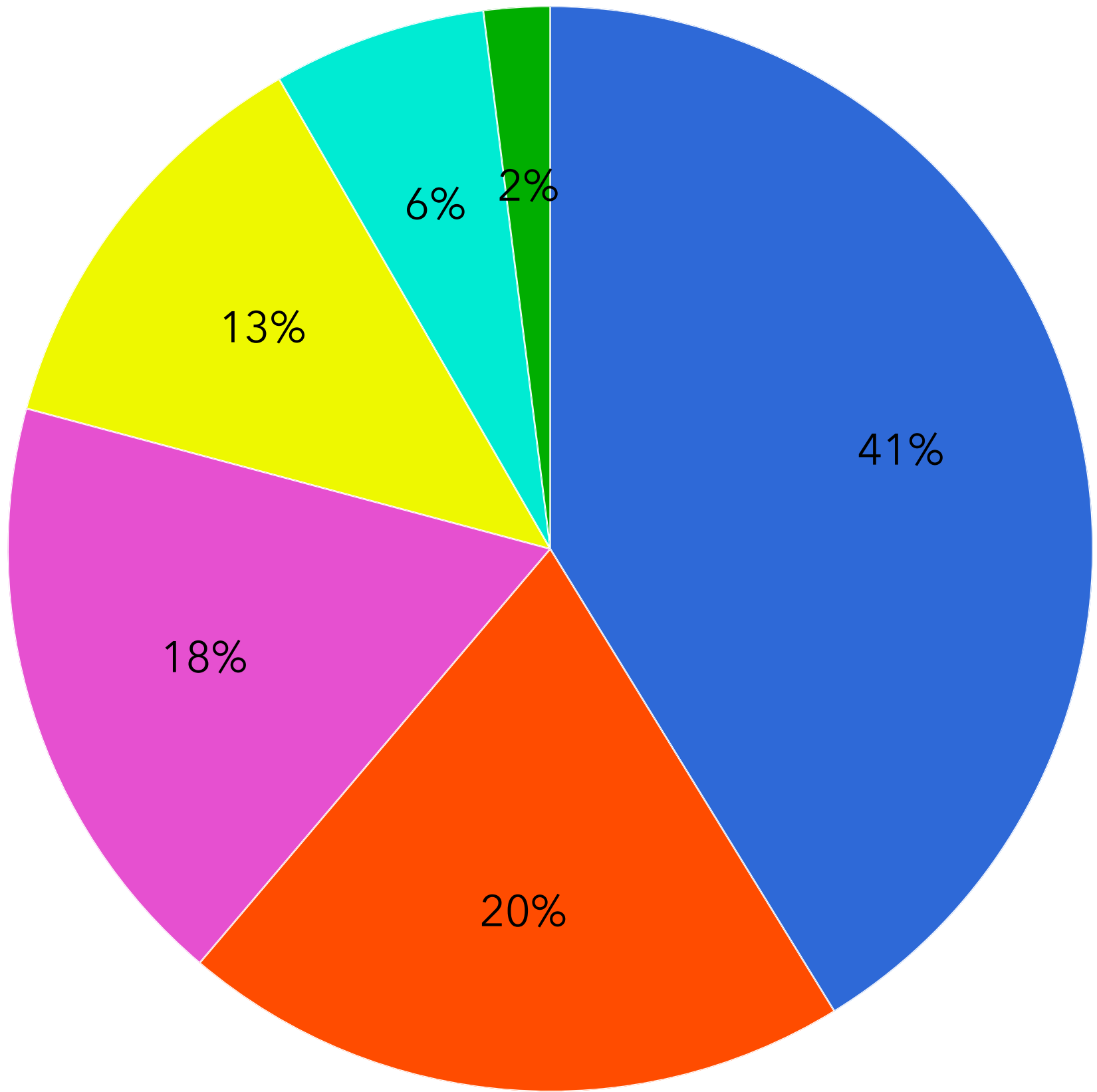
What is your favorite platform as a creator?



Where do you make the most money?

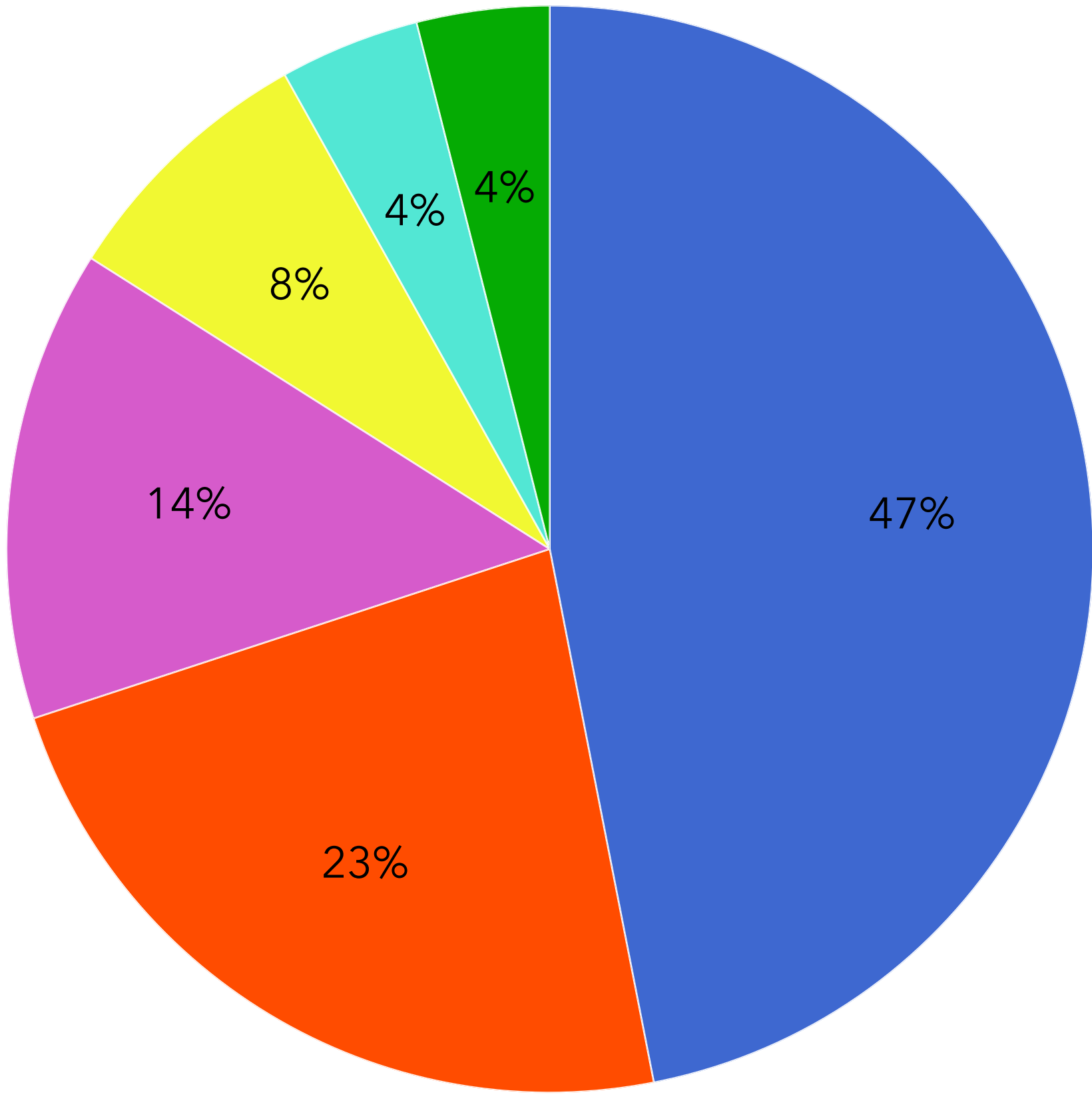


What is your annual income as a creator?



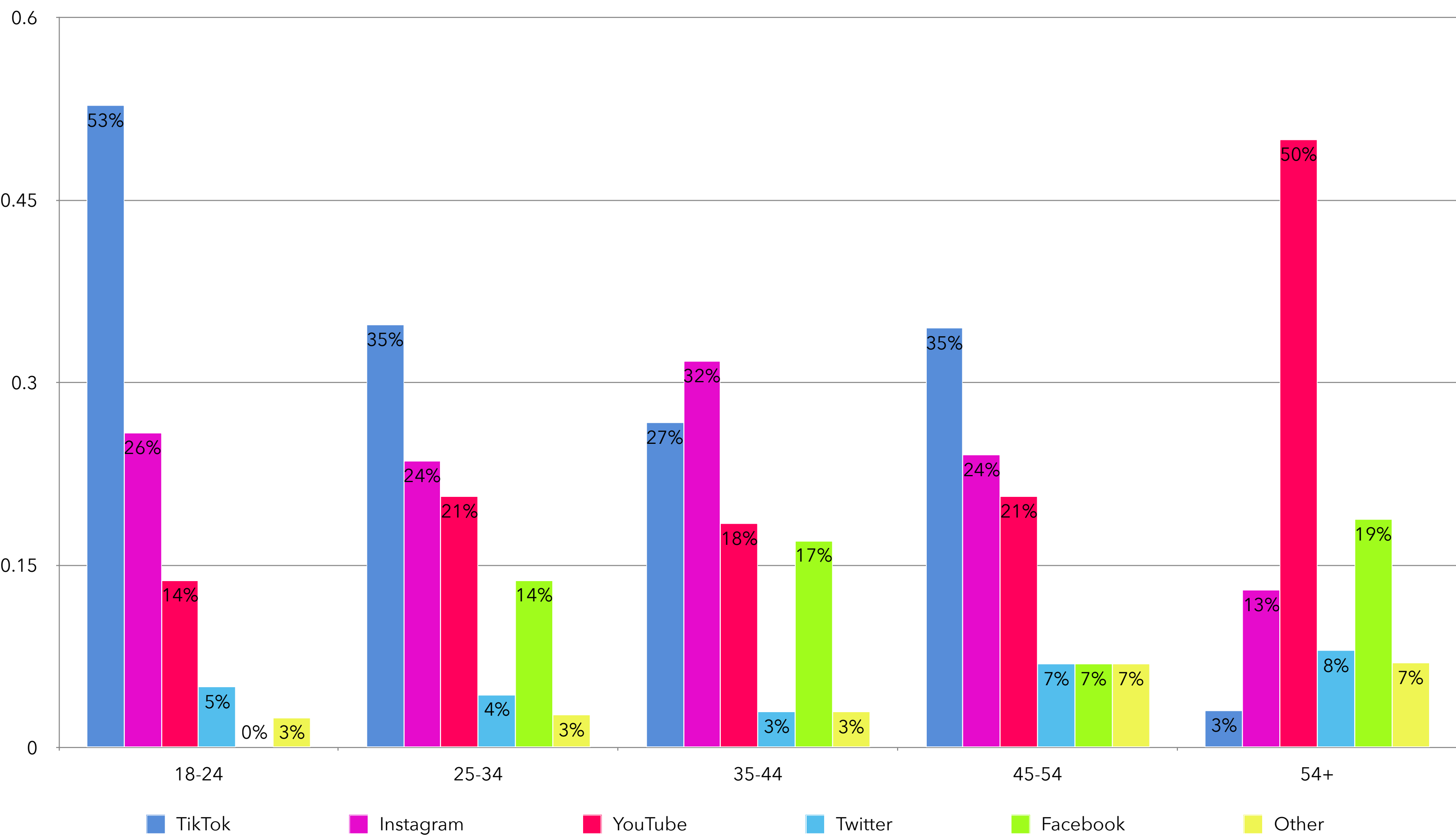
- > \$20k
- \$20k - \$50k
- \$50k - \$100k
- \$100k - \$500k
- \$500k - \$1M
- > \$1M

How many combined followers do you have?
(on the social media you use the most)



- Less that 150k
- 150k-500k
- 500k-1M
- 1M-3M
- 3M-5M
- 5M+

Favorite Creator's Social Media by age



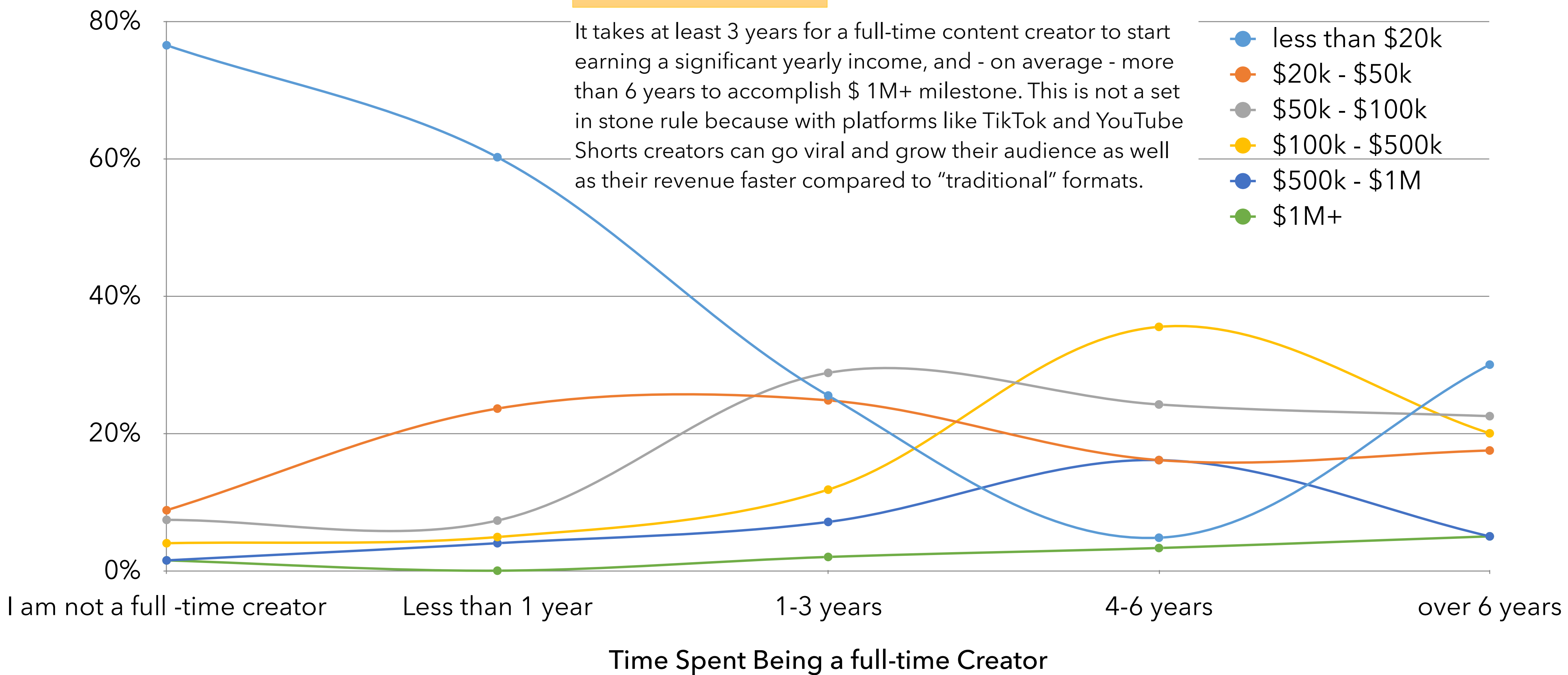
Notable insights:
target between 18-24
prefers TikTok over target
54+ that prefers YouTube.

Instagram is consistent
from 18 to 44.

Time Spent Being a full-time Creator in Relation to Earning per year

Notable insights:

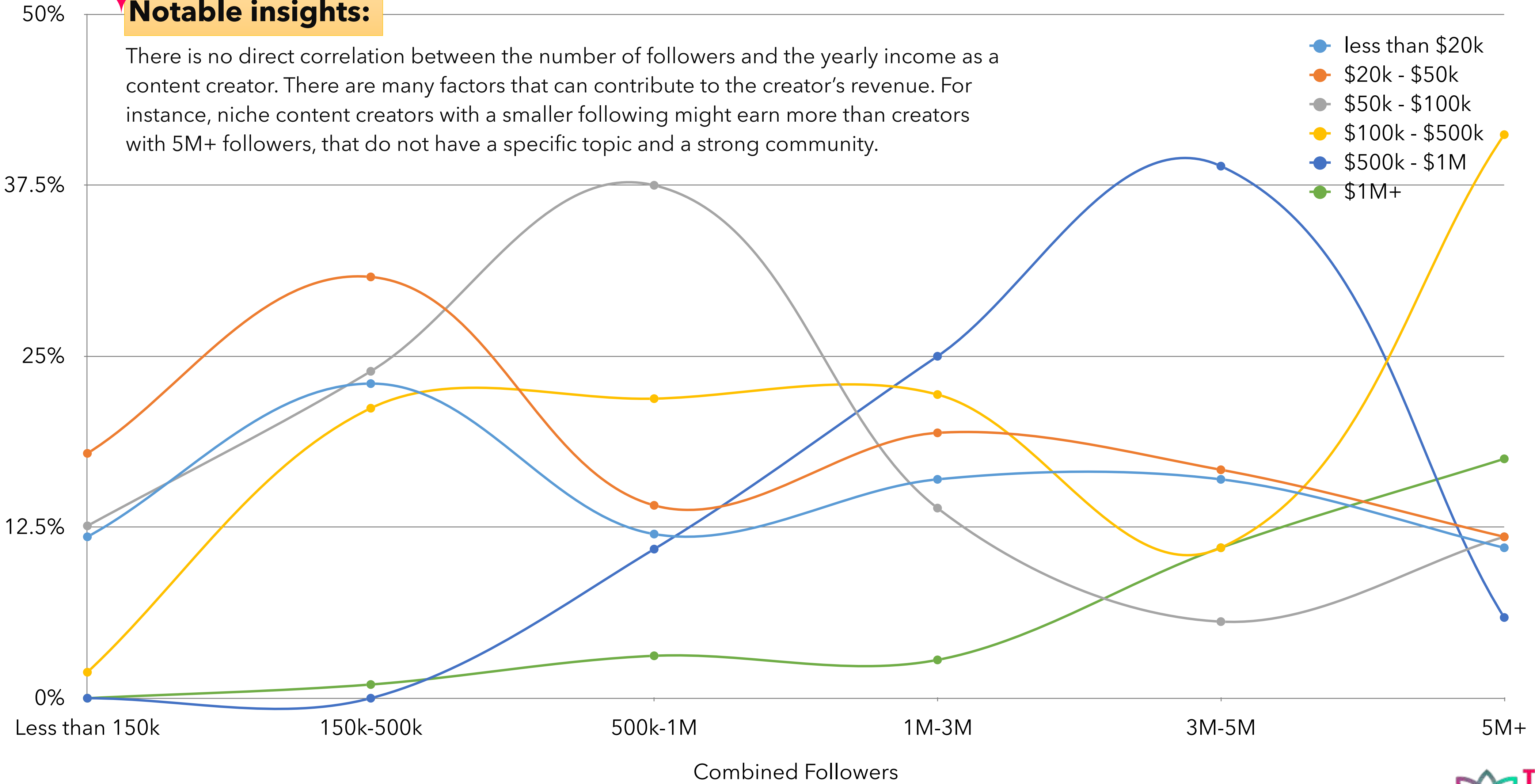
It takes at least 3 years for a full-time content creator to start earning a significant yearly income, and - on average - more than 6 years to accomplish \$ 1M+ milestone. This is not a set in stone rule because with platforms like TikTok and YouTube Shorts creators can go viral and grow their audience as well as their revenue faster compared to "traditional" formats.











Earnings per year by n. of combined followers

Notable insights:











There is no direct correlation between the number of followers and the yearly income as a content creator. There are many factors that can contribute to the creator's revenue. For instance, niche content creators with a smaller following might earn more than creators with 5M+ followers, that do not have a specific topic and a strong community.



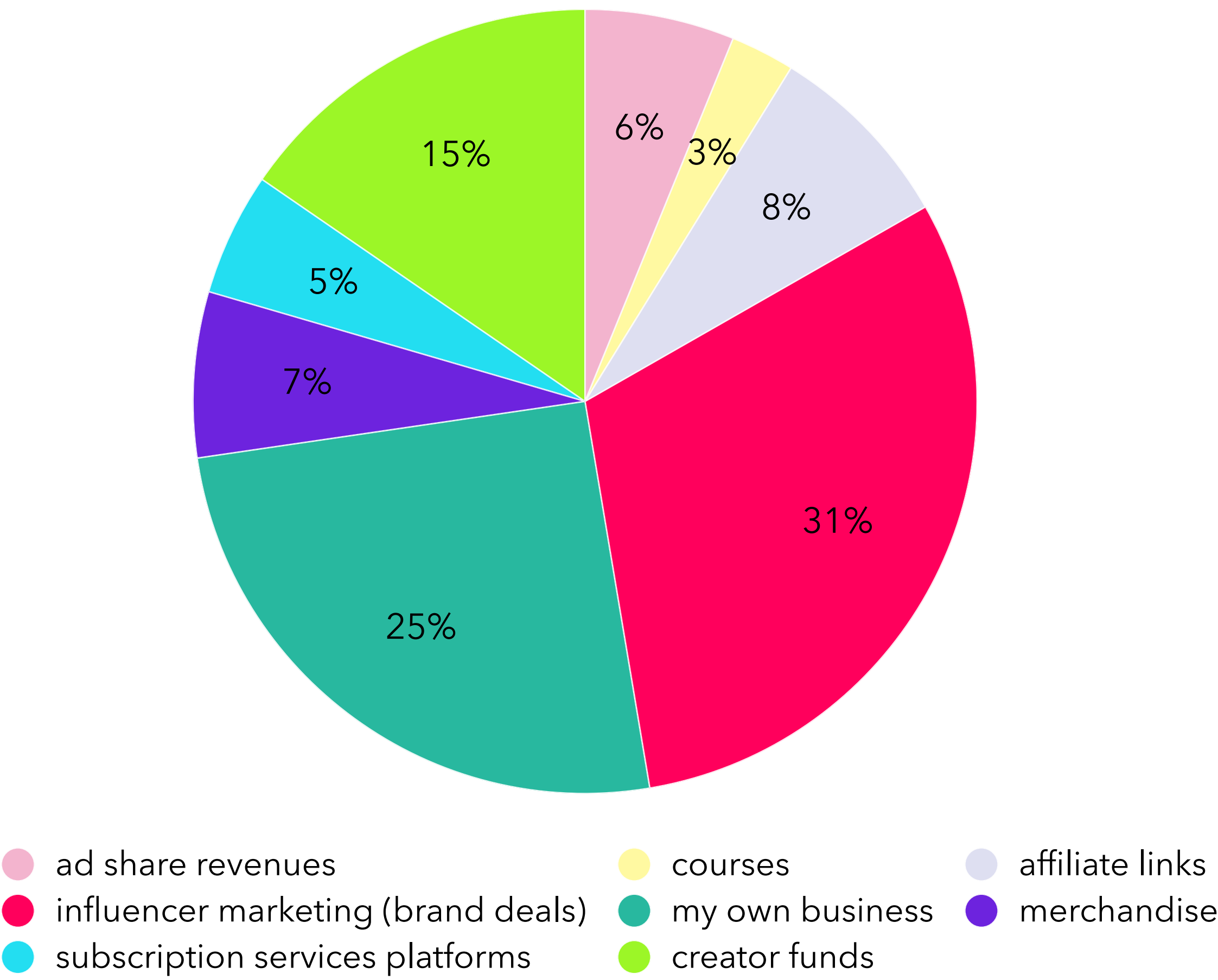
How creators monetize:

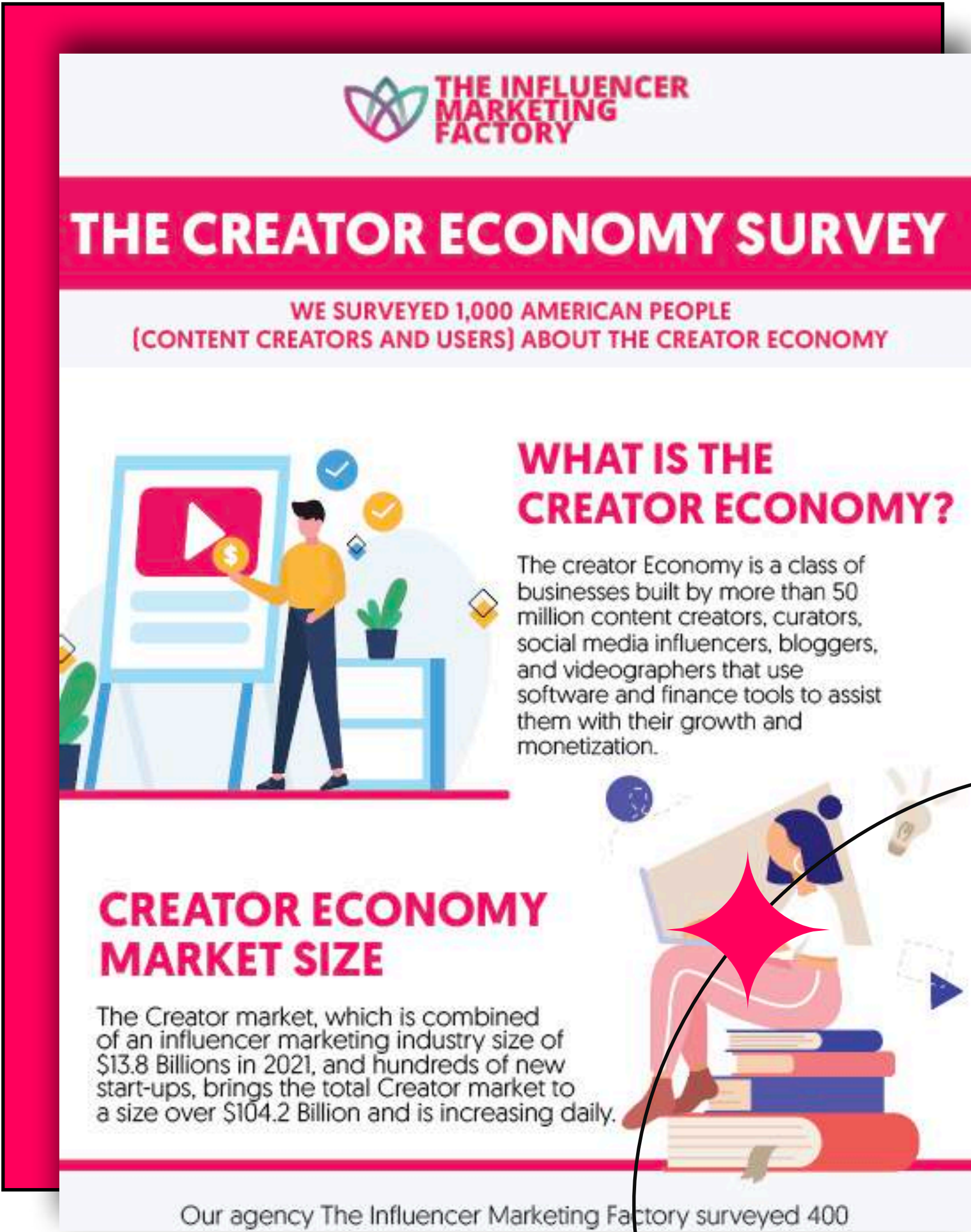
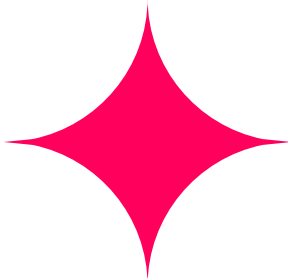
-  Sponsored content
-  Exclusive content
-  Affiliate links
-  Consulting
-  Tipping
-  Merchandising
-  Paid subscription
-  Events and meetups

Types of creators:

-  Video Creators
-  Live streaming
-  Audio Creators
-  Meme Pages
-  Course Creators
-  Artist
-  Gamers
-  Musician
-  Resellers
-  Photographer

What’s your main source of income?





Our full Survey Infographic

CHECK IT OUT HERE

Next Generation of entrepreneurs

The Creator Economy is not something that comes from platforms or startups themselves. It comes from the way creators are changing and shaping the economy. Once creators become well known and they built a reasonable experience they start to build businesses that can make millions. Brands and companies recognize the potential and that's why we can see them in positions like "Creative Director" of huge companies. Creators are not just there to entertain, they know how to communicate with their generation and brands cannot miss that if they want to stay relevant.





Creators are the next generation of small businesses. However, many creators lack access to capital and business tools to help them reach their full business potential.

Just as better editing software and cameras reduced the barriers to entry around content creation, we believe there's an opportunity to make it easier to set up a creator business.

The entire creator economy is growing, with larger amounts of advertising and platform money each year. This means that the big creators are growing, but importantly, so too are the mid to long-tail of creators that make the creator economy vibrant. We're excited about our role in making the creator economy a core part of the global economy.



Creative Juice

CEO / Co-Founder

Sima Gandhi

Influencer Marketing

Influencers and Creators can earn money when their fans subscribe to their channel or tip them, when they send them a gift or a bit. But one of the biggest stream of revenue for creators remains brand sponsorship, collaborations and deals.

Brands spend hundreds of dollars to be in an exclusive post, stories or video because the revenue they' can generate by choosing this strategy can often be much bigger that just doing random ads on the TV or via paid media.

Hence the big trend that we can see in the last years, the demand for authenticity and transparency by the fans to brands and creators. They don't buy from creators that just seamlessly sell anything, they buy when they know the brand choose the right person to represent them and their products, when it seems and feels authentic. They buy because they know the creator is transparent with his/her community and would not advertise a brand that is far away from what they represent.

GET IN TOUCH WITH OUR AGENCY



A collection of social media icons including Instagram, Twitter, Discord, Next.js, Spotify, and TikTok, arranged around the central text. The icons are rendered in a 3D style with soft shadows on a dark gray background.

Social Media



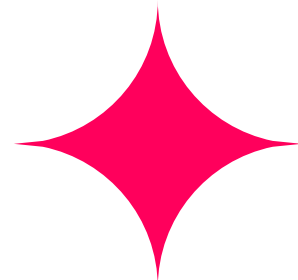
Please note that...

The following slides focus specifically on how social media features can support creators monetize their own content.

That being said, you will not find any information regarding brand deals or influencer marketing in general as the purpose of this is to highlight additional ways to make money.

Furthermore, we have broken down a variety of different platforms and tools that creators can utilize, that are useful for creators and their economy.

Similarities between social media platforms



How Features on Social Media Networks Compare

Social networks are increasingly offering similar features

Yes

No

Testing

Social Media Platform	Stories	Short-form Video	Livestreaming	Shopping	Live Audio
Facebook	Yes	Yes	Yes	Yes	Yes
Instagram	Yes	Yes	Yes	Yes	No
LinkedIn	Yes	No	Yes	No	Testing
Pinterest	Yes	No	No	Yes	No
Snapchat	Yes	Yes	No	Yes	No
TikTok	Testing	Yes	Yes	Testing	No
Twitter	No	No	Yes	Testing	Yes
YouTube	Yes	Yes	Yes	Testing	No

08/09/2021 *Application only

Source: The Information reporting

Platforms are offering the same feature to keep up with trends and successful features that perform well with the user experience. Such as short form content, live audio, live-streaming, shopping and stories.

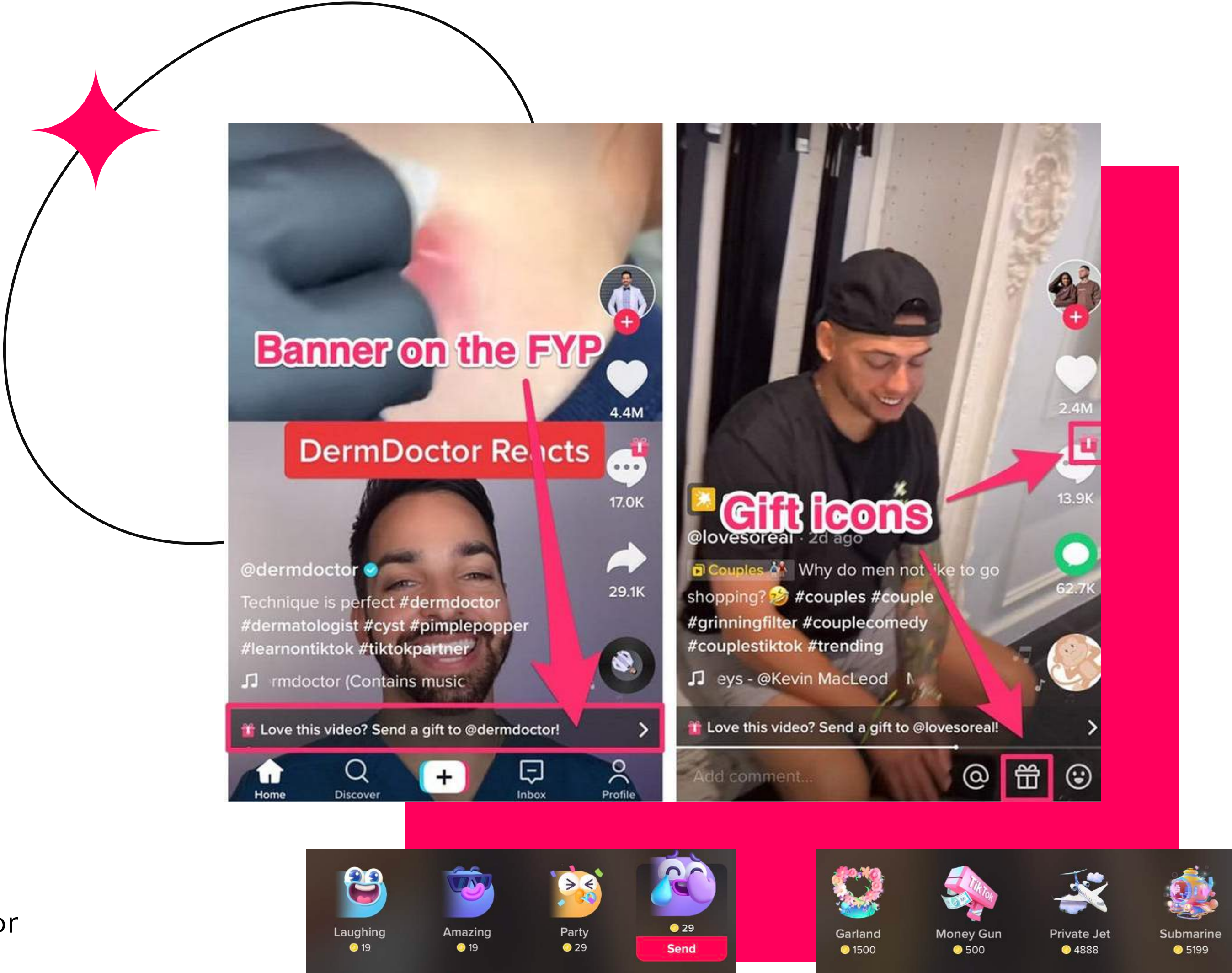
TikTok

01 Gifts

With Gifts, users can tip creators’ videos. Gifts were originally designed for LIVE stream but now users can send a gift even if the video is on the For You Page. Each gift costs between 25 and 1,000 TikTok coins that can be converted into diamonds that convert into dollars, which the creator can cash out.

02 Creator’s Fund

Creators can also earn money from the TikTok Creator’s fund worth \$1 billion, announced on July 2020. The creator simply needs to post on their TikTok account to earn money based on how well the videos perform.



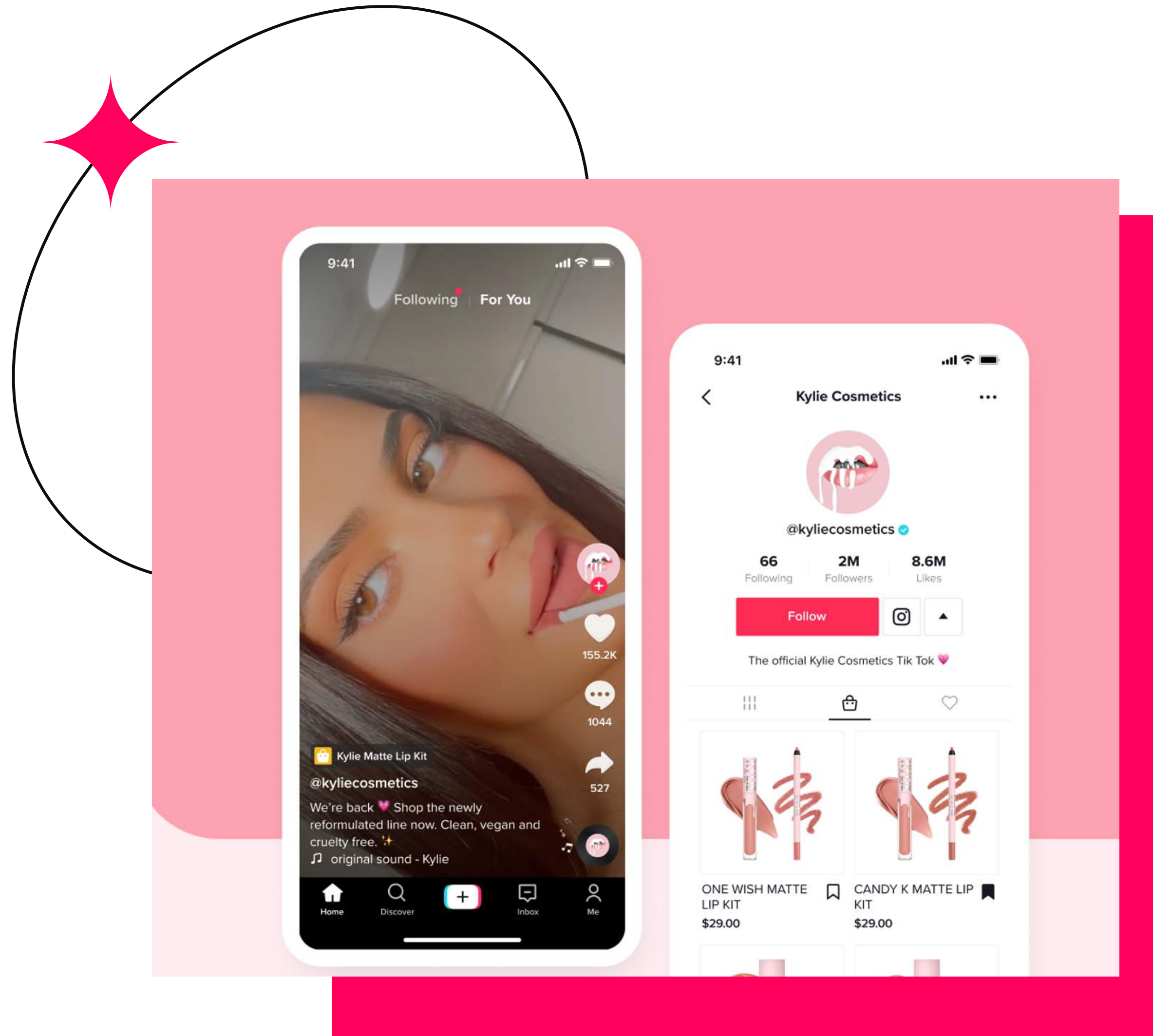
Source: <https://www.businessinsider.com/tiktok-expands-tipping-gifts-for-some-creators-fyp-videos-2021-8>

03 Shopify Storefront (pilot in US)

Merchants with a TikTok Business account will soon be able to build mini-storefronts on their profiles by adding a new "Shopping" tab to their pages and syncing their product catalogs.

Creators can easily tag the products in the videos and be even more connected to their fans.

Fun fact: according to a report from App Annie, TikTok users from the US and UK have higher average time spent in-app, surpassing the time per hour spent on YouTube.



Source: Shopify x TikTok



CEO

Dmitry Shapiro

“

The introduction of the iPhone and App Store in 2007 forever changed what we can do with our phones, allowing developers to innovate, creating over 2 million apps, and the term "there's an app for that".

The introduction of an App Store for Social Media Creators (Koji), brings the same dynamics to innovation in the creator economy, allowing developers to create countless new capabilities for social media creators to use on their links in bio. Today there are already over 100 apps in the Koji App Store, all taking advantage of common identity, payments, analytics, etc... allowing developers to do more in less time, and for their fans to have a radically more seamless experience.

Over the next few years, we will see a new generation of creators start to take advantage of these new creator economy tools, and redefine what it means to be a creator. While today we see very few creators making enough money to quit their jobs to be professionals, a middle class of creators will form, allowing hundreds of millions more creators to flourish.

Today's hundreds of companies providing small parts of an entire creator solution will get refactored into apps that are available on a link in bio, renderable inside of every social network, with unified analytics, payments, notifications, etc.

In a few years we will look at the workflow of today's creators and gasp at how draconian today's approaches will seem!

”

*Exclusive quote for The Influencer Marketing Factory

YouTube

01

Advertising Revenue

Creators can monetize their videos by signing up for an AdSense account. YouTube places companies' ads in the videos. The more users who clicks on the ad the more money the YouTuber will make.

02

Channel Membership

Channel memberships allow viewers to join your channel through monthly payments and get members-only content and other perks like badges, emoji, and other goods. Creators can decide how much to charge and which rewards to offer.

03

Merch shelf

The merch shelf allows eligible creators to showcase their official branded merchandise on YouTube and fans can purchase products directly below the creator's video.



Fun fact: in the last three years YouTube has paid out over \$30 billion to creators over the last two years and has recently hit 2 million participants!

04

Super Chat & Super Stickers

Super Chat and Super Stickers are ways to monetize and connect with fans during a live stream. Viewers can get the creator's attention by making their message stand out or by sending an animated sticker.

05

YouTube Premium

Allows users to watch videos on YouTube without advertisements across the website and its mobile app. Creators can earn a portion of a subscriber's fee when they watch their videos.

06

Super Thanks

Is currently being tested in beta and allows fans to buy a "clapping" animation for \$2, \$5, \$10 and \$50 to show support to the creator. Is like a tip and it can be dropped on any video uploaded to the channel.

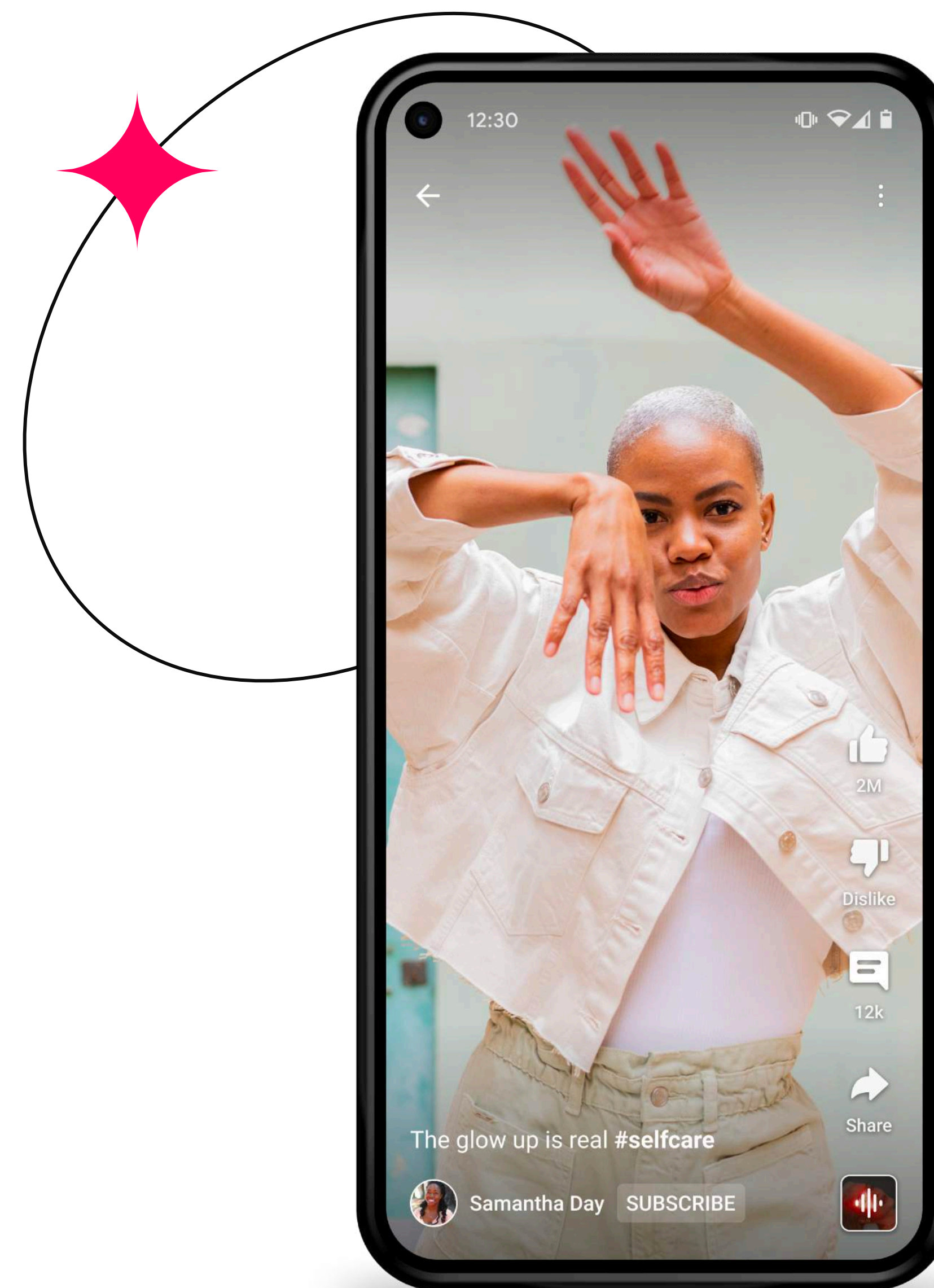
07 Shorts Fund

YouTube was the very first platform that paid creators for the content they posted on the platform.

Shorts is the response to the huge success that short format has seen with video content.

The new feature was introduced in the US in March after being tested in India in fall 2020. In May the company launched YouTube Shorts Fund worth \$100 million that will pay creators during 2021 and 2022. Shorts is a big opportunity for creators.

Before short form content, it was way more difficult to build an audience and a community. Now, it's faster and easier.



Source: Instagram



Pearpop



CEO & Co-Founder

Cole Mason

Pearpop is the first and only marketplace for social collaborations, empowering creators to monetize their following and grow their presence with authentic content. Pearpop was born out of the idea that social capital and monetization should be democratized and today, tens of thousands of creators (with every size following) rely on us to transform their social media into a business through collaborations, while brands leverage us for raising awareness and reaching their goals.



*Exclusive quote for The Influencer Marketing Factory

Instagram

01 Creators' Shops

Creators who want to sell their own products and merchandise are able to add an existing shop or set up a shop through the Instagram app. The goal of Creator Shops is to make it as easy as possible for users to buy directly from creators, within the app.

02 Affiliate Commerce

When creating a Feed or Story post, creators will have the ability to not only tag the exact products they are featuring in their content, but earn commission on any sales they drive from that content.

IG recently announced that they are taking down the swipe up option to be replaced with link stickers.

SHOPPING FEATURES

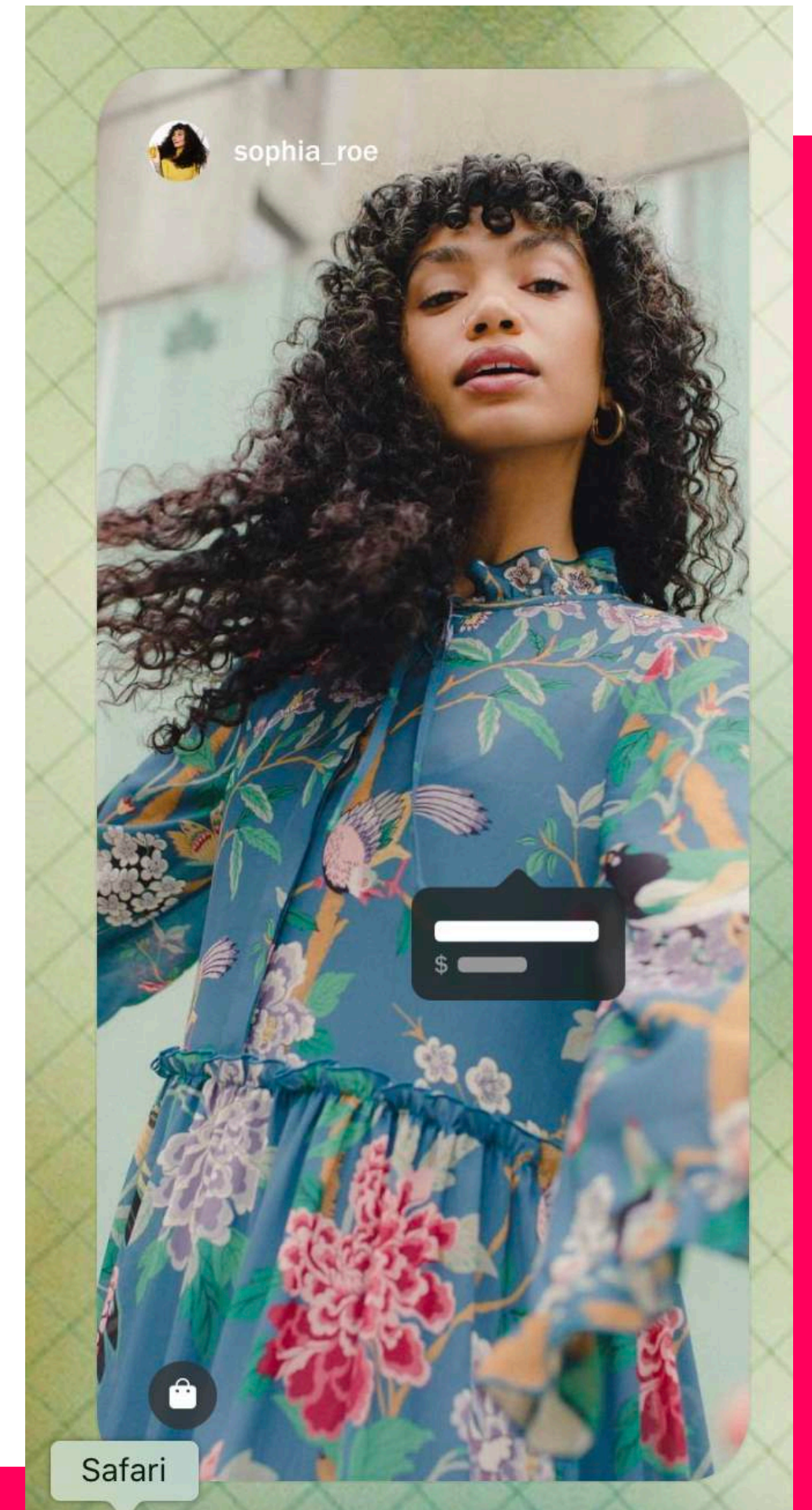
Let people shop your posts and stories.

Share Your Partnerships

Make your looks shoppable so followers can buy what you're wearing from the brands you've partnered with.

Sell Your Products

Have your own product line? Tag your products in stories or posts and put your business out there for your fans.



Source: Instagram

03

Live Badges

Creators that broadcast Instagram Live videos can earn “tips” from viewers in the form of heart badges. When a user purchases a badge, a heart icon appears next to their name in the live chat. Badges cost between \$0.99 and \$4.99, with a cap of 250 USD per viewer per session.

04

IGTV Ads

By monetizing the content on Instagram creators can earn based on the number of views of an IGTV. Creators get 55% of the ad revenue generated per view that is paid monthly. This feature is currently available in US, UK and Australia.



Source: <https://www.magiclinks.com/blog/instagram-live-badges-tipping-is-coming/>



Streamloots

CEO

Alberto Martínez Guerrero

“

We differentiate in the landscape because we accompany the streamer every step of their way. With the creator economy, the falling economic costs of production and distribution have been replaced by a new set of taxes: physical, emotional, psychological.

We understand monetization is important, but if we want creators to succeed and become their own company we need to care about Creator's rights and Creator wellness.

The first few years of the live streaming industry were about distribution and helping streamers build an audience. But the next few years are going to be about figuring out ways to get the long tail of creators (or the middle class of creators) get paid, get ownership of their fans and get access to rights and perks that are often limited to traditional employees.

”

*Exclusive quote for The Influencer Marketing Factory

Twitter

01

Tip Jar

Creators can set up their Tip Jar and anyone can send them money to support and show appreciation for their content.

02

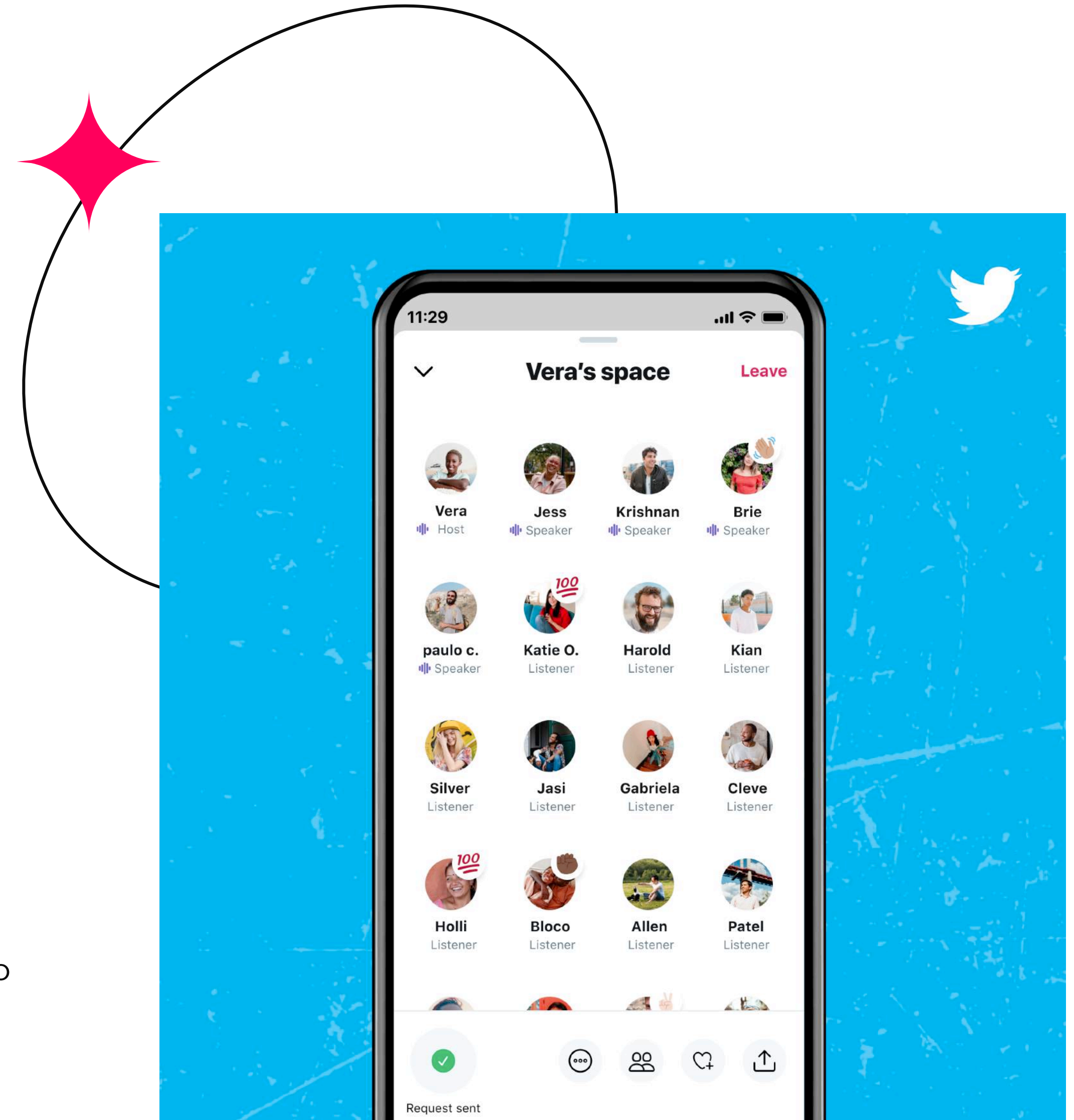
Super Follows

Super Follows works like a membership subscription. Creators can earn money each month by charging followers a monthly fee to get access to a more personal experience with bonus content.

03

Ticketed Spaces

Creators can host live audio chat and charge followers with Ticketed Spaces to participate. The tickets can cost from \$1 up to \$999.



Source: Twitter



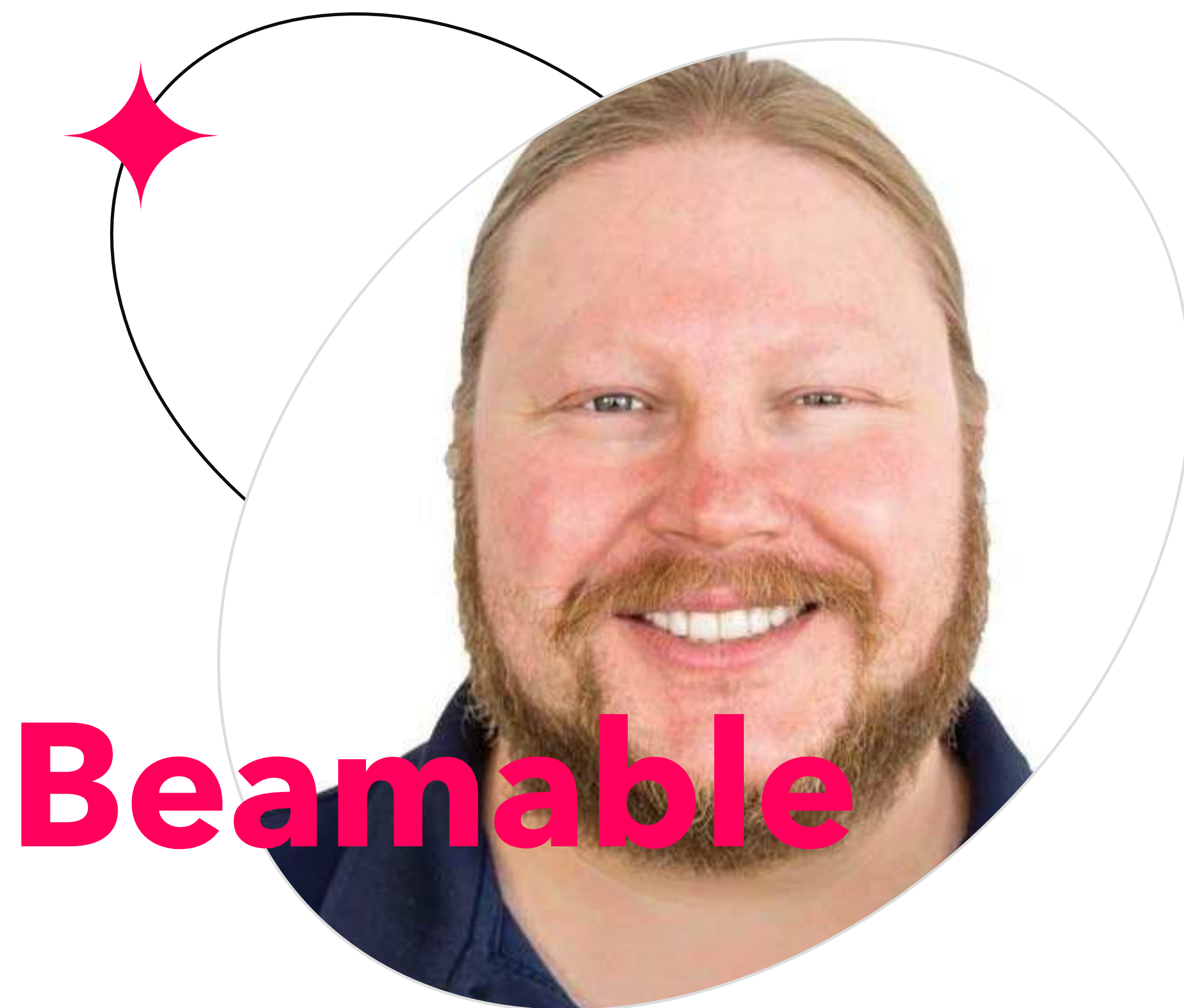
Game development is the defining form of art and creativity of this generation--perhaps this entire century. There are millions of game-makers in the world today, and there are billion-dollar games that started with one or a handful of creators.

Our mission at Beamable is to make it possible for anyone--whether an established studio or a creative individual--to earn a living from game development.

We do so by equipping them with the tools that let them focus on the storytelling, features and experience of games without needing to be concerned with the technical plumbing.



*Exclusive quote for The Influencer Marketing Factory



CEO

Jon Radoff

Facebook

01 Advertising Revenue

In-stream ads help creators earn money by embedding short ads before, during and after your videos. The revenue is determined by factors like how many views the videos have and who the advertisers are.

02 Fan Subscription

Creators can charge followers a monthly fee to have access to exclusive content, badges, personal interaction and more. Creators can set the price of the subscription.

03 Bonuses

By the end of 2022, FB plan to invest over \$1 billion in programs that give creators new ways to earn money for the content they create on Facebook and Instagram.

04 Stars

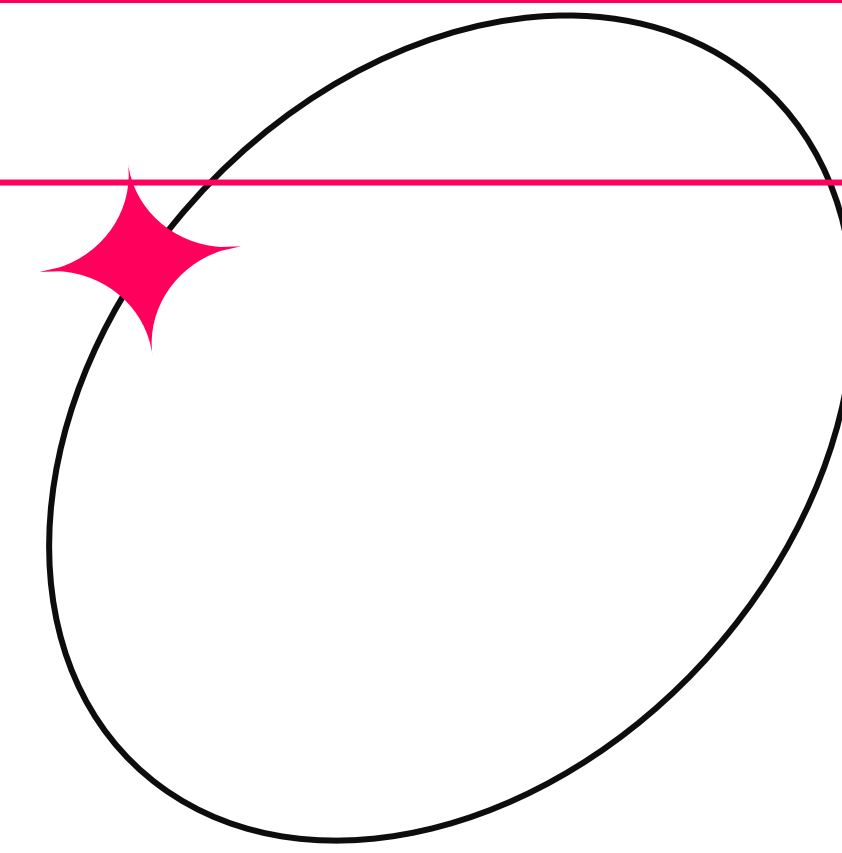
Is a feature that allows creators to monetize live streams. Viewers can buy and “Stars” during the stream. For every Star a creators receives, Facebook will pay \$0.01. It’s a way to celebrate your work (just like Bits on Twitch).

05 Paid Online Events

Paid online events are a new way to monetize the live broadcast of an online event through a single participation fee that guests pay at the time of registration.

06 Donations

Creators can pick a service to accept payments and receive donations (like Buy Me a Coffee).





Social tokens are fully customizable, branded cryptocurrencies unique to individual creators that function as digital economies that they share with their fans.

Creators have traditionally had to rely on centralized platforms with gated walls to earn income, Rally is enabling creators to directly monetize their audiences regardless of the platform they're engaging on. This is critically important as creators face challenges like changing policies.

Rally is also reinventing the business model for creators. These centralized platforms also take 100% of revenue from creators and distribute however they choose. With social tokens, creators and their fans retail all or most of the revenue that's generated without going through an intermediary. Platforms like Patreon and Substack paved the way by replacing ad-based monetization with direct-to-fan monetization. Rally and other social token platforms are taking this model to the next level by allowing fans to participate and grow the economy alongside their favorite creators.



*Exclusive quote for The Influencer Marketing Factory



Twitch

01 Subscription

Creators can earn money when fans subscribe to their channel by paying a monthly subscription (minimum is \$4.99 a month), and the creator can decide the benefits they get access to.

02 Merchandise storefront

Creators can earn money by setting up a merchandise storefront via third party site directly under their live stream.

03 Running Ads

Another way to support the creator is to watch the ads they run during the live streams (just like YouTube). The more the ads are seen the more the creators earn.

There are two main ways to monetize: you can be an affiliate (the bare minimum for monetizing the channel). Once you have streamed 25 hours across 12 unique streams with an average of 75 viewers you can become a “partner” and have more perks - for example the verified badge.



Metaverse, NFTs and Memes...



Roblox

Developers can monetize with the Developer Exchange Program the games they create in different ways.

01 Game Access

Developers can require players to pay a fee to access the game. Payments and purchases are made with Robux, the platform's digital currency that can be cash out in real money.

02 Avatar clothing

Creators with a membership can sell clothing, footwear, hairstyles, t-shirts, facial expressions within their game but creators need to pay a fee to upload them for sale.

03 Premium Payouts

Creators can earn Robux based on how engaging the game is, the more time they play it the more Robux the creators earn.



Source: Roblox's Instagram

Brands are tapping in the Metaverse

01

Gucci

The two-week long media installation is a virtual experience where visitors can immerse themselves into the Gucci virtual world and creative vision of Alessandro Michele. Avatars becomes a neutral mannequin that can experience every different room of this experience and purchase and wear Gucci virtual items.



Source: Roblox

02

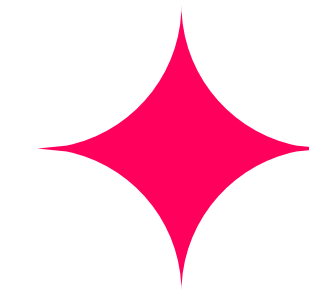
Vans

Vans World is a skateboarding metaverse playground inspired by famous Vans locations all over the world. Players can buy custom virtual items for their skateboard or sneakers but there are also free items of the day.

Vans fans all over the world can come together and engage.

This is how to ensure your brand stays relevant to future generations: if we don't pay attention to the billboards on the streets because we are too busy on the phone might as well put them in the virtual world where we can interact not only with the brand but with a community that shares our same values in real time.

Newsletter fight 👊👊



01 Twitter Revue

Acquired in June, the Dutch startup allows to newsletter email to be monetized.

Twitter is now testing a feature that allows people to subscribe to your Revue newsletter directly from the Twitter profile.

02 Facebook Bulletin

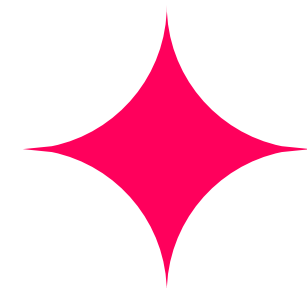
Launched in June as a newsletter for independent writers and podcasters with free and paid content, Bulletin is trying to compete with competitors like Substack. Facebook is recruiting more and more writers with a \$5 million fund to pay journalist through the years.

03 Substack

Founded in 2017, Substack is a subscription platform where writers can earn a monthly check by publish their newsletter, blog or even podcast. The platform charges 10% for every dollar that creators make.

04 Letterdrop

Founded in 2020, Letterdrop is a newsletter and blog platform where writers can earn a monthly check through paid subscription, sponsorship or freelancing for other Letterdrop publications. Writers can use the platform for free up to 1,000 subscribers. Moreover, it takes only a 5% cut for membership fees for every \$1,000 you make per month.



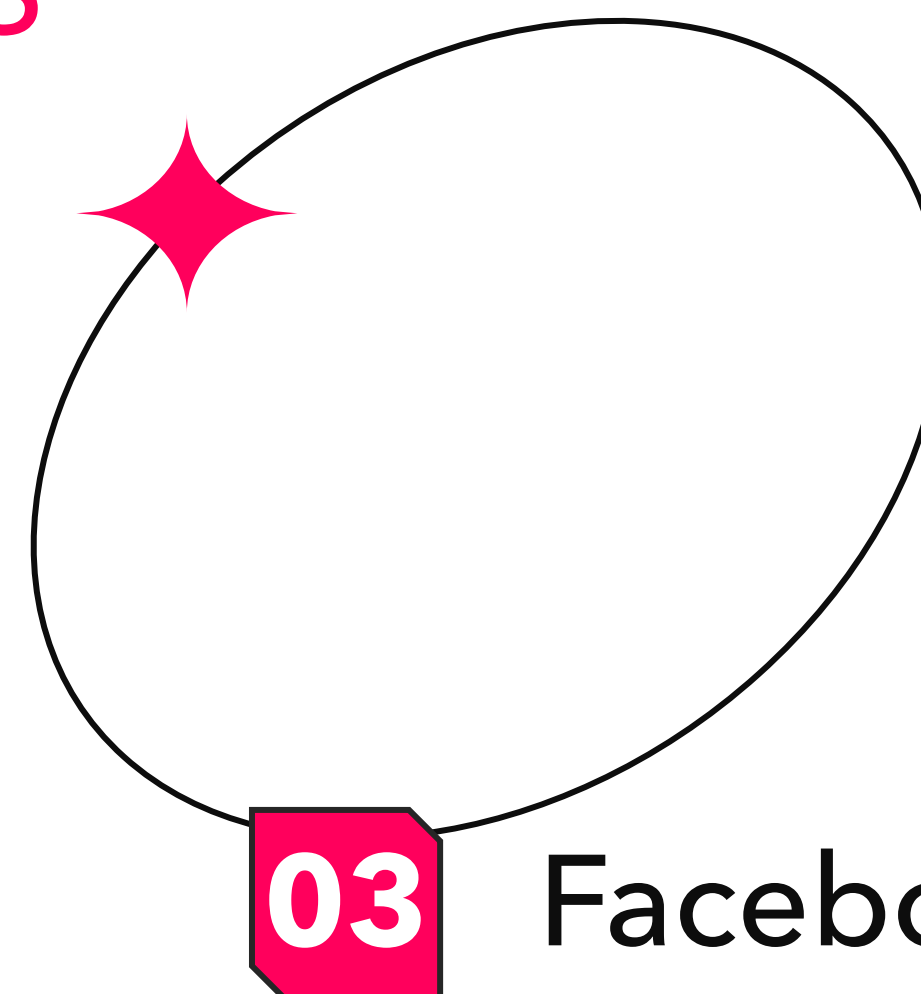
Podcasts and Audio Rooms

01 Spotify paid subscription

Launched through Anchor (podcast content creation tool) and until 2023 creators that join the paid subscription program can keep 100% of the subscription revenue. The creator can decide which content can be under the subscribed option and prices can go from \$0.49 to \$150. Creators and their community demands more flexibly even when it comes to price range!

02 Acast

Founded in 2014 is a fully integrated podcast marketplace with an access to a range of monetization and tools necessary to expand their listener base. Last year the company started a partnership with Patreon, where creators are able to share the exclusive content with more listeners.



03 Facebook Audio Rooms

With the rise of the audio platforms big companies are keeping up by letting creators be able to monetize every aspect of their content. In Audio Rooms, creators can host conversations similar to Clubhouse and Twitter Spaces. Additionally they allow creators to be supported by fans through Stars, and they are currently working on the ability to charge for access to a Live Audio Room.



Writers are the original creators - of stories, of ideas, and of culture. Great writing is tremendously valuable to society, but its value has been eroded by business models that favor short bursts of internet engagement. Substack is restoring that value, with a model that rewards great writing by letting readers subscribe directly to their favorite writers and putting readers and writers in charge – not ad-shilling algorithms. That's the future.



*Exclusive quote for The Influencer Marketing Factory



Substack

VP of Communications

Lulu Cheng Meservey

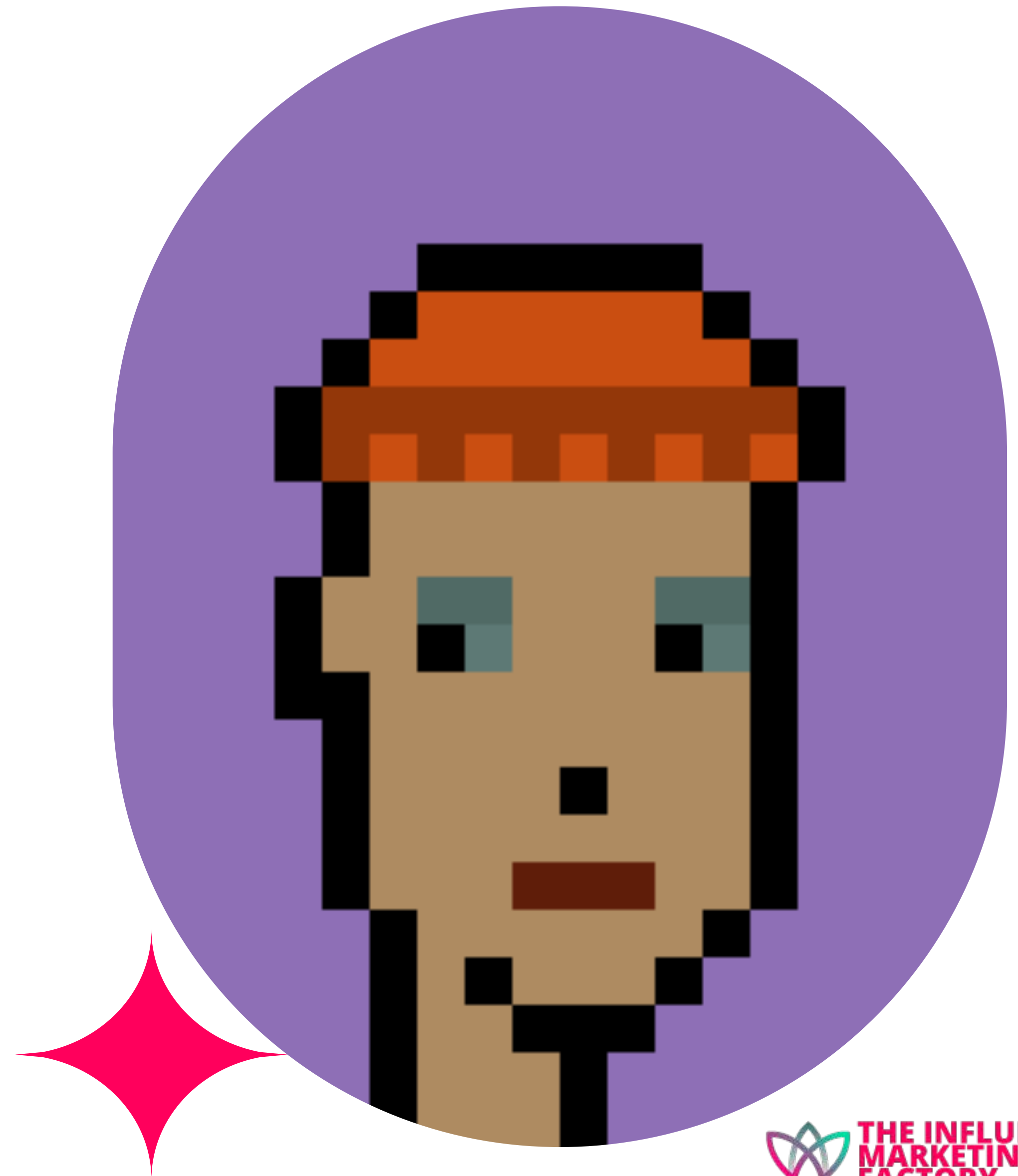
NFTs

Whether because of a celebrity, an entrepreneur, brand or influencer everyone knows about the NFT wave that took over the past year.

But why are creators making a lot of money out of it?

A non-fungible token is a unique digital token managed on the Ethereum blockchain and it can be almost anything: from a meme to an artwork to a tweet.

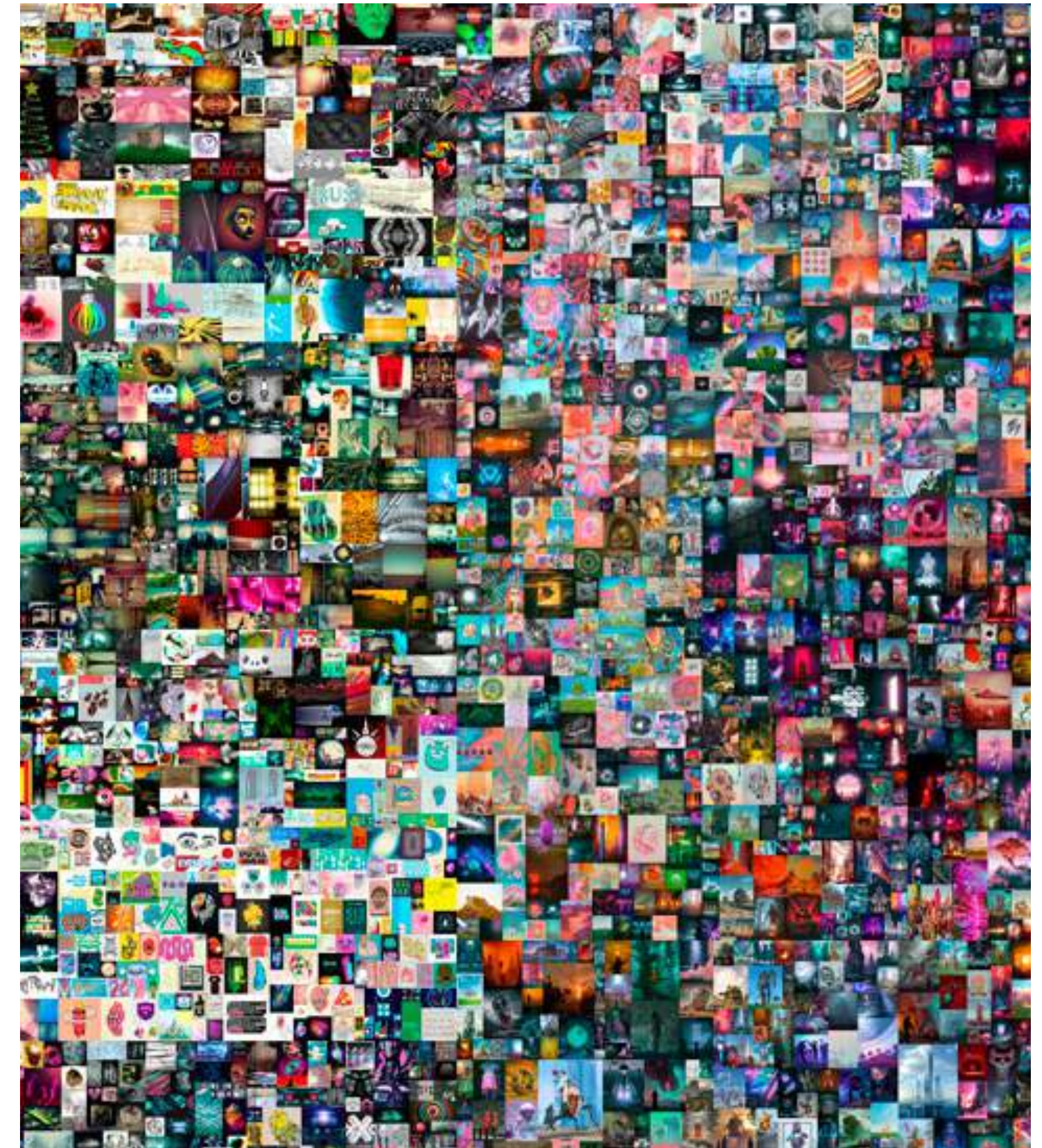
With the blockchain technology creators are able to monetize their digital work, be fairly compensated and have full control of their products in a way that was not possible before.



Source: OpenSea

It's not only about creators...

- ✦ Digital artist Mike Winkelmann known as Beeple sold his artwork "Everydays: The First 5000 Days" for over \$69 million at Christie's auction in March 2021.
- ✦ Visa (yes, the financial service) bought a crypto punk for \$150,000 USD in August 2021.
- ✦ OpenSea sold \$1 billion of digital assets in August 2021.
- ✦ Axie Infinity hit \$1.1 billion USD in sales becoming the highest-grossing NFT project.
- ✦ Celebrities like Paris Hilton, Steve Aoki, Shawn Mendes and Eminem released their own NFTs.
- ✦ Brands like Coca-Cola, Burberry, Taco Bell and more are tapping in too.



Source: Christie's

Mememes are THE community

Over the years mememes became a big part of the Internet culture. They keep us entertained, people communicate through mememes, and if they are good enough you will laugh out loud.

Mememes' accounts are run by very talented creators that a lot of the times don't even get credits for their creativity.

With the creator economy such personalities are able to become correspondent for events like the Met Gala. Or even better, raise a big quantity of money for a good cause.

Mememes pages are the biggest example of the power that communities holds on the internet.

HOME > NEWS

An Instagram meme account raised over \$6.7 million in a matter of days for Afghan rescue mission

Emily Walsh Aug 22, 2021, 2:23 PM



FLYAWAY: EMERGENCY AFGHAN RESCUE MISSION



Tommy Marcus's GoFundMe page for Afghanistan.

Screenshot via GoFundME

NEWS

WATCH NOW



POP CULTURE NEWS

Here's why you'll be seeing more mememes from this year's Met Gala

Saint Hoax, known for his meme account on Instagram, will be the platform's first-ever 'Meme Correspondent' on the Met Gala red carpet.



A group of four young adults are gathered around a wooden table, looking at a laptop. A man on the left is pointing at the screen. A woman in the center is smiling. A woman on the right with glasses is also smiling. A fourth person is partially visible on the far right. There is a coffee cup on the table.

Platforms for Creators

MediaKits

“

The creator economy in 2021 is in a very interesting place, we're beginning to see a fundamental shift of power from the platforms to the creators themselves due to the omni channel presence most creators are realizing is vital to their longevity. Additionally, in 2021, everyone is a creator now in some way, the creator economy, much like the sharing economy was back in 2010, is transitioning from a compartmentalized industry to a real piece of our economic structure as a society. This is precisely why we're building MediaKits to empower these early adopters with tools & resources to lead the charge.

”



Co-Founders

Kieran O'Brien

Casey Adams

“

The creator economy is only just beginning and I believe that the power is shifting to the creators instead of the platforms. Our team at MediaKits is focused on empowering creators by providing a tool that allows them to create custom MediaKits online using real time data and analytics. All creators deserve the best tools to help them thrive in the creator economy and we know that MediaKits will help them represent themselves in the best way possible.

”

*Exclusive quotes for The Influencer Marketing Factory

Powering the Creator Economy



Is a financial studio for collaborating, splitting revenue, money management and metrics all in one place. Valued at \$100 million the startup has raised \$4 million in October and recently launched "Pay" to help creators collect on brand deals and pay collaborators.



A platform designed to give creators and brands a dedicated place to start and grow communities. The startup has raised \$50 million in a Series B funding back in April. Their goal is to build a creator middle class. The platform set membership, payment option, online courses, event integration for creators.



A livestream beauty app that compound UGC reviews, e-commerce and videos form social media. The content is instantly monetized instantly and creators earn commission for every sale they drive. The company recently raised \$28M in series A round by Streamlined Ventures, and currently sells over 200 beauty brands. The funding will be also invested in recruiting more creators.



Being in a community is the best way to navigate a rapidly changing world – it helps us learn quicker, adapt, and find support and accountability from like-minded people.

Because of the dramatic results people experience by being part of communities, they're also the secret to modern entrepreneurship – an entrepreneur who builds a community-powered business is able to build a more sustainable, scalable business.

Mighty Networks provides the software, strategy, and support that creators and entrepreneurs need to take advantage of this new way of doing business and bring all of their content, courses, and events into one place with a thriving community at the center of it all.



*Exclusive quote for The Influencer Marketing Factory

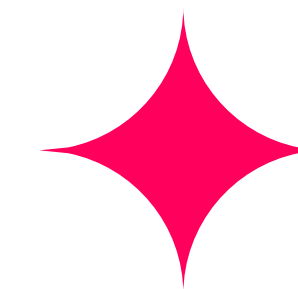


Mighty Networks

SVP, Marketing

Jane Stecyk

... so many more



Pietra

The startup raised \$15 million in June and \$4 million back in 2019, and is currently valued at \$75 millions. It's like a creator hub where any size creator can come in and launch a digital-first consumer business. The platform allows creators to connect to top vendors, set up warehouses and fulfillment and creator their own website.



The most work for creators comes when they have to edit their content and distribute it to different platforms. This is when JellySmack taps in with their "Creator Program". The company helps creators to maximize the potential of their content by adapting it for every social media, A/B test on videos to find the best combo and much more.



The link in bio startup raised \$10 million back in June 2021. Koji can be used across any social media platform. Koji profiles includes hundreds of mini apps like Tip Jar, Shoutout or Ask Me Anything. The Koji page is totally customizable and is built to engage and strengthen the creators community. The platform recently launched IAY "I Asked You" an app that brings creators innovative new tools for crowdsourcing content from their followers. Creators set a prompt like "try not to make me laugh" and followers submit videos, images etc that meet the prompt. Then the creator picks the best to share in a compilation or a reaction video.



Linktree

Linktree Founders

Anthony Zaccaria, Alex Zaccaria, Nick Humphreys

“

As the internet becomes increasingly fragmented and the creator economy continues to experience rapid growth, Linktree has become a solution for more than 16 million users to curate an online ecosystem and seamlessly monetize their audience.

The Passion Fund we launched earlier this year celebrated the launch of Commerce Links and awarded creators with a big dream an investment and tools to help turn their passion into a career.

Commerce Links, powered by PayPal and Square, provides users the ability to engage in frictionless transactions, quicker paths to purchase for their customers and an ability to connect their online ecosystem to their products or services.

Our commerce offerings are ever growing, meeting creators where they need it most. Our most recent feature we introduced onto the platform is Music Link, which automatically displays the same song or album across all music streaming services to let users listen to content on their preferred platform, thus boosting streaming possibilities.

We will continue to roll out creator-focused partnerships, feature expansions, and product developments to ensure Linktree continues to be a launchpad for creators.

”

*Exclusive quote for The Influencer Marketing Factory

Other ways to sell fun engagement

PATREON

Patreon is a membership platform that allow creators to get paid.

Fans pay x amount every month or per post. There are more than 200,000 creators and they made \$1 billion in 2020.



Cameo is an online service that lets people hire creators or celebrities to create personalized videos. Video prices can range from \$1 to \$1,500 and you can set your own rate.

Creators that are making a living out of these platforms explain how much community is important. You only need 1,000 loyal fans and if they subscribe for \$5 a month you'll have \$5,000 revenue by Patreon alone.

Case Studies



Charli D'Amelio x Dunkin'

The coffee chain partnered with TikTok's most famous creator, Charli D'Amelio, introducing the Charli Foam in September. Charli took over Dunkin's social channels for the whole month and the company created a special merch collection.

The company sold hundreds of thousands of drinks within the first five days of its launch and the day the drink launched the Dunkin app had a 57% increase in downloads as well as a 45% surge in cold brew sales the day after the launch.



Cole Chase Hudson, also known as "Lil Huddy" is a 19 year old TikToker, now also singer and actor. He recently launched 10 different gel nail sticker sets. This is a great example of co-creation between a brand and a creator.

Lil Huddy x Glamnetic





Pietra is a platform for Creators, of all sizes, who have an idea for a product line or lifestyle brand but don't know where to start. Pietra's step-by-step platform allows Creators to connect with some of the world's top vendors, set up warehouses and fulfillment, and create their own website all from the comfort of their home.

Pietra is making it their mission to put the power back into the hands of the Creator by handing them the tools they need to express their creative vision without the complications most brand builders face. Co-founded in 2019 by CEO, formerly of Uber, the platform aims to lower the barriers of entry for Creators seeking to delve into entrepreneurship and offer shoppers a dynamic marketplace to explore up and coming brands.

The Creator economy is in its infancy. Over the next decade, we will see an increase of people who make their living online. Companies like Pietra will continue to build the tools and infrastructure that will allow Creators to take power back into their hands and monetize the audiences they have spent so much time and effort building. The future isn't about brand deals where Creators rent out their audience, Creators will be business owners.



*Exclusive quote for The Influencer Marketing Factory



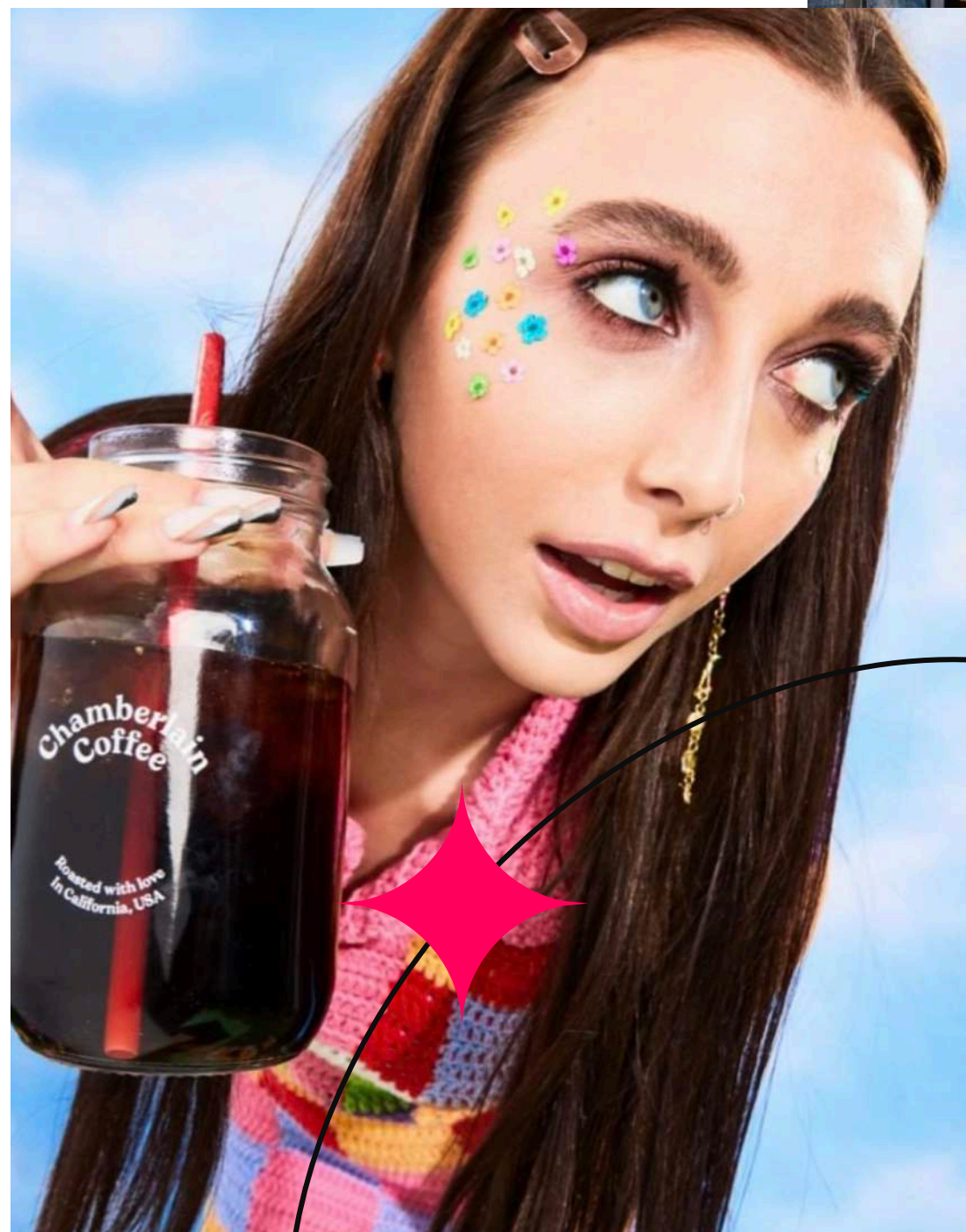
CEO and Co-Founder

Ronak Trivedi

Source: Levi's Instagram



Source: Chamberlain Coffee



Chamberlain Coffee

Talking Business

Emma Chamberlain is a 21 year old YouTuber and podcaster with more than 24 Million followers between Instagram and YouTube and a BIG passion for coffee. In 2019 she launched her personal coffee brand "Chamberlain Coffee" along with merchandise, cups, straws and more. She was one of the first to create coffee bags that turn water into coffee.

This is the perfect example of how creators diversify their business. And what about a collab between a brand and the creator's brand? Sure thing.

Back in May, Chamberlain Coffee opened a pop-up store within the Levi's store in Santa Monica to celebrate the launch of Levi's secondhand collection. Consumers could buy merch from Chamberlain Coffee while sipping an iced latte!

A photograph of three people (two women and one man) sitting around a wooden table, laughing and looking at a laptop. The woman on the left is wearing a white sweater, the woman in the middle is wearing a brown jacket, and the man on the right is wearing a denim jacket and glasses. There are two laptops on the table, a brown leather folder, and glasses of water. The background is a blurred indoor setting with plants.

**Other experts
told us...**

**CEO & Founder***Kirill Goryunov*

“

The idea of investing in creators has been discussed for a long time, but there was no real vehicle for most of the people. HumanIPO is pioneering that space by allowing fans to invest in creators directly, and build a personal connection with them. We're basically building a new type of relationship where both, creators and fans, benefit from that. Creators get a non-debt capital directly from their fans, and fans get an access to the creators they believe in.

”

*Exclusive quote for The Influencer Marketing Factory



Jellysmack helps leading video creators grow their audiences by optimizing their video content and distributing it across multiple social media platforms. For example, a YouTube creator might not have a big following on Snapchat or TikTok, and Jellysmack helps them build those additional communities and monetize those audiences.

First and foremost, Jellysmack's technology is what sets it apart. Our in-house tech suite and first-party data power creator detection, video content testing, audience targeting, and insights. Our approach allows creators to reliably scale their business across multiple social platforms without taking on any financial risk or extra work. Most importantly, Jellysmack powers growth while letting creators stay focused on their passion—creating content.

The entire Jellysmack business model is new within the industry and it is changing the conversation around creator partnerships. By using a revenue-share model, it establishes creator-first partnerships that are rooted in trust and transparency, something that many digital companies of the past failed to achieve. Jellysmack's earnings are predicated on the creator's earnings so the company does everything in its power to ensure a creator's success.

In fact, Jellysmack is the only company with the unique ability to grow social video audiences at scale for individual content creators because it has also built and scaled its own top-performing social communities across several social media platforms including Beauty Studio (#1 cross-platform beauty community), Oh My Goal (#1 cross-platform soccer community), House of Bounce (#2 cross-platform basketball community), and Binge Society (#2 cross-platform movie community); rankings per Tubular Labs.



*Exclusive quote for The Influencer Marketing Factory



Jellysmack

Chief Marketing Officer

Amber Tarshis



Some creators today are earning millions of dollars per year through engaging in brand deals, selling digital content, creating courses, and more. These online micro-entrepreneurs now number over 50 million in the US. At the same time, excitement from the tech industry around the creator/passion economy is at a fever pitch: nearly every large social media platform is rolling out new funds, programs, and features to attract and retain creators. And a multitude of new startups seeks to serve creators and make it easier for them to earn a living.



Atelier Ventures

Founder & General Partner at Atelier Ventures

Li Jin

Our content creators said...



Taylor Mecca

1.2M followers
[tiktok.com/@tmecs](https://www.tiktok.com/@tmecs)

“

I think it's great how much you can make on social media at such a young age. It's money we can put towards our visions and plans for the future. I'm a singer and having an income has helped me grow in my career a ton and I'm so grateful for it!

”



Sarah Francati

2.3M+ followers
[tiktok.com/@sar_carollyn](https://www.tiktok.com/@sar_carollyn)

“

The creator economy is such an interesting concept. A lot of people don't see creators as hard-working or professionals. However content creation is extremely important and can take hours or days to complete and assign task. The money we receive in return it's based on the hard work we put in to creating for different brands. Creating content has been such a blessing. I finally feel like me and my sister Emily are finally being properly awarded and recognized for our hard work.

”



Davien Garcia

750.8K followers
[tiktok.com/@davienjgarcia](https://www.tiktok.com/@davienjgarcia)

“

Creating content as an influencer has changed my life! I finally get to live my dreams!!! Ever since beginning to take creating content more seriously, I've seen that opportunities are endless and many brands are realizing our worth as creators. One of the biggest things this has done for me is allowed to quit my part-time job and focus on what I love doing, creating video.

”



Jennifer Kassir

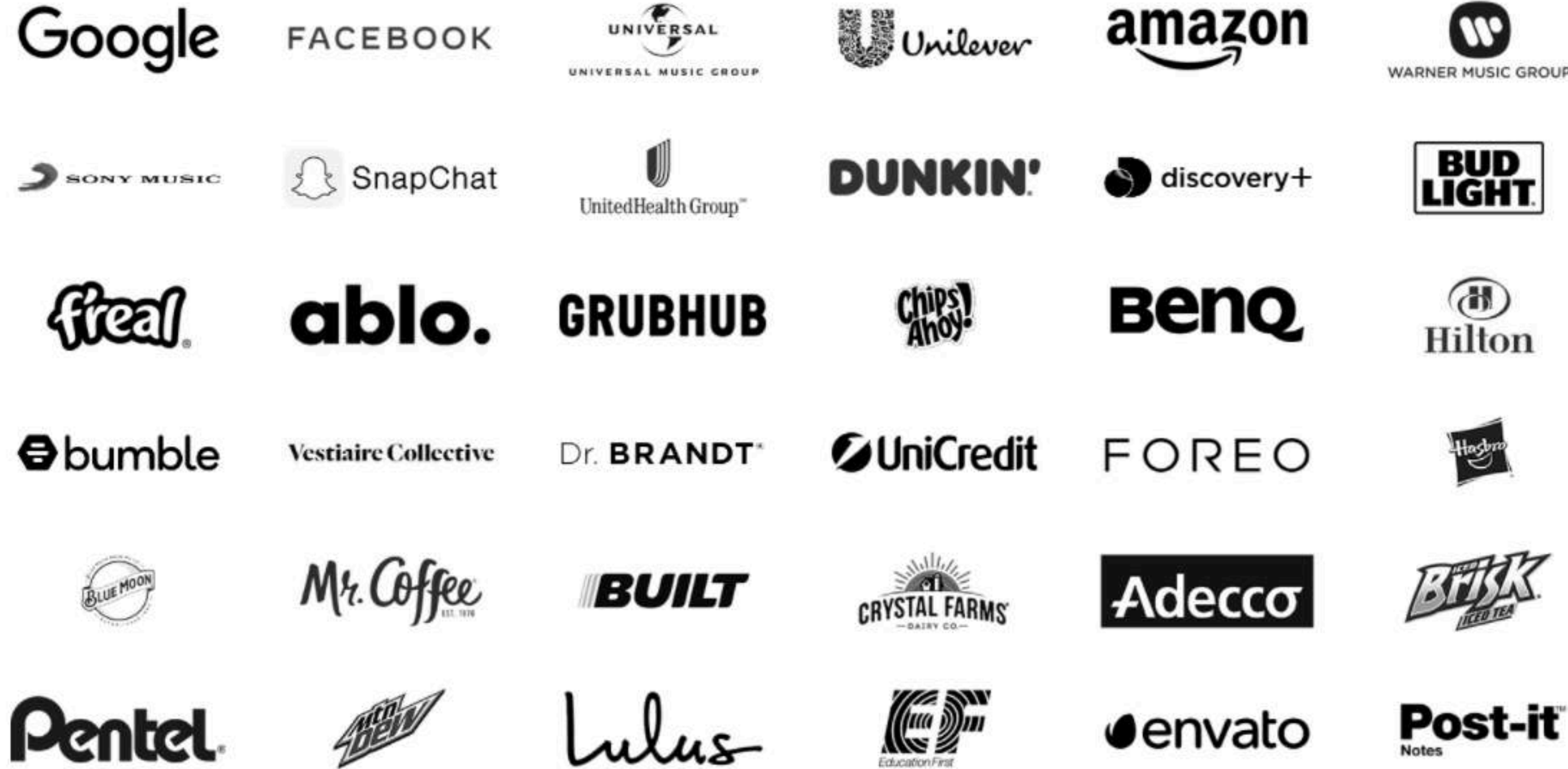
2.4M followers
[tiktok.com/@msbeanieofficial](https://www.tiktok.com/@msbeanieofficial)

“

It's amazing to see what growing and fostering such a large community online can do for you now. I'm amazed that brands have recognized the value in a creator and it is now possible to make money online. While some people can earn large sums, it is also interesting to see how hard you have to work to earn that money. If you cannot "convert" you likely won't be chosen - having a huge following isn't enough anymore.

”

Some of our amazing clients



Ready for your next Influencer Marketing Campaign?

[Get In Touch](#)

Resources:

- <https://signalfire.com/blog/creator-economy/>
- <https://influencermarketinghub.com/creator-earnings-benchmark-report/>
- <https://www.businessinsider.com/instagram-meme-page-raised-67-million-dollars-to-rescue-afghans-2021-8>
- <https://www.nbcnews.com/pop-culture/pop-culture-news/here-s-why-you-ll-be-seeing-more-memes-year-n1279003>
- <https://blog.youtube/news-and-events/introducing-youtube-shorts-fund/>
- <https://business.instagram.com/creators/earn-money/>
- <https://help.twitter.com/en/using-twitter/spaces-ticketed>
- <https://about.fb.com/news/2021/07/investing-1-billion-dollars-in-creators/>
- <https://blog.roblox.com/2021/05/gucci-garden-experience/>
- <https://www.roblox.com/vans>
- https://blog.twitter.com/en_us/topics/company/2021/making-twitter-a-better-home-for-writers
- <https://about.fb.com/news/2021/06/introducing-bulletin-a-platform-for-independent-writers/>
- <https://letterdrop.com/>
- <https://podcasters.spotify.com/blog/paidsubscriptions>
- <https://variety.com/2021/digital/news/spotify-podcast-subscriptions-us-creators-1235047176/>
- <https://about.fb.com/news/2021/06/live-audio-rooms-and-podcasts-on-facebook/>
- <https://acast.com/en/patreon>
- <https://www.acast.com/en>
- <https://www.theverge.com/22310188/nft-explainer-what-is-blockchain-crypto-art-faq>
- nytimes.com/2021/03/11/arts/design/nft-auction-christies-beeple.html
- <https://hypebeast.com/2021/8/axie-infinity-ethereum-first-nft-game-1-billion-sales-info>
- <https://decrypt.co/79689/opensea-weekly-nft-sales-surpass-1-billion-for-first-time>
- <https://www.cnbc.com/2021/08/23/visa-buys-cryptopunk-nft-for-150000.html>
- <https://www.tubefilter.com/2021/05/14/startup-stir-launches-pay-creators-collect-brand-deals>
- <https://techcrunch.com/2021/04/26/mighty-networks-raises-50m-to-build-a-creator-economy-for-the-masses/>
- <https://techcrunch.com/2021/08/30/flip-bags-28m-to-turn-beauty-wellness-social-commerce-on-its-head/>
- <https://backlinko.com/patreon-users>
- <https://www.businessinsider.com/what-is-cameo?r=US&IR=T#:~:text=Cameo%20is%20an%20online%20service,%241%2C500%2C%20depending%20on%20the%20celebrity.>
- <https://www.prnewswire.com/news-releases/creator-economy-platform-koji-announces-ia-y-app-for-community-crowdsourcing-301337344.html>
- <https://www.jellysmack.com/>
- <https://techcrunch.com/2021/06/30/pietra-raises-15m-from-founders-fund-to-help-creators-launch-their-own-product-lines/>