



THE CREATOR ECONOMY REPORT

2023



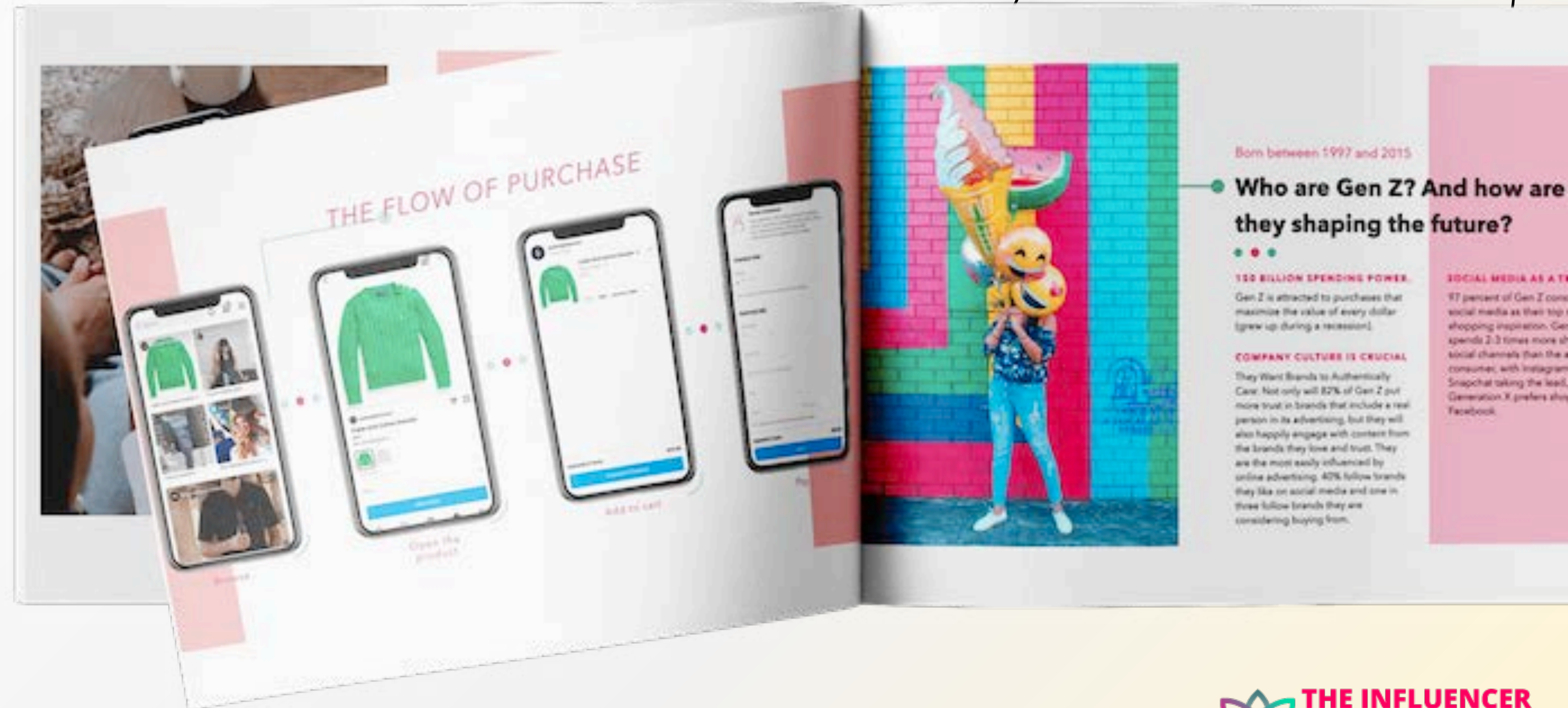
THE INFLUENCER
MARKETING
FACTORY

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



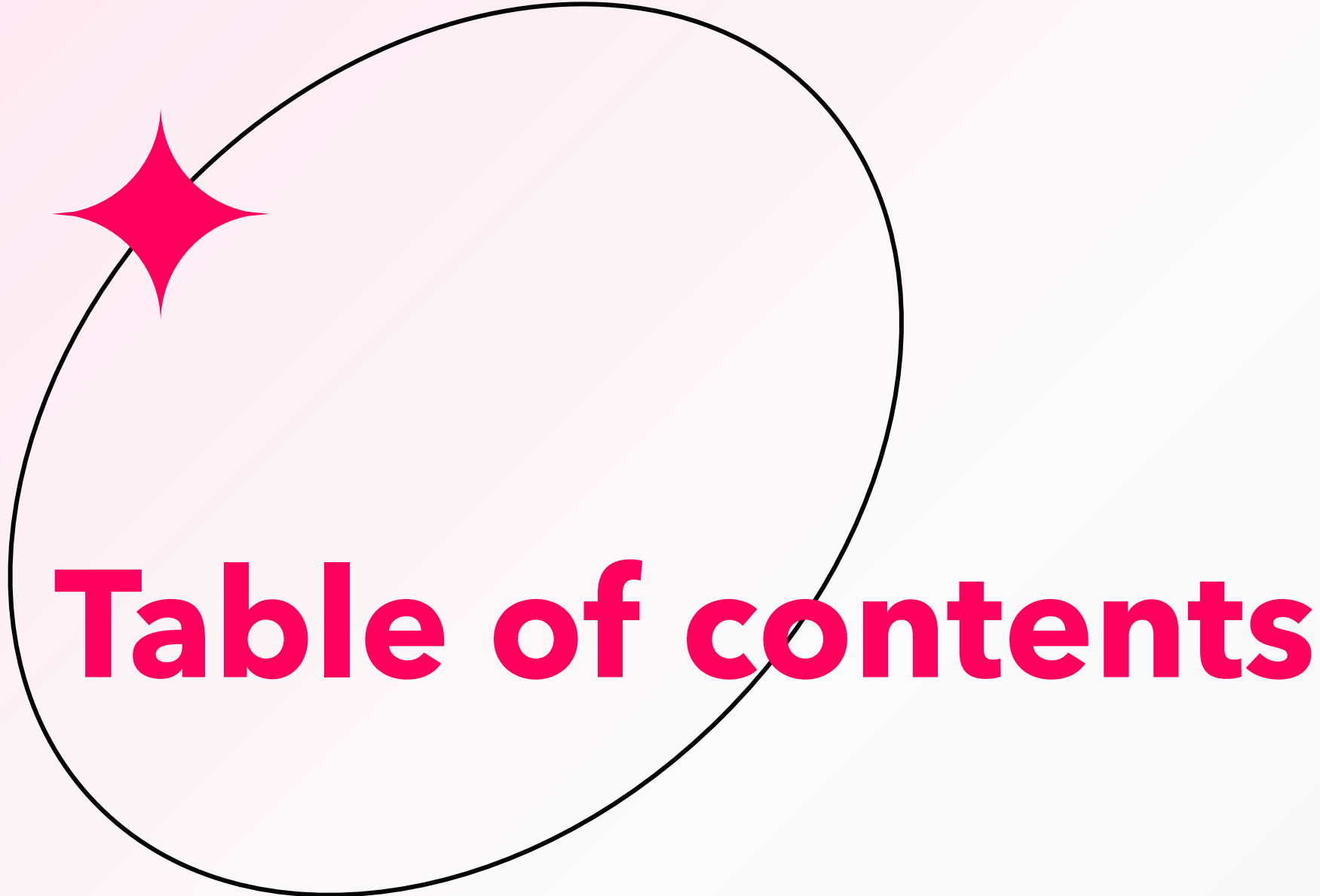


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Top Findings

From our exclusive Survey

- 01** More than 40% of users tip creators an average of \$5 to \$10 on social media in 2023, a dramatic increase from only 17% in 2021.
- 02** TikTok and YouTube are the top favored and top earning platforms at a relatively even rate in 2023. For both TikTok and YouTube, 26% of creators say they are their favorite platforms and 26% say they earn the most on either platform.
- 03** YouTube has consistently been the top platform for tipping creators with 29% of users favoring the platform in 2021 and 26% of users favoring the platform in 2023.
- 04** The majority of content creators interviewed make between \$50K and \$100K per year.
- 05** Only 4.8% of creators interviewed with more than 5M+ of followers reported earning more than \$1M per year in 2023.

From our research on the Creator Economy

- 01** Creator-led brands have emerged as valuable partners for well-known companies, sports teams, leagues, and other entities looking to expand their audience by tapping into the content creators' niche audience.
- 02** As monetization programs shift on top social apps, content creators are looking for new methods to earn revenue. Content creators are turning to releasing merchandise, selling exclusive content, and starting their own brands as a means to diversify and stabilize their income streams.
- 03** The battle continues between short and long form content. Podcasting and livestreaming are some of the top content styles consumed by users. As trends and policies continuously shift, creators are utilizing as many forms of content as possible to mitigate risks, increase discoverability, and retain followers.
- 04** Content creators are self-advocating for better monetization, platform features, and accessibility. The creator economy has been around for more than a decade and seasoned content creators have a greater gauge of resources they need to be successful. Top platforms have responded to content creators demands by amending their community guidelines and monetization programs to create more opportunities for them.
- 05** Several platforms are introducing and developing AI tools for content creation and consumption. New editing tools are also available for creators to utilize AI for efficiency.

Exclusive Quotes from



Brendan Gahan

Partner & Chief Social Officer at Mekanism



Brian Harwitt

Partner at CoVenture



Daniel Markovits

Creators + Community at LinkedIn



Aaron DeBevoise

CEO & Founder Spotter



Avi Gandhi

Founder of Partner with Creators



Amanda Perelli

Creator Economy Reporter, Insider



Sima Gandhi

Co-Founder, CEO of Creative Juice



Li Jin

Founder & General Partner at Atelier Ventures



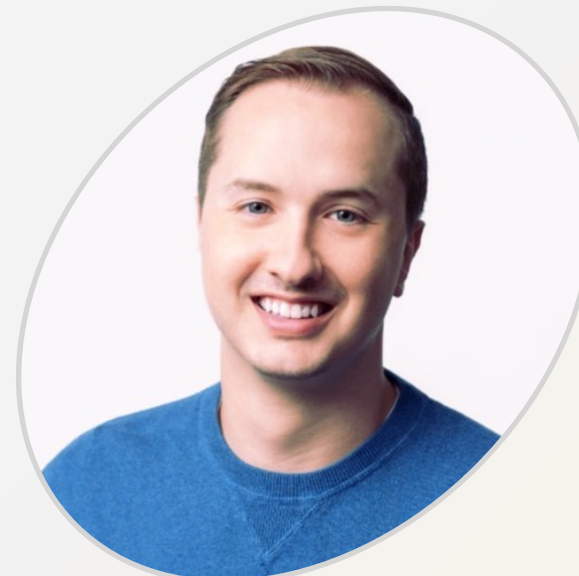
Alessandro Bogliari

CEO of The Influencer Marketing Factory



Tony Tran

Co-Founder & CEO at Lumanu



Reagan Fry

Director of Product - Creator Tools at Kajabi



Anthony Zaccaria

Co-Founder, Linktree

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's camera. In front of her is a silver laptop. To her left is a small wooden table with a lamp and some decorative items. The background is a soft, out-of-focus pink and orange light.

What is the Creator Economy?

What is the Creator Economy?



Ingredients

- Creators
- Community
- Tools



200+ Million Content Creators

The Creator Economy is a class of businesses built by more than 200 million content creators, curators, social media influencers, bloggers, and videographers that use software and finance tools to assist them with their growth and monetization. This marks a 314% growth in the number of content creators globally since our 2021 Creator Economy Report.



Skilled Individuals

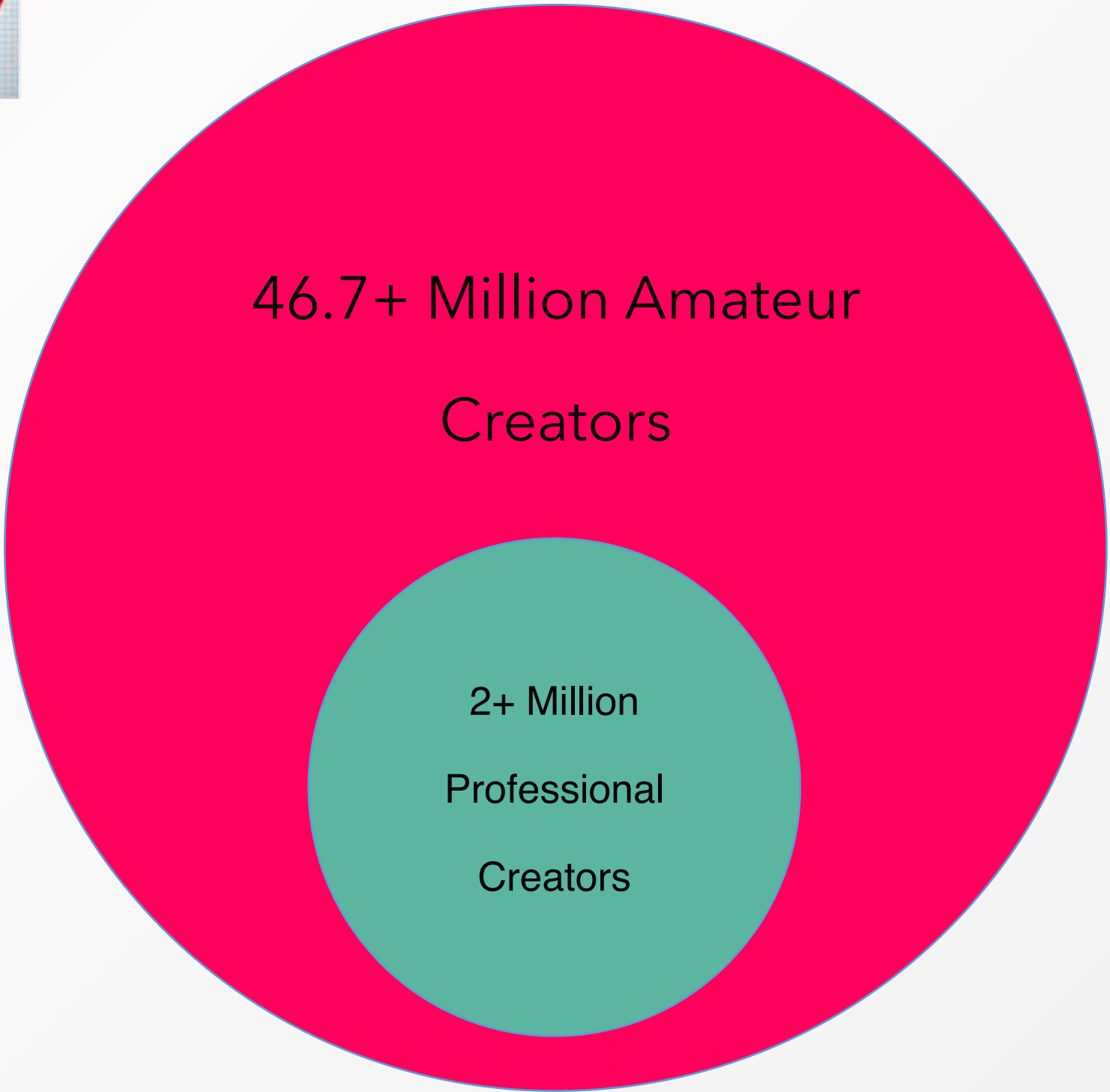
Within a society that now seeks easy access to expertise, experiences and communities to engage with, the creator economy is built around highly motivated, creative and skilled individuals that are using digital platforms to start their own businesses, brands and communities.

Market Size

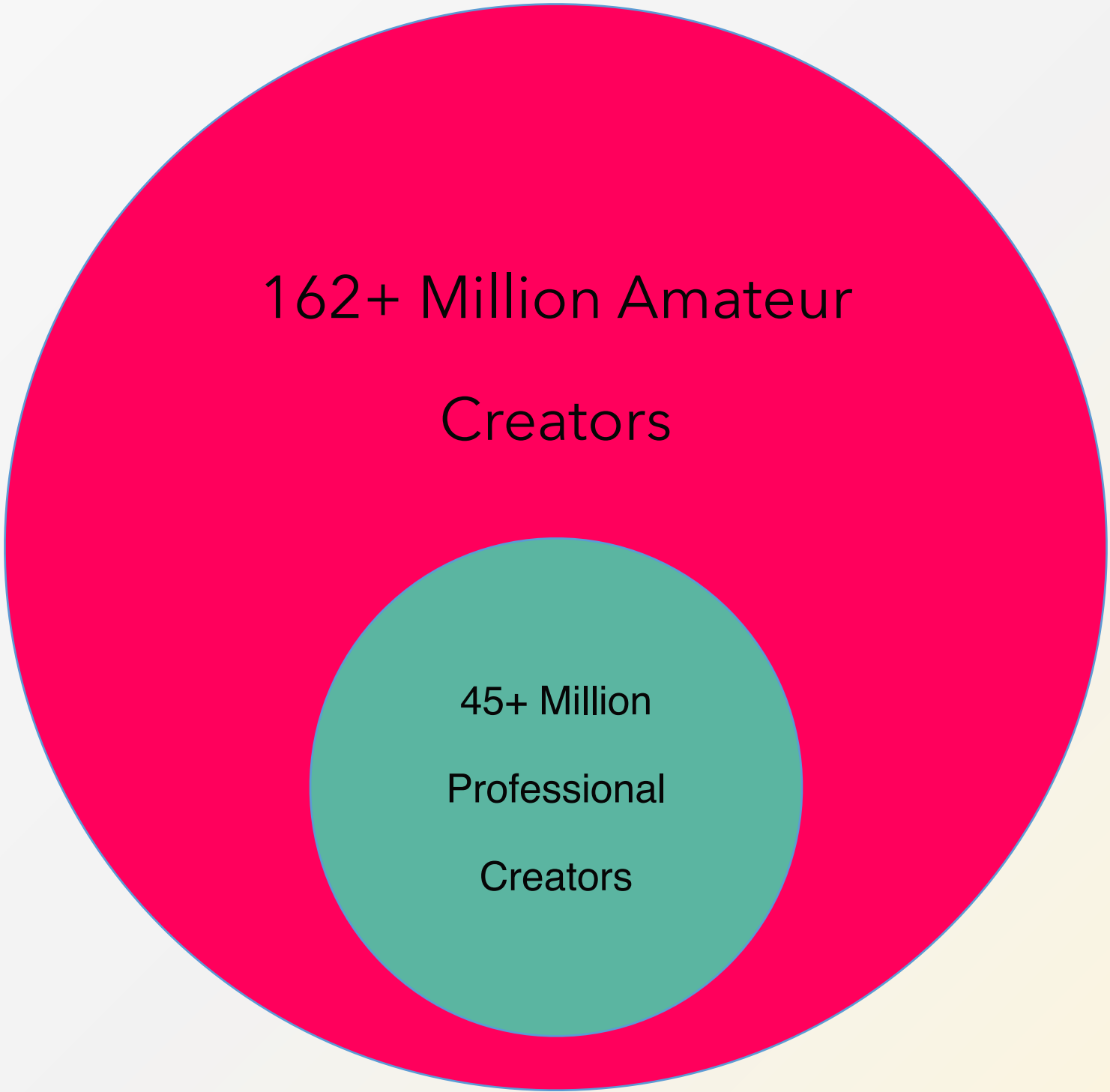


The Creator Economy includes the Influencer Marketing Industry valued at approximately \$21.1 Billion by the end of 2023 and hundreds of new social start-ups which brings the total Creator Economy value to over \$104.2 Billion and counting. The Influencer Marketing Industry has increased by approximately 53% in value since 2021 according to data compiled in our 2023 Creator Economy Report.

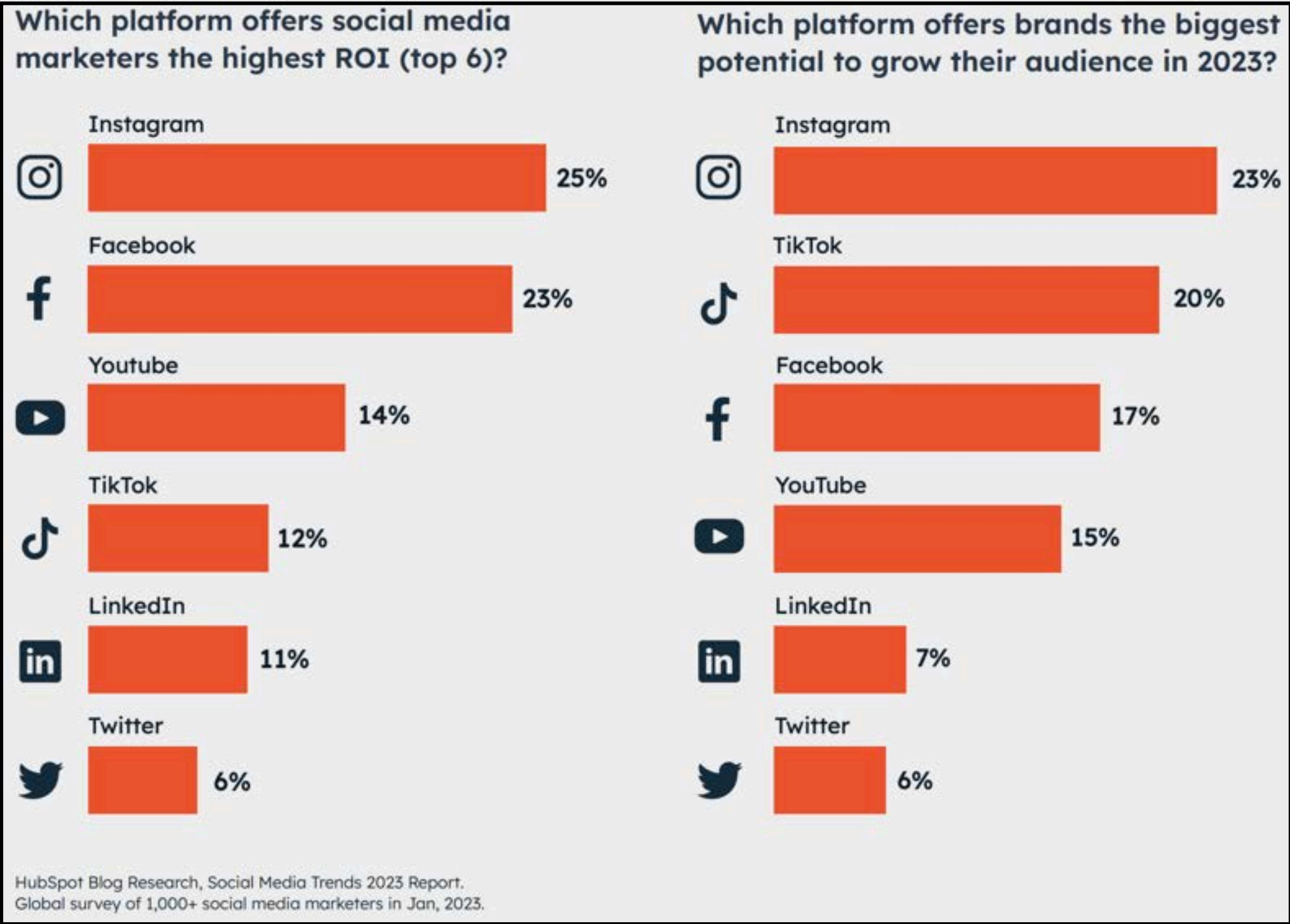
50+ Million Creators
in 2021



207+ Million Creators
in 2023



314% Increase in 2 Years



Trends

With more than 200 million active content creators, it is important for those both amateur and professional to consider the strengths of different platforms to boost revenue, reach, and retention. The number of amateur creators has almost tripled in size since 2021, and the demand for creator mentorship and monetization opportunities is drastically increasing. Creator-led businesses are booming in the E-commerce industry due to creators' vast expertise in digital marketing campaigns, brand-building, and connecting with their audience.



Next Generation of Entrepreneurs

The Creator Economy is not something that only 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 business potential of influencers which has led them to become Creative Directors of brands and leading partners with their own products. 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.









The most prominent trend amongst big-name influencers who have been creating content for several years now is starting their own businesses related to their content niche. In our 2021 Creator Economy Report, we explored the work of Emma Chamberlain with Chamberlain Coffee. Our Creator Brands segment takes a deeper dive into current influencer-fronted brands on the rise and how they successfully converted their audience engagement to sales nationwide.















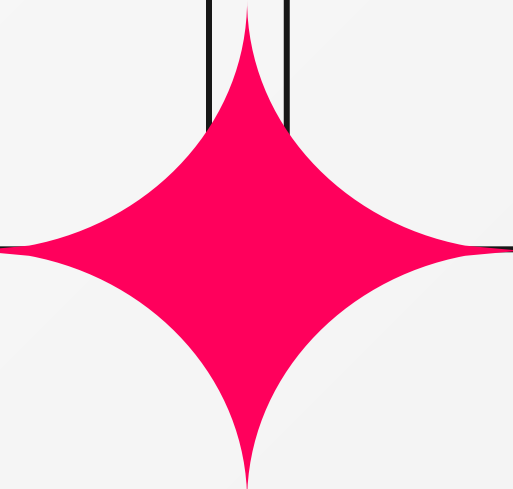
Unlimited Opportunities for Creators

How creators monetize:

-  Sponsored Content
-  Exclusive Content
-  Affiliate Links
-  Consulting
-  Tipping
-  Merchandising
-  Paid Subscription
-  Events and Meetups

Types of creators:

-  Video Creators
-  Live Streamers
-  Audio Creators
-  Meme Pages
-  Course Creators
-  Artists
-  Gamers
-  Musicians
-  Resellers
-  Photographers





A circular portrait of Alessandro Bogliari, a man with dark hair and a slight smile, wearing a blue blazer over a white shirt. The portrait is partially overlaid by a black circle and a pink starburst graphic.

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.

”

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 **brand deals**.

Brands spend thousands of dollars to be in an exclusive post, story, or video because the revenue they can generate by choosing this strategy can have a better ROI compared to ads on TV or traditional paid media.

The demand for authenticity and transparency by fans from brands and creators is at an all-time high. Fans 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. Fans buy because they know the creator is transparent with their community and would not advertise a brand that is far away from what they represent.

GET IN TOUCH WITH OUR AGENCY





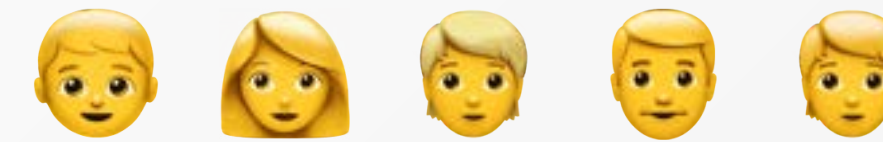
We ran two surveys :)

Survey Methodology



For Users:

The survey data presented in this report was collected from 1,000 users based in the US who submitted an online survey in April 2023. 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:

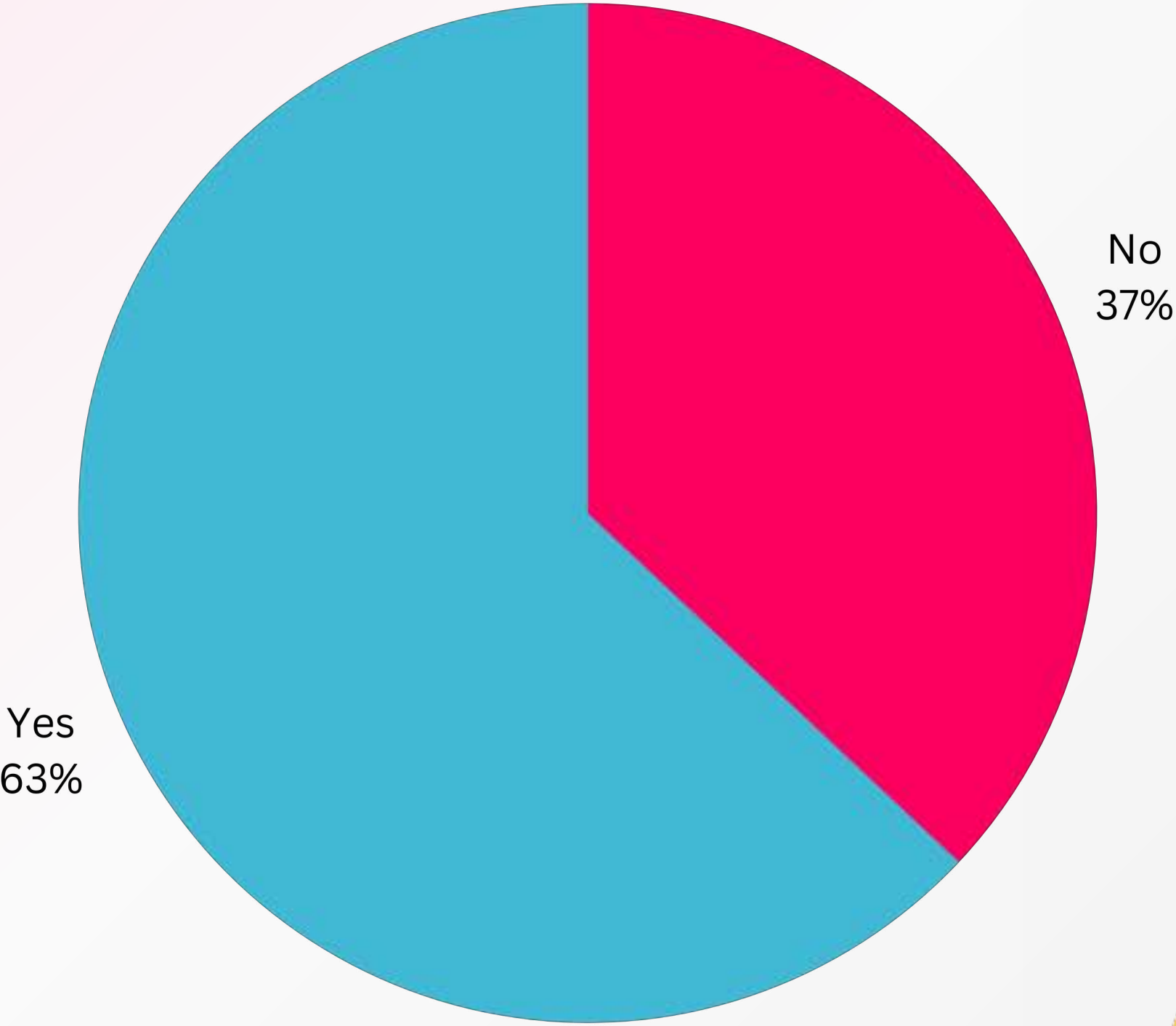
The survey data presented in this report was collected from 660 creators based in the US who submitted an online survey in April 2023. Our target audience was creators between 18 and 54+ years old. Our goal was to understand their preferences when it comes to creating content and how much money they are making. How many followers they have and overall valuable insights about their career.

Users survey

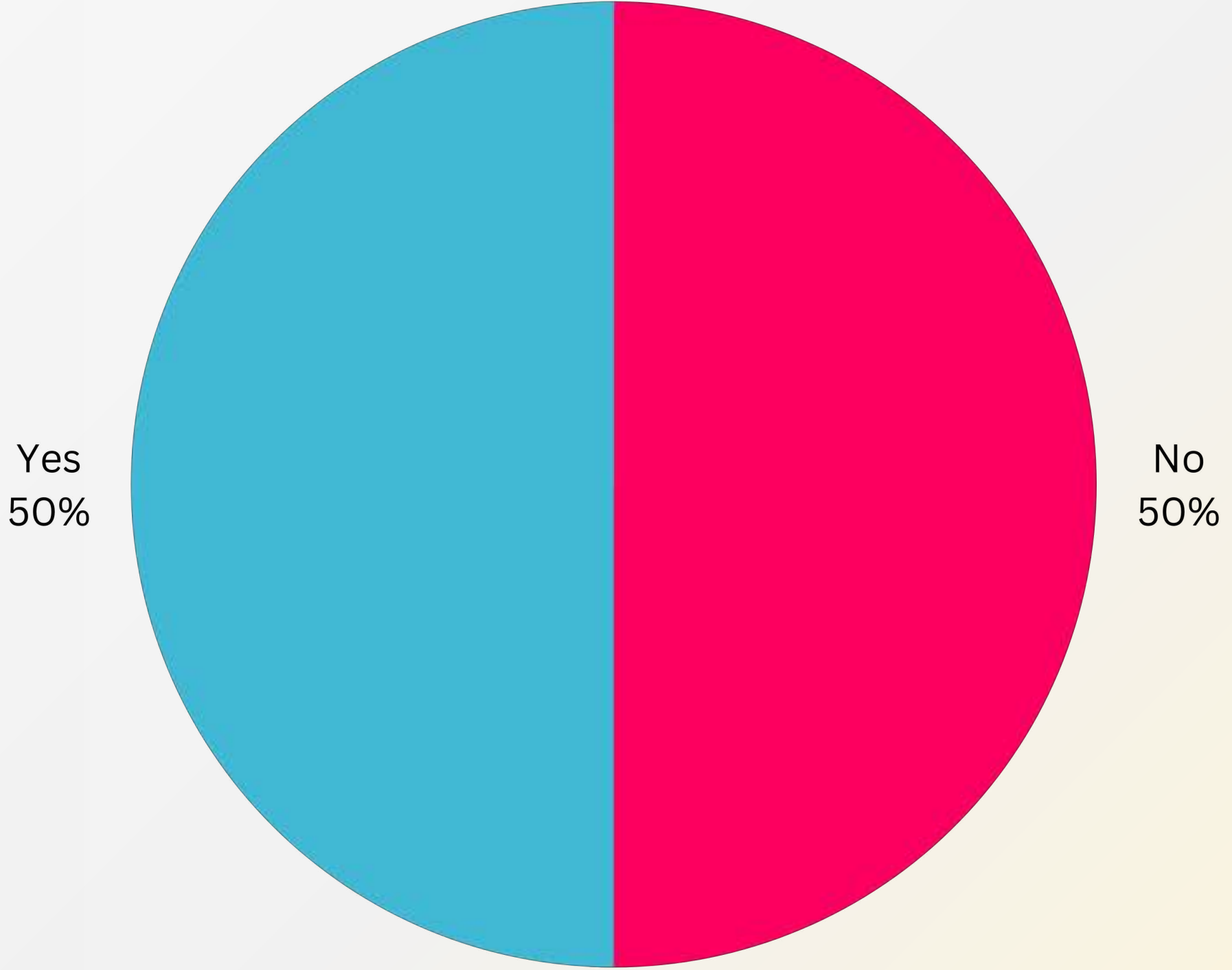
A top-down view of a group of people gathered around a dark wooden table. In the center is an open silver laptop with a black keyboard. To the left of the laptop is a tablet displaying a blue-toned interface with various icons and text. Several hands are visible, pointing at the laptop screen and the tablet. One hand with blue nail polish points at the laptop's trackpad area. Another hand with a black wristband points at the tablet. The people are wearing various casual clothing like jeans, sweaters, and boots. The background shows a patterned rug.



Have you ever tipped a creator?
From our 2021 Survey



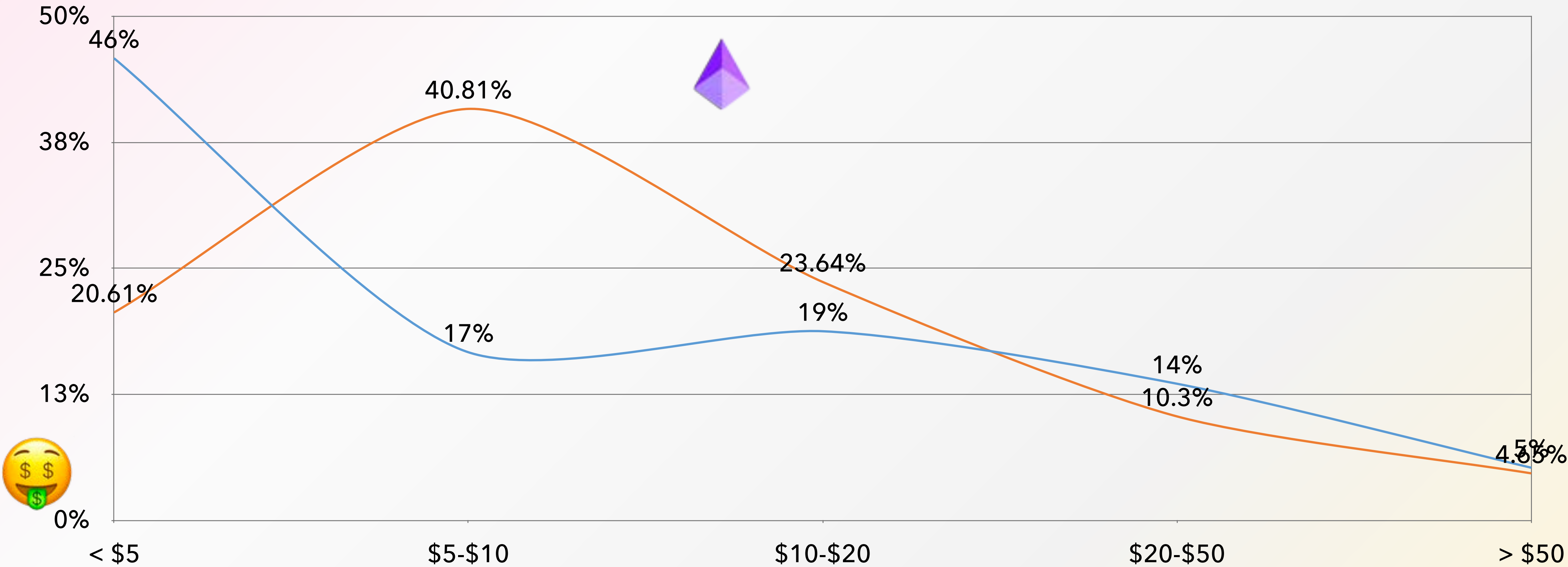
Have you ever tipped a creator?
From our 2023 Survey



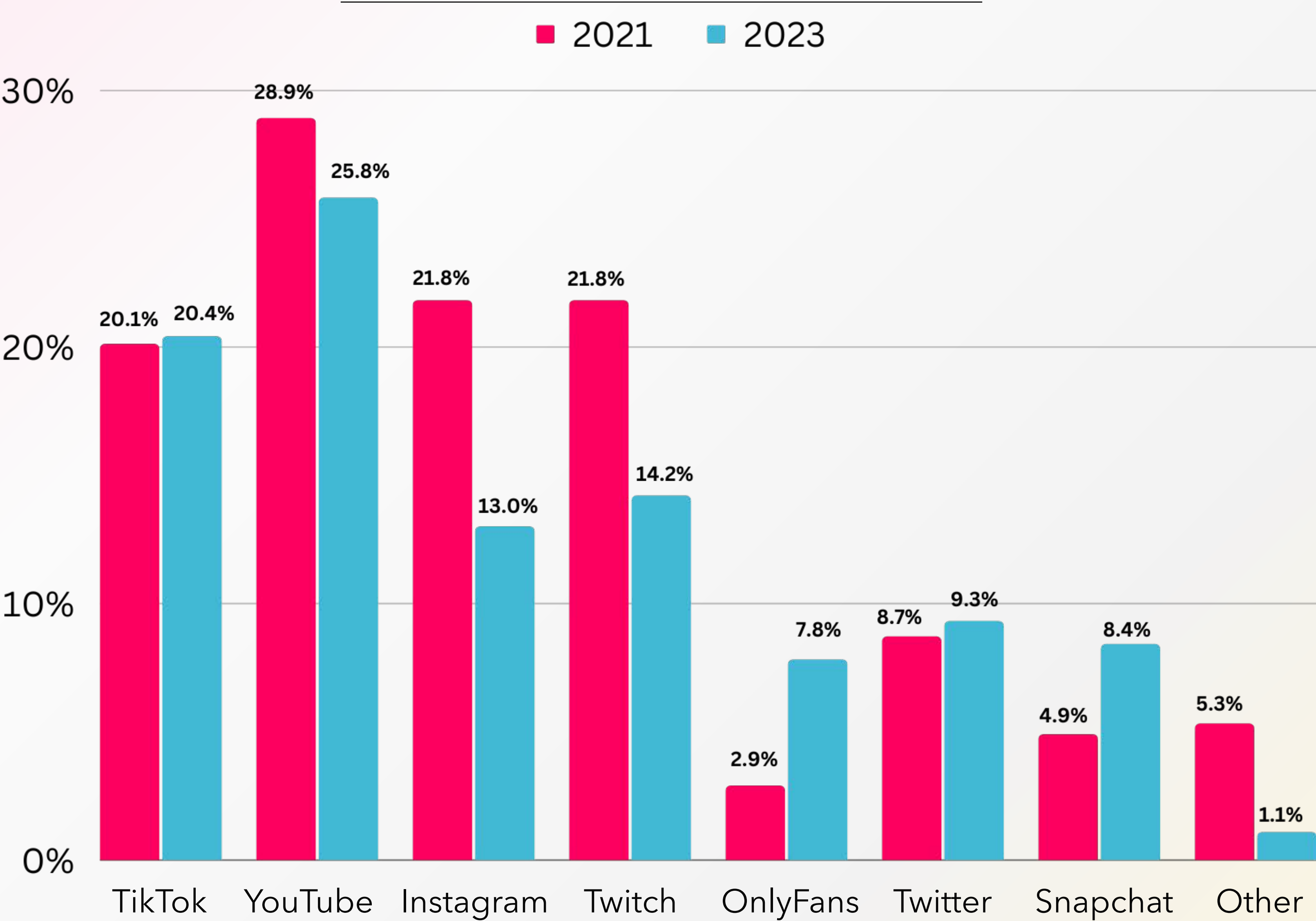


● 2021
● 2023

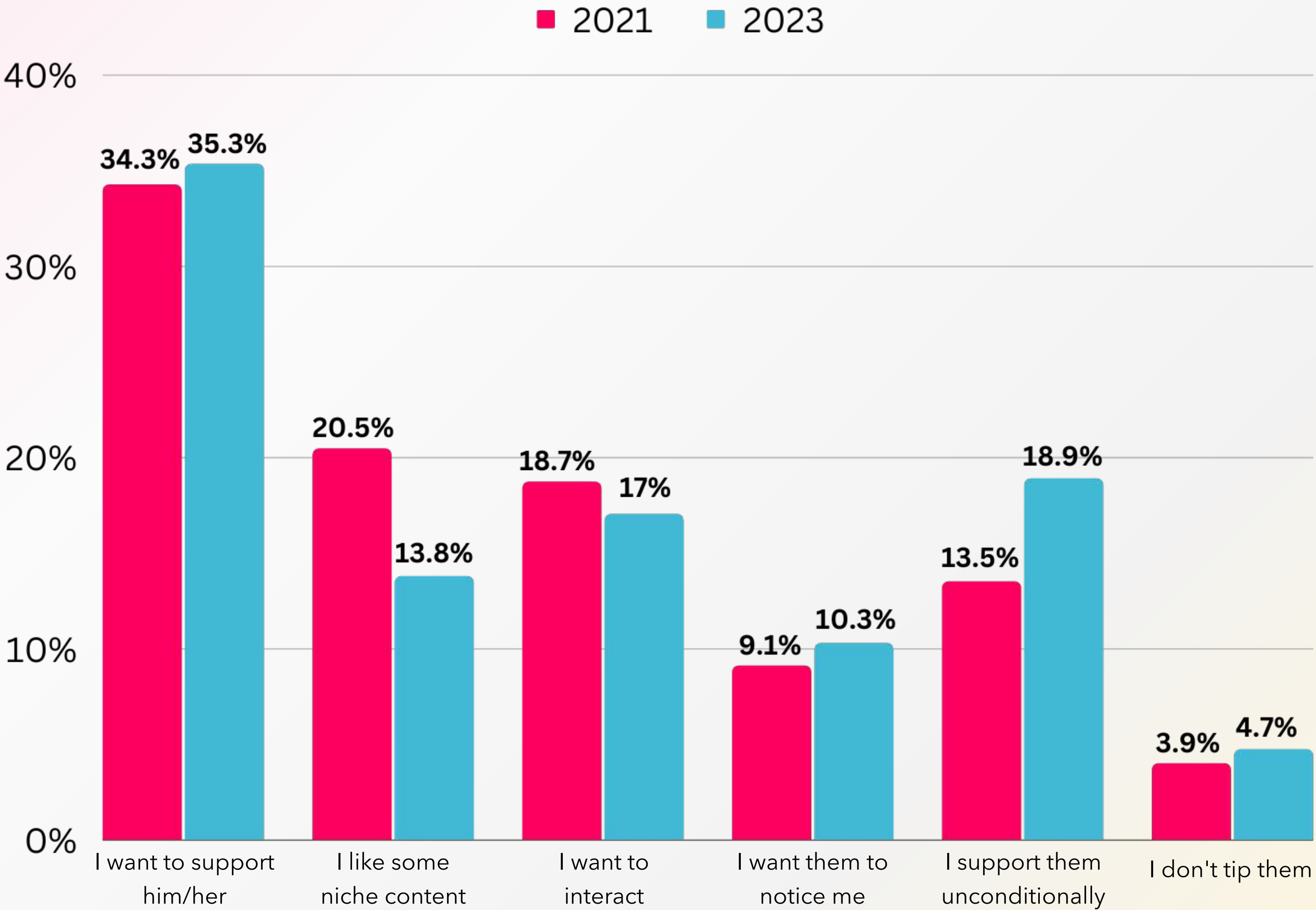
How much do you usually tip?



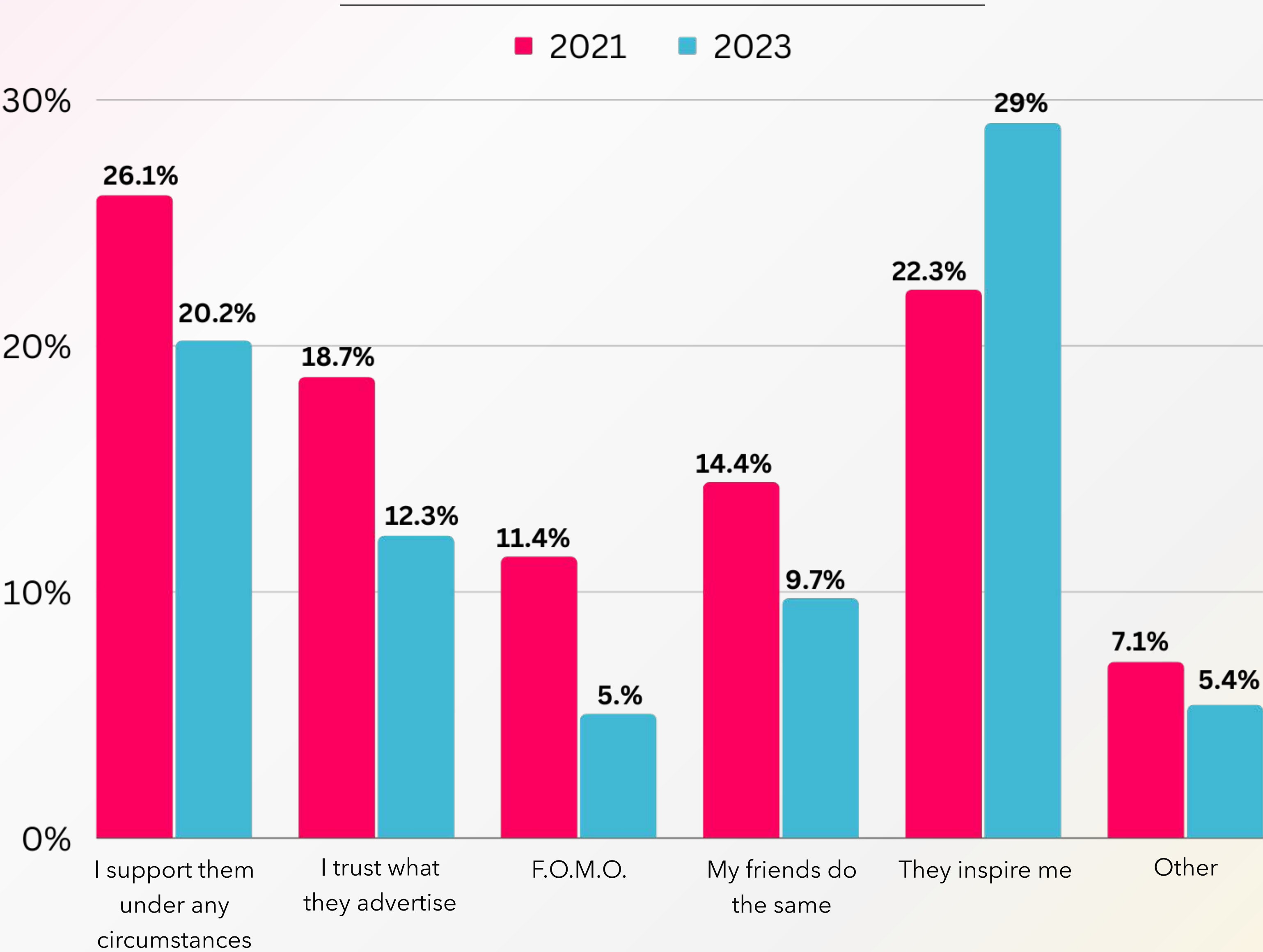
On which platform do you like tipping/subscribing to support your favorite creators?



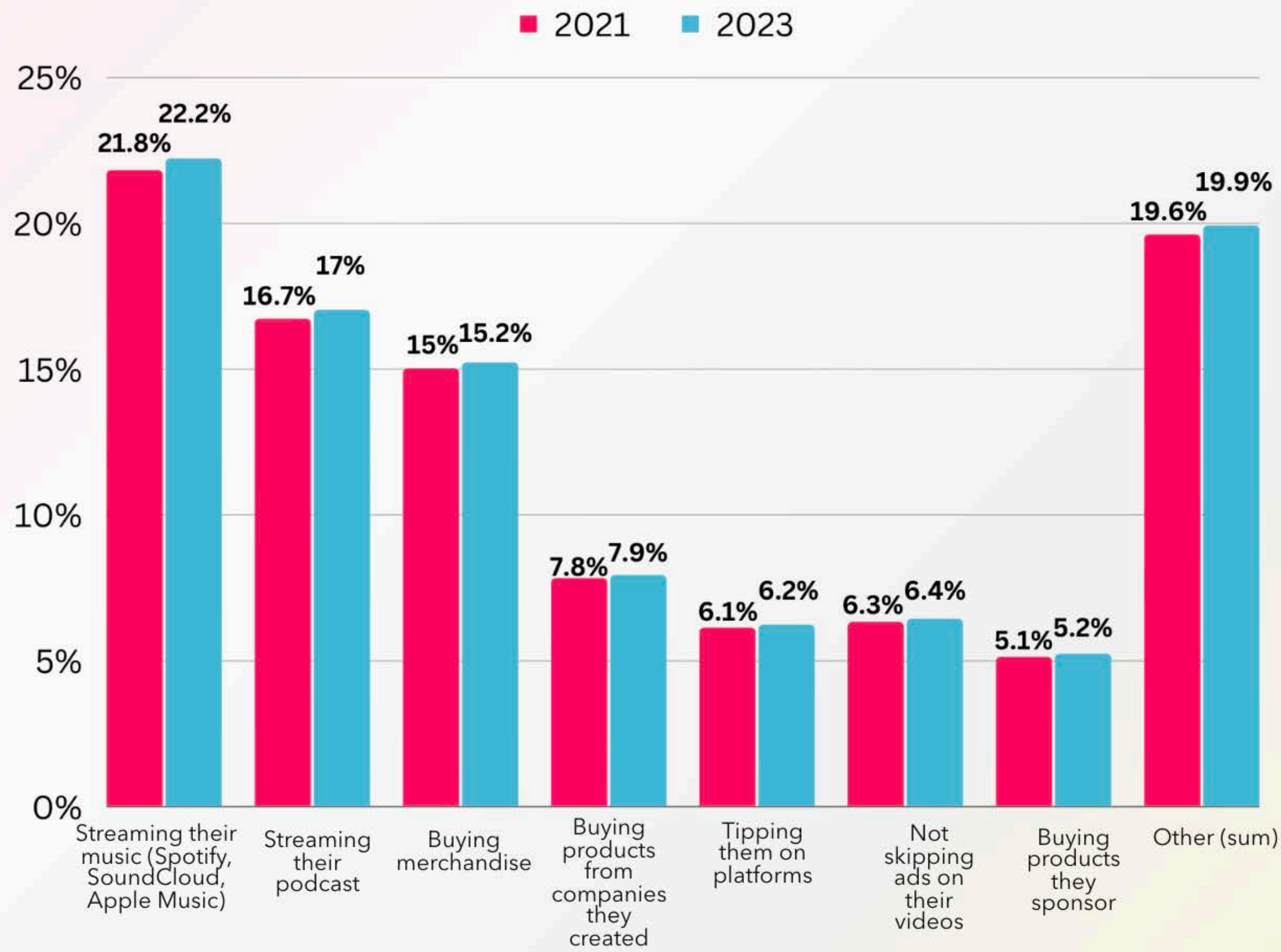
What makes you want to tip a creator?



What drives you to support creators?

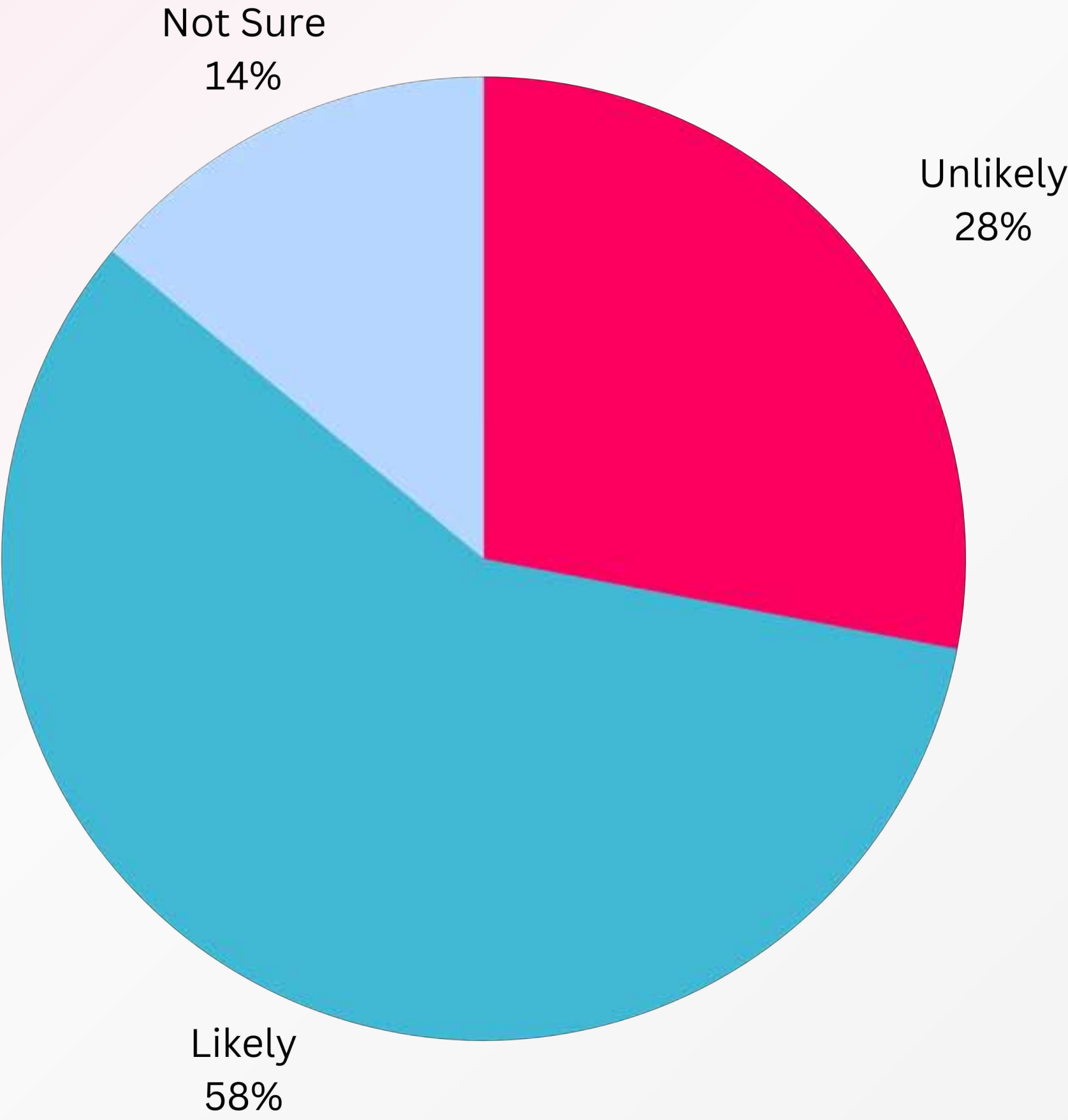


I prefer to support my favorite creators by:

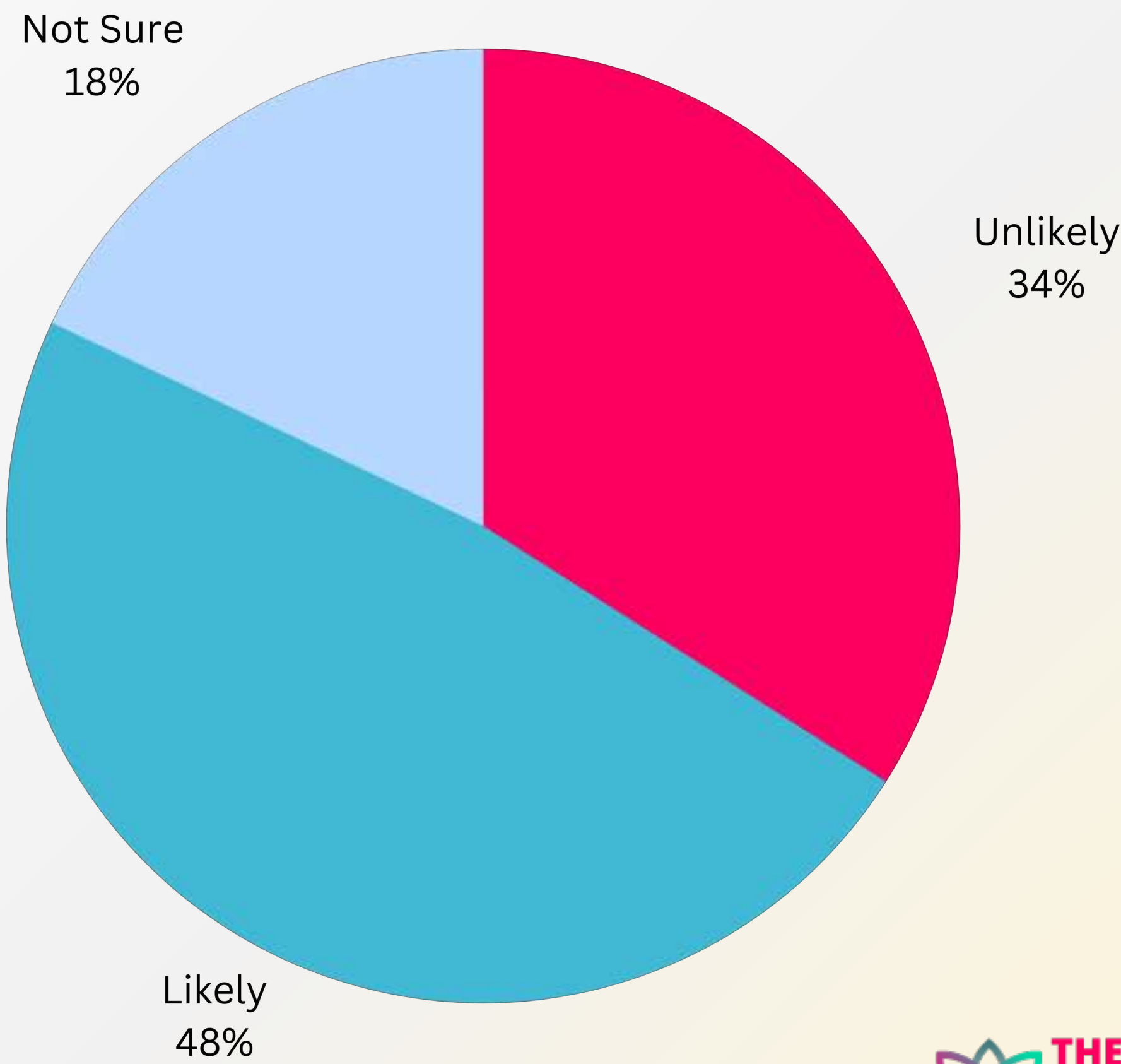


Thinking of the next 12 months, how interested are you in paying a subscription fee to access exclusive content from one of your favorite influencers?

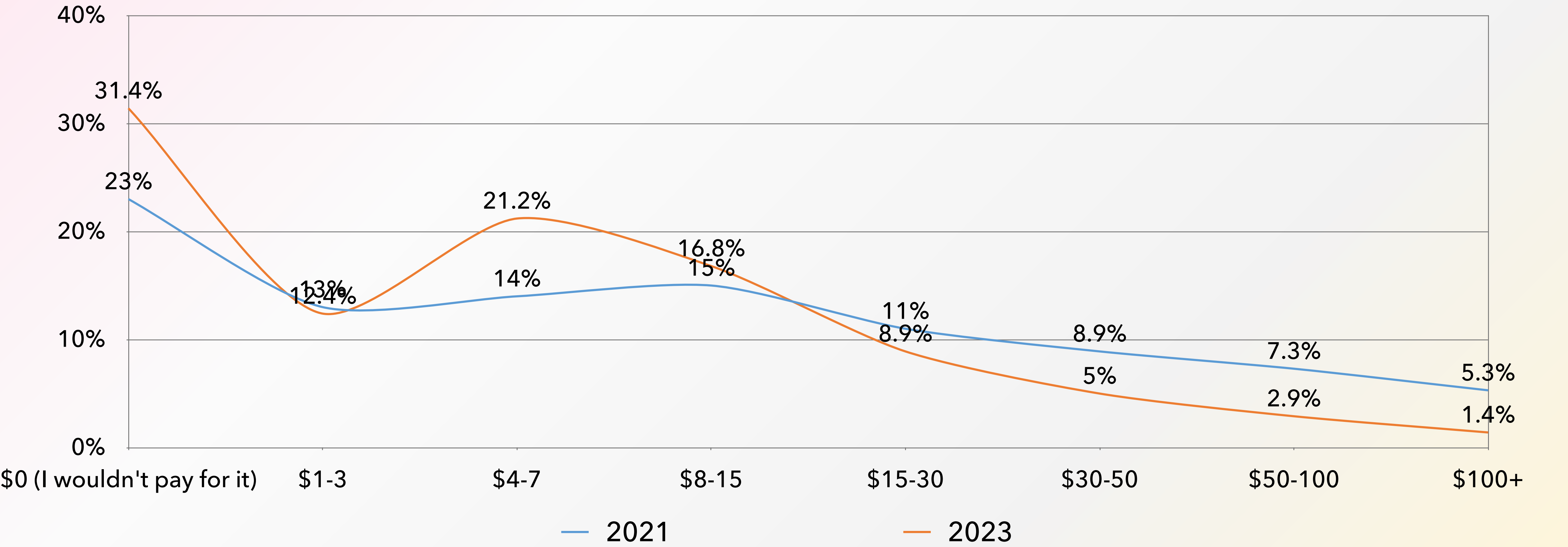
From our 2021 Survey



From our 2023 Survey

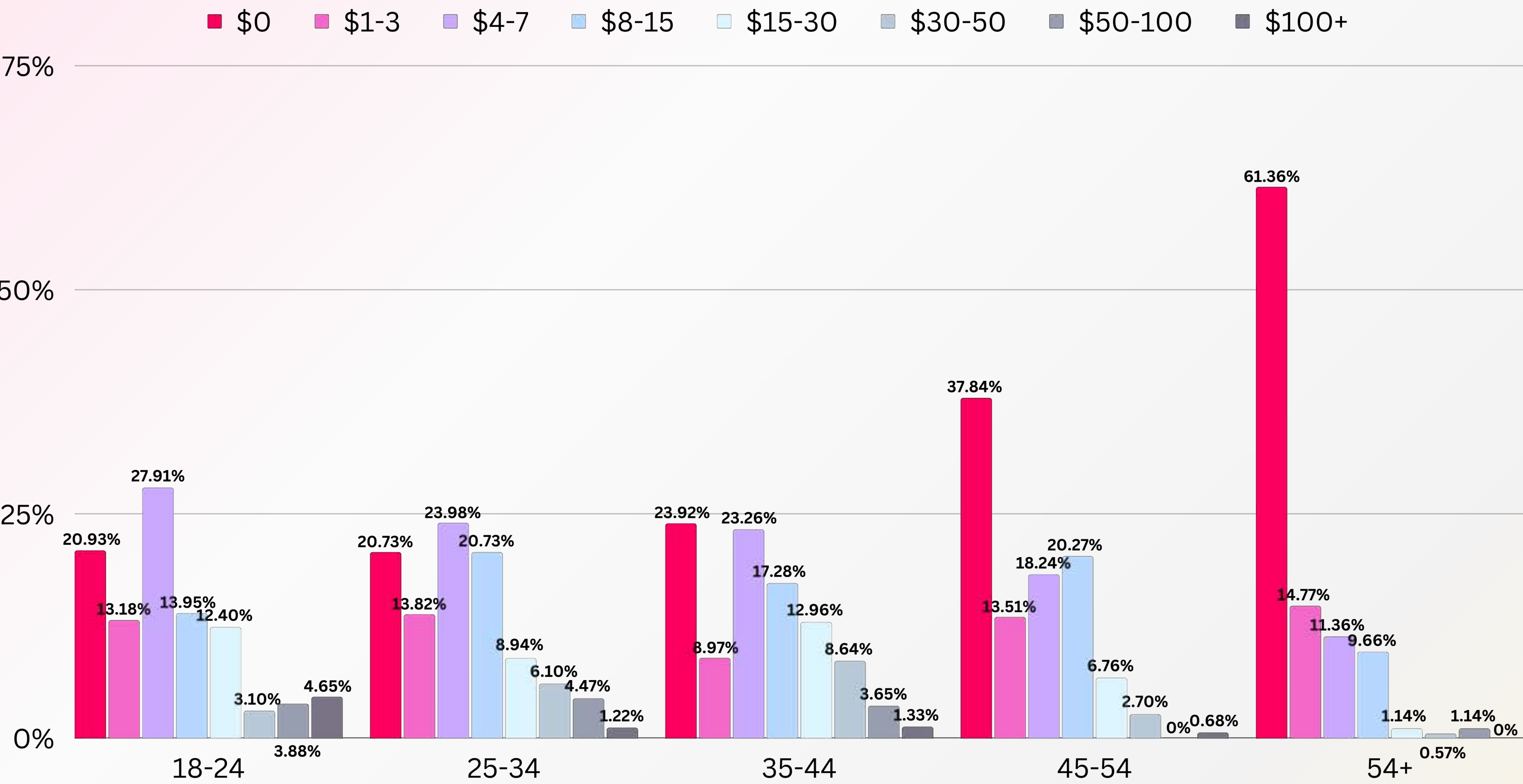


How much would you pay every month for exclusive access to content from one of your favorite influencers?



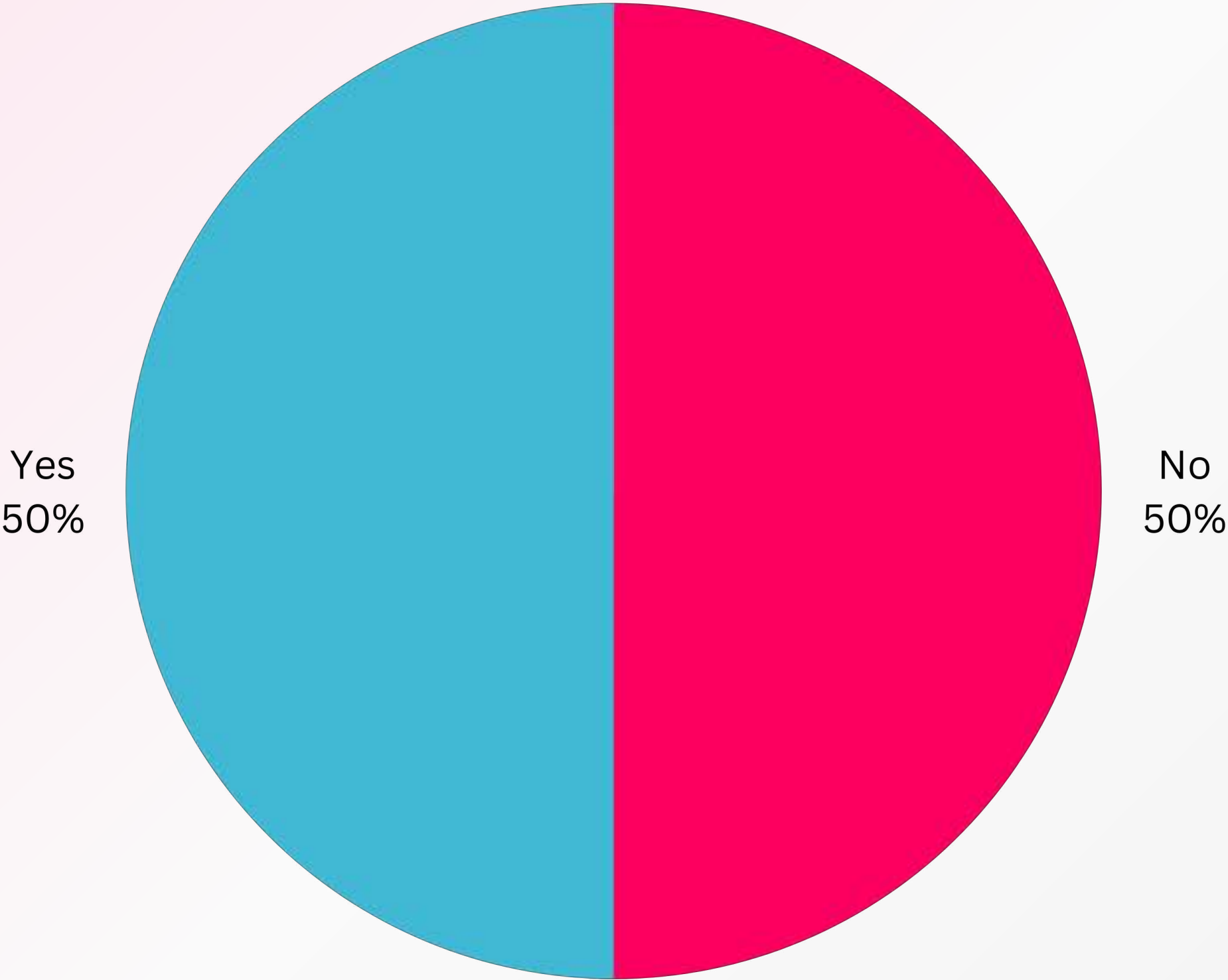
Age vs. How much would you pay every month for exclusive content?

(From our 2023 Survey)

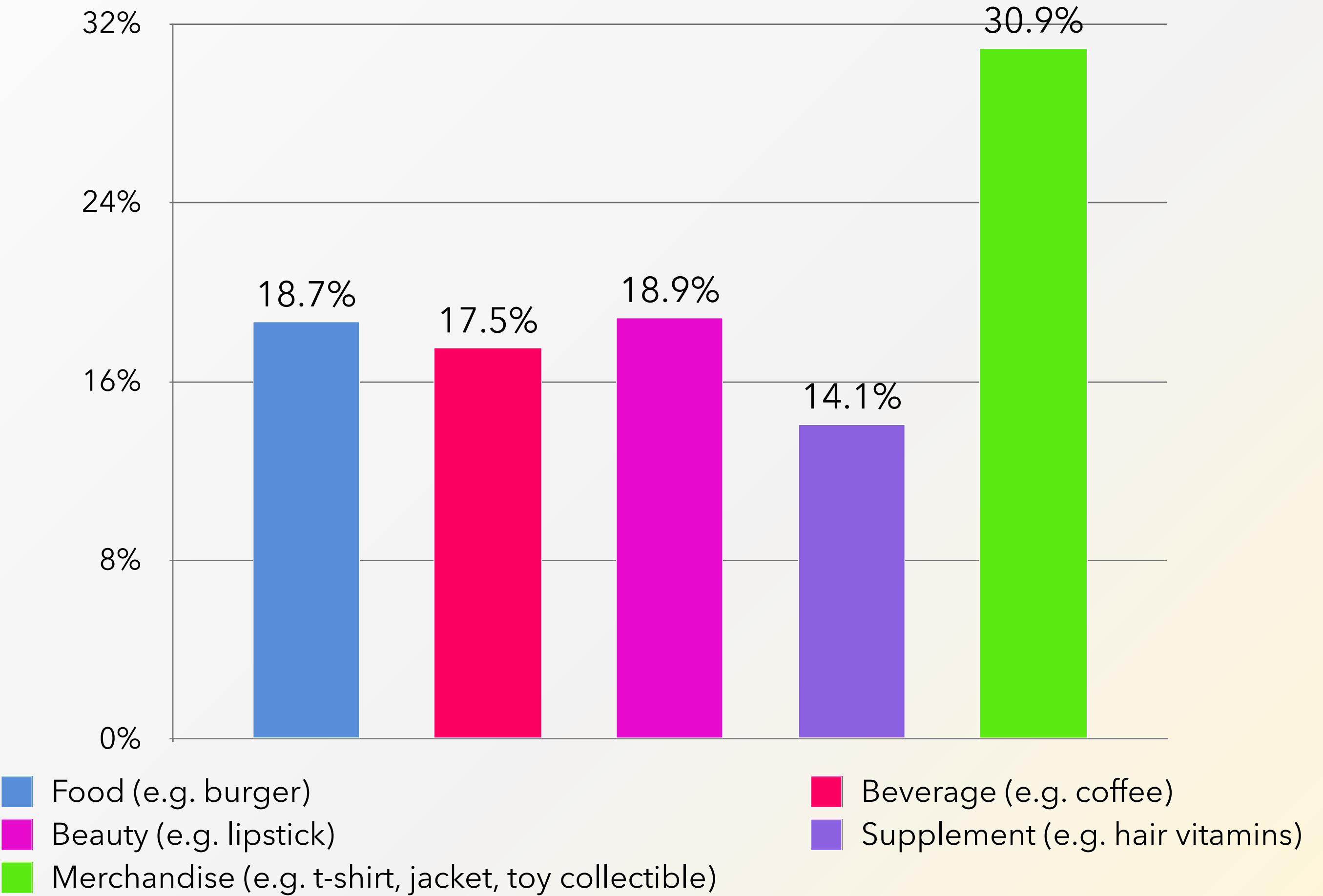


Notable insights:
Willingness to pay for exclusive influencer content at all exponentially decreases as age user age increases, but out of those who are willing to pay, the sweet spot seems to be from \$4-7 per month for those ages 18-44.

**Have you ever bought a product made
and released by an influencer?**
(From our 2023 Survey)

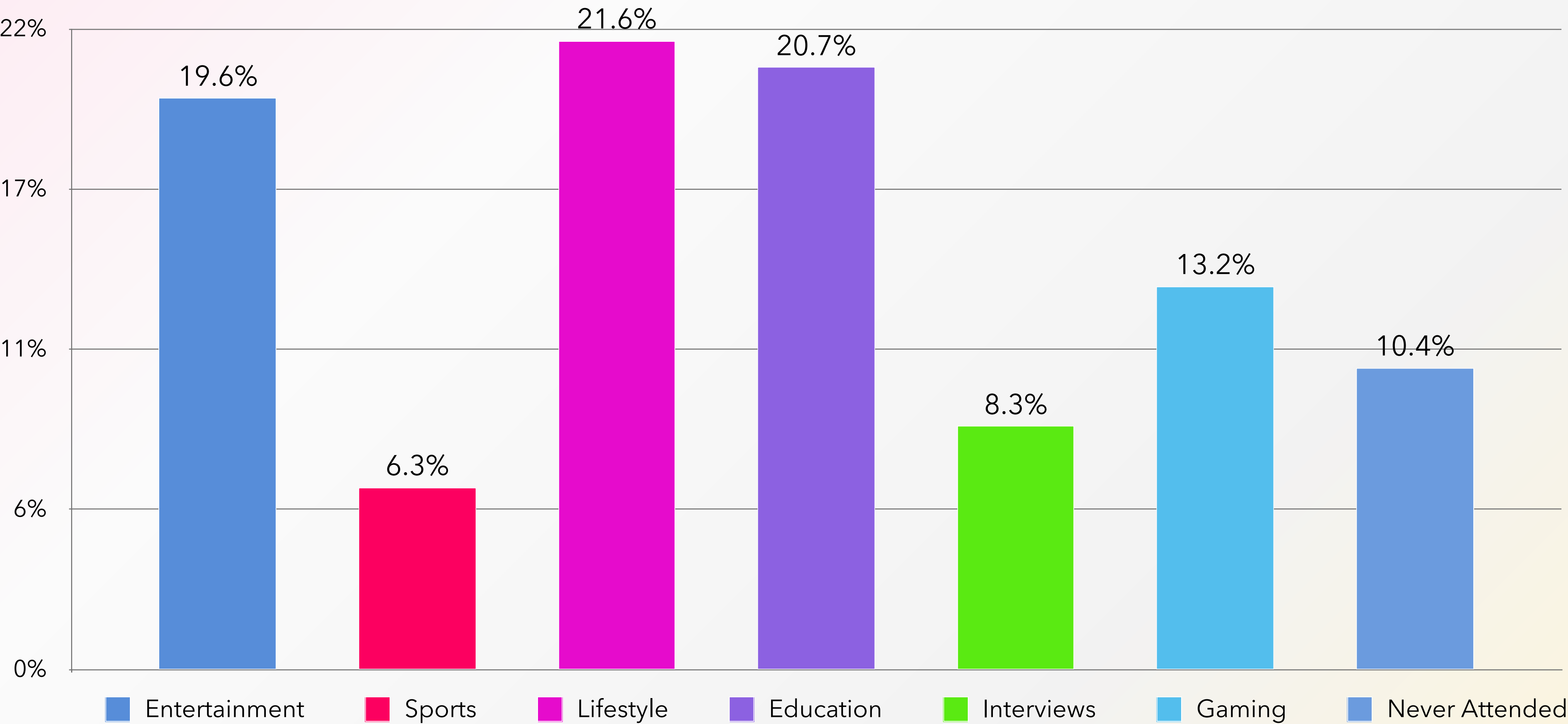


If so, what did you buy?
(From our 2023 Survey)



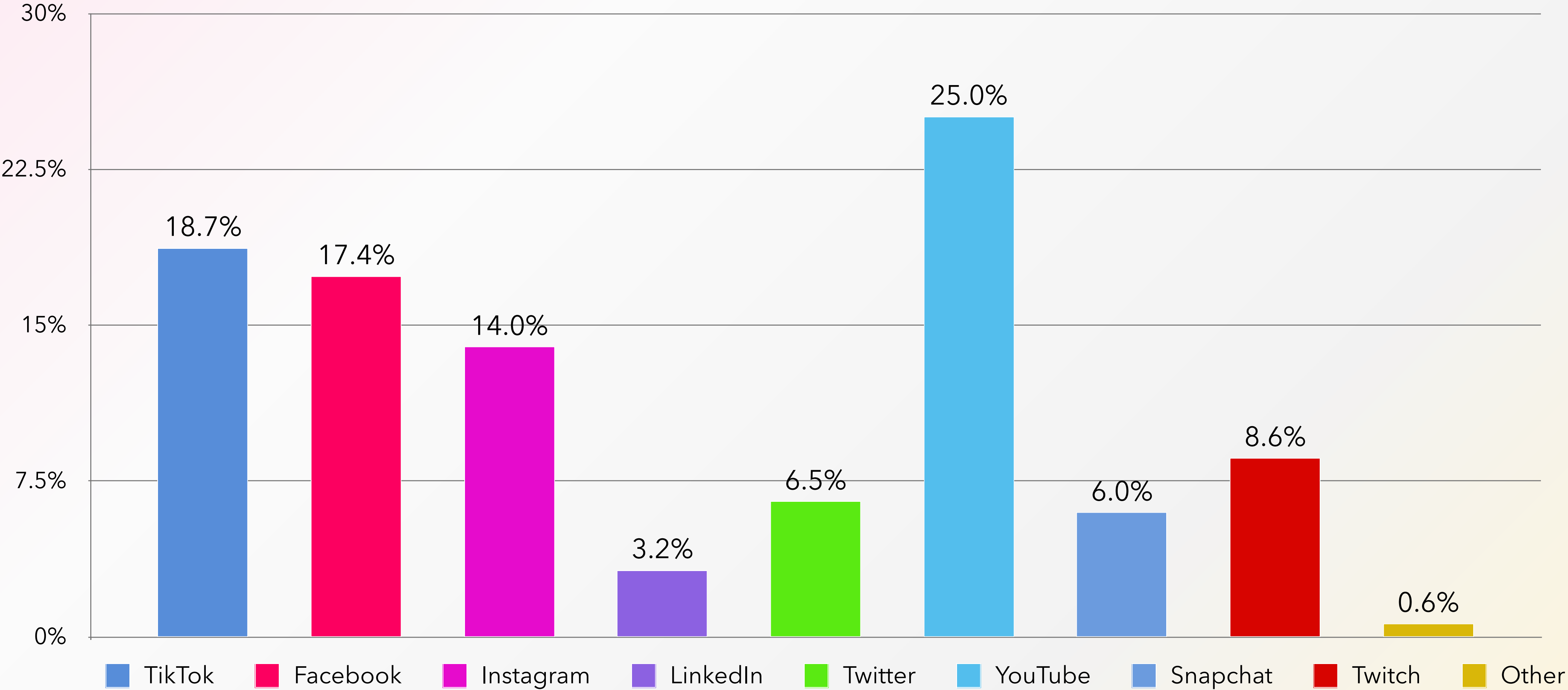
If you have attended a content creator/influencer livestream, what category was it?

(From our 2023 Survey)



Where do you usually watch livestreams by content creators/influencers?

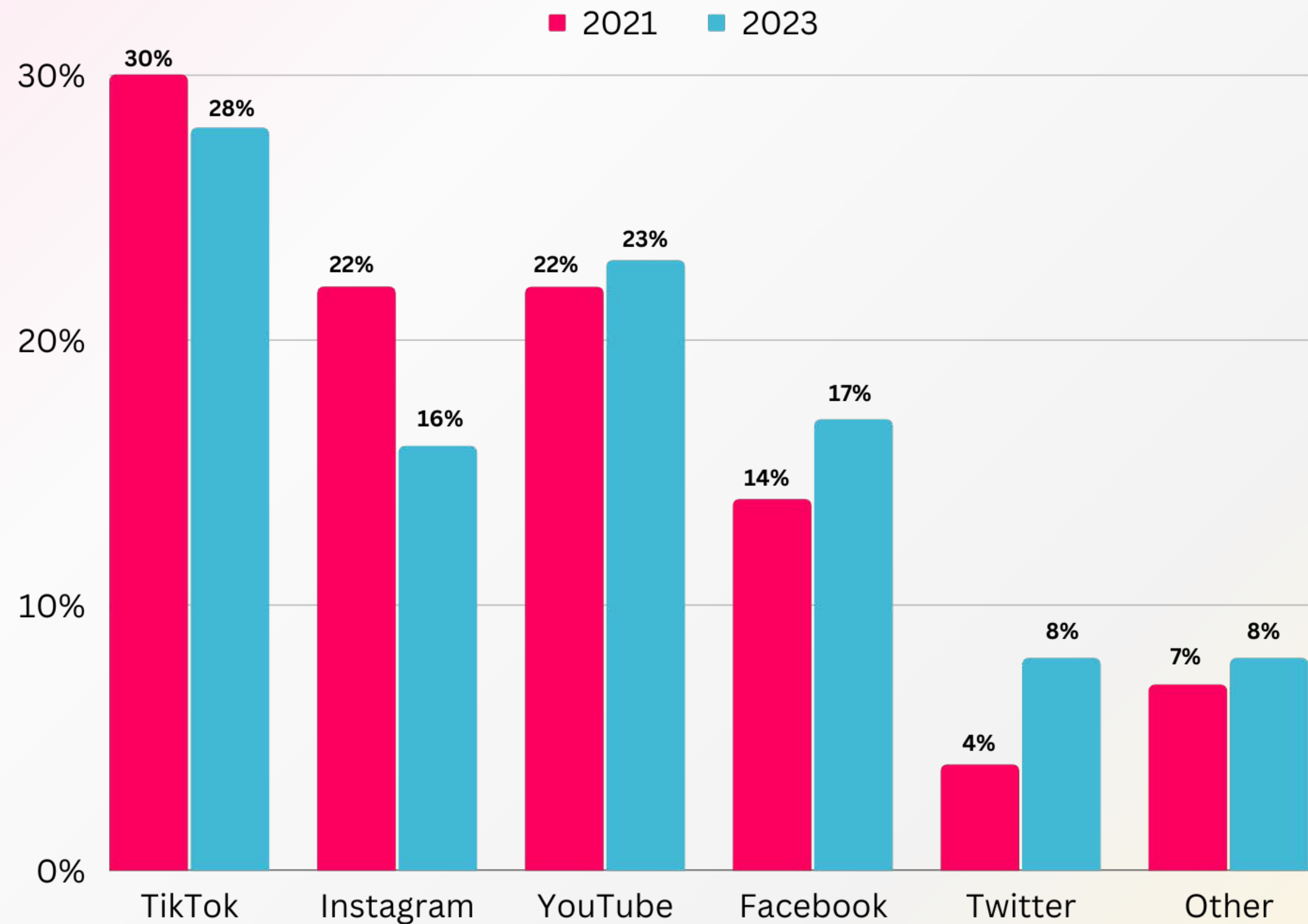
(From our 2023 Survey)



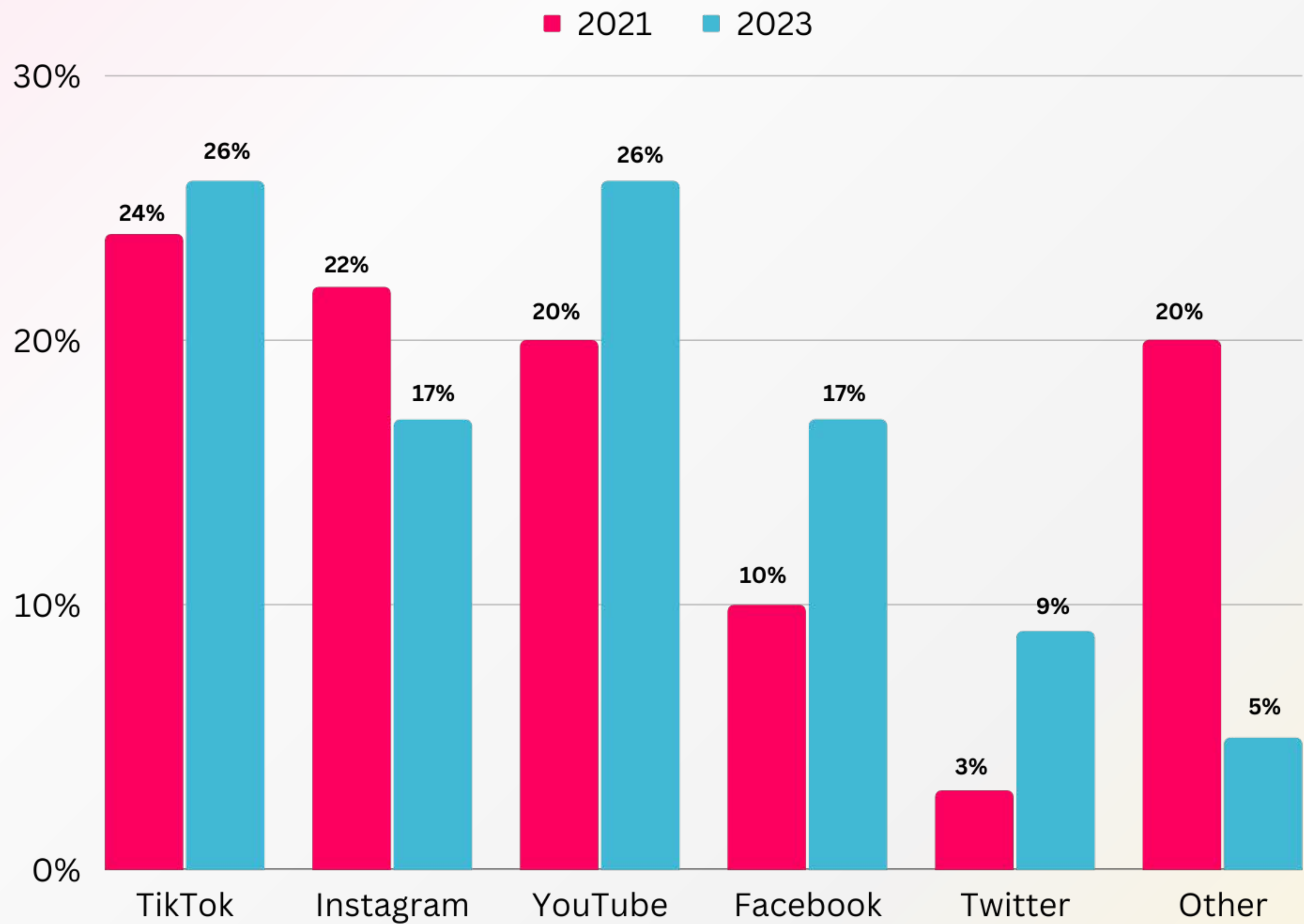
Creators survey



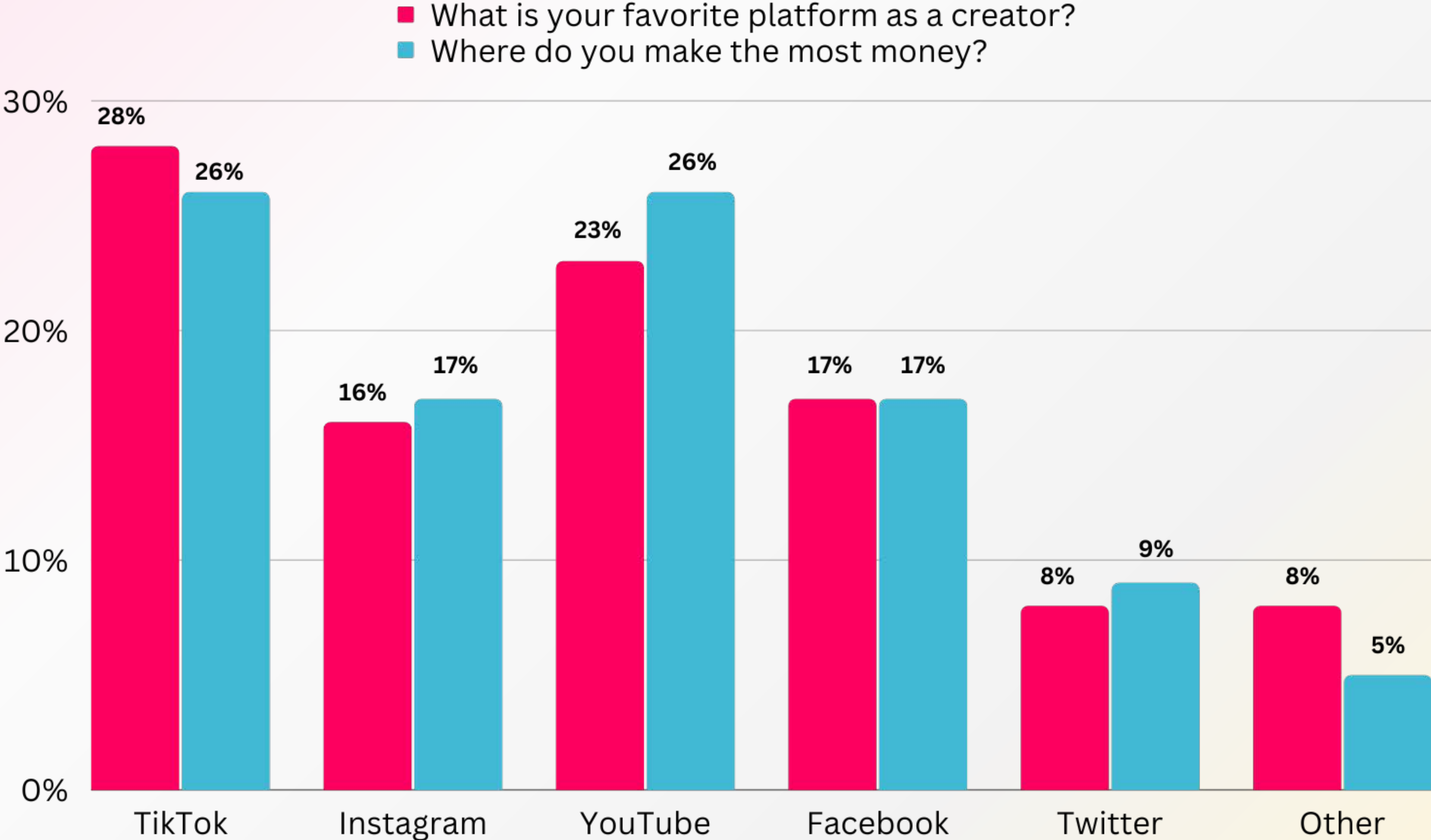
What is your favorite platform as a creator?



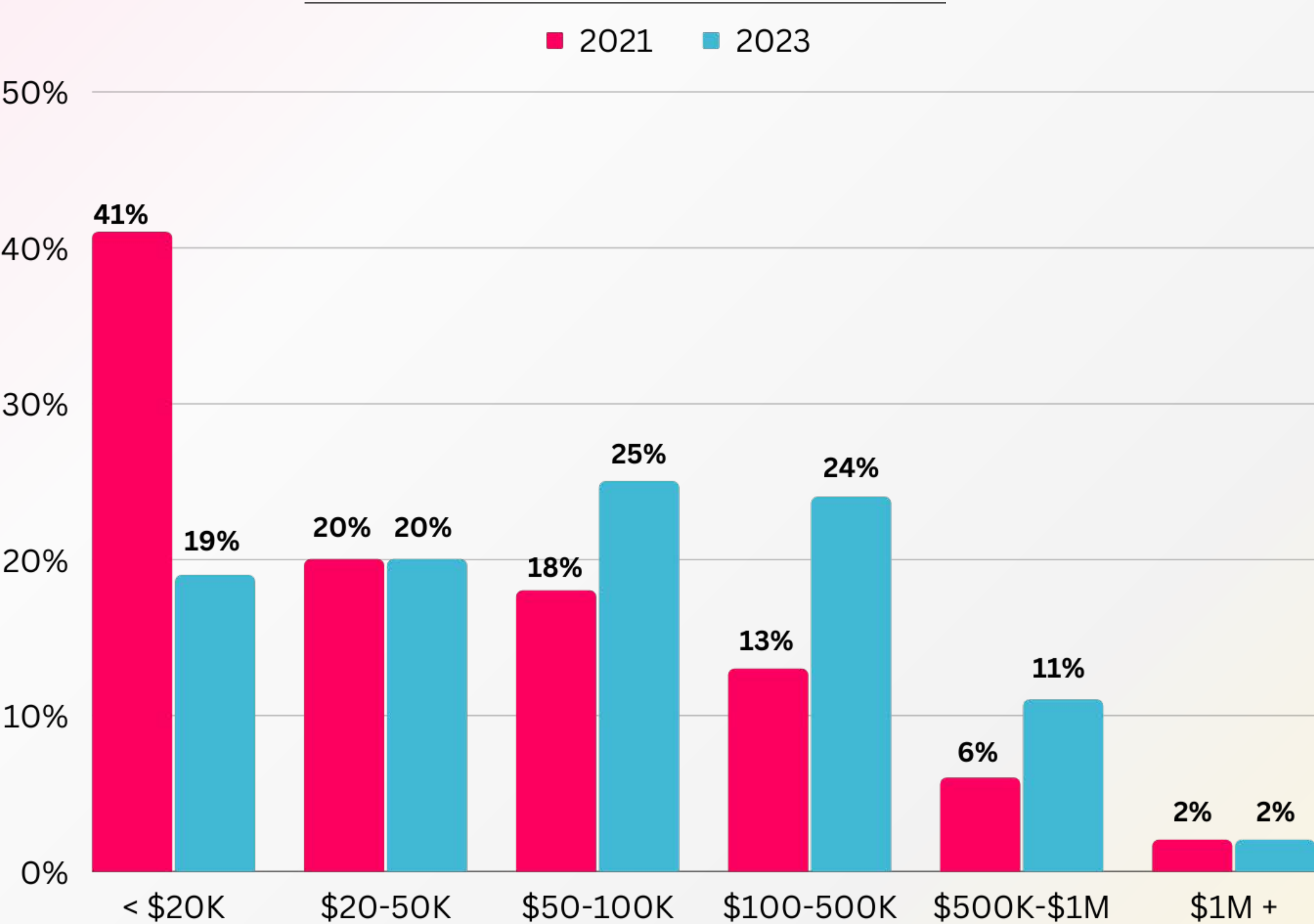
Where do you make the most money?



2023 Favorite Platforms vs. Top Earning Platforms

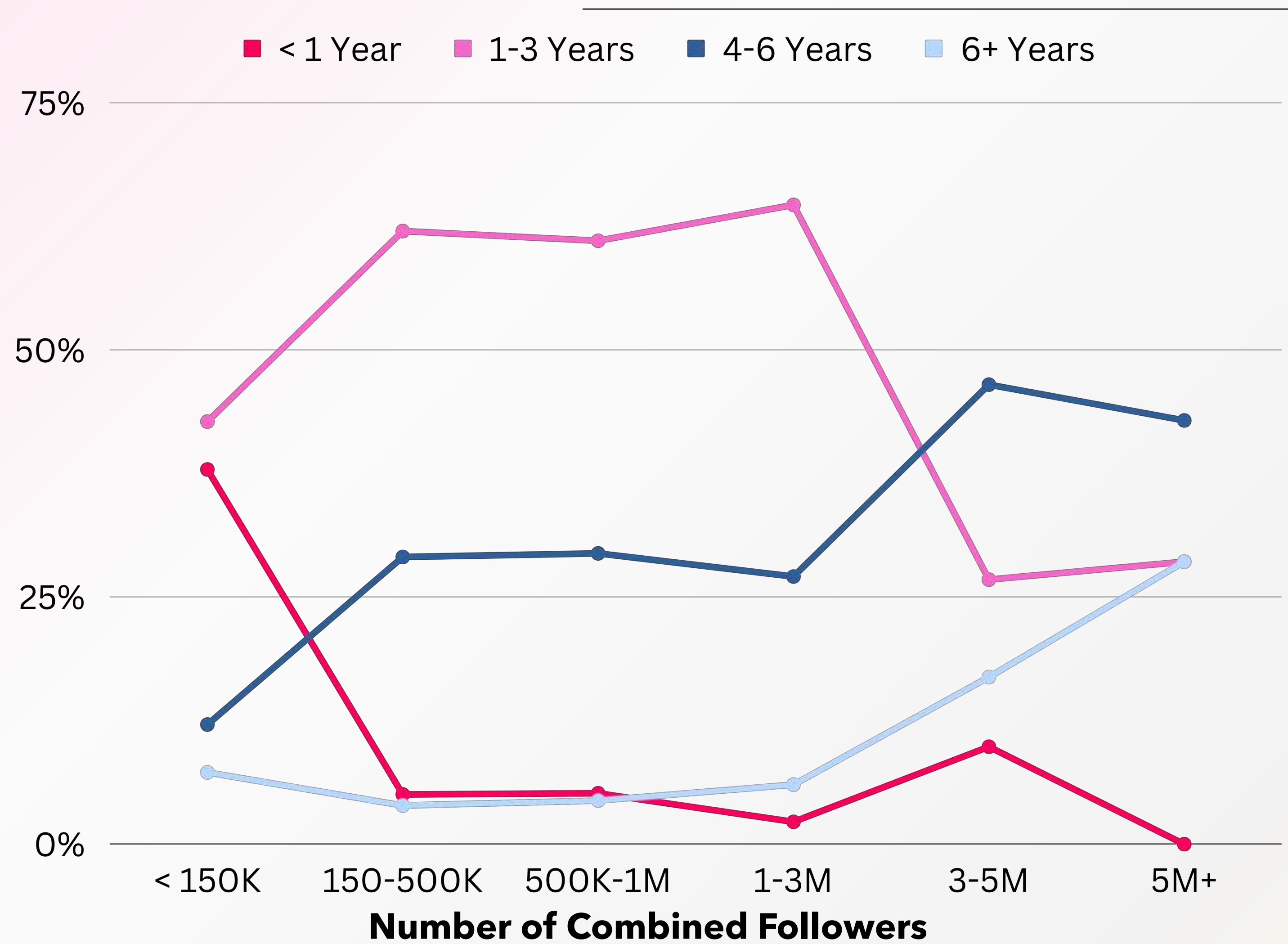


What is your annual income as a creator?



Number of Combined Followers vs. Years as a Content Creator

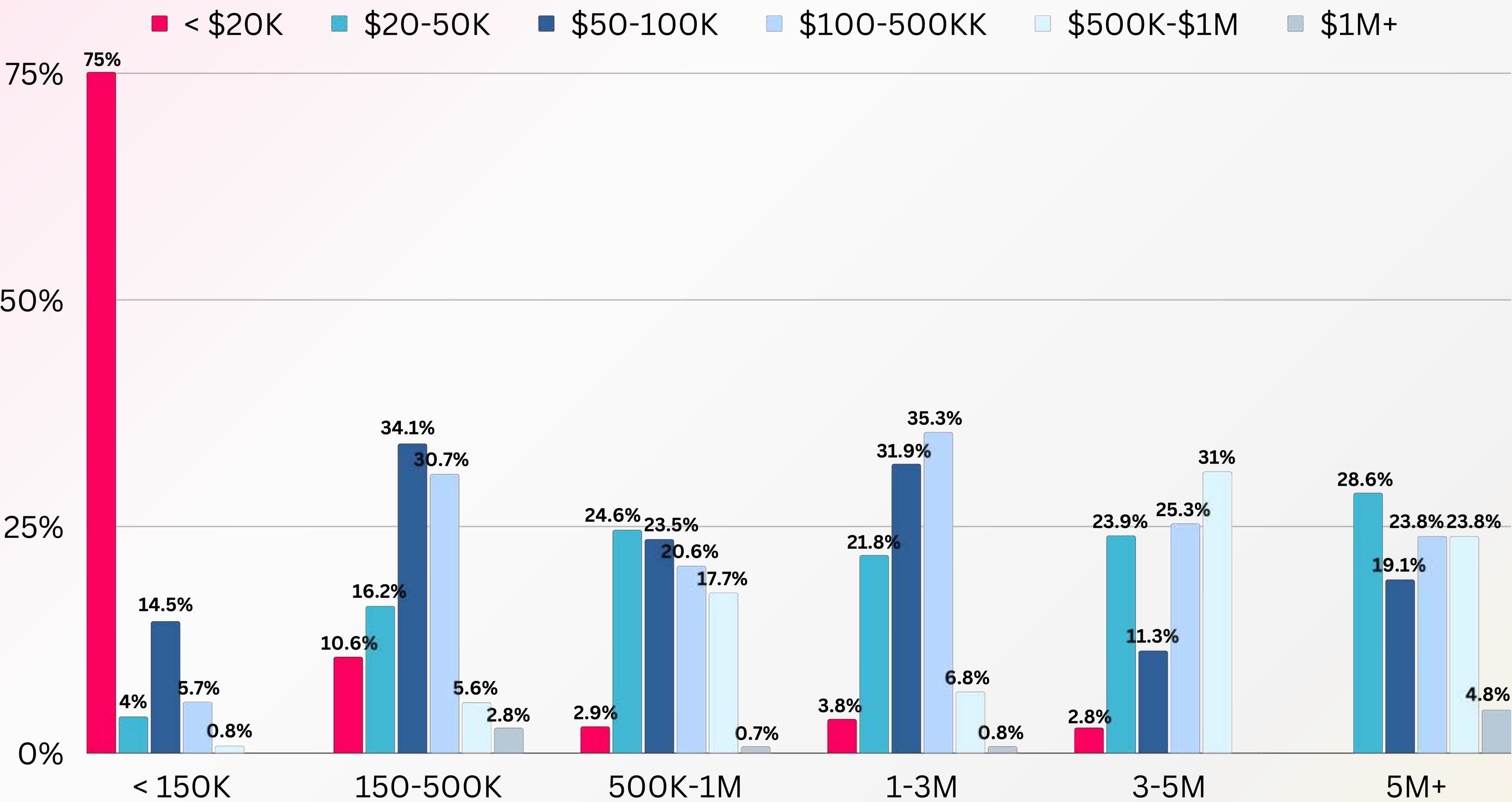
(From our 2023 Survey)



Notable insights:
Although the highest percentage of creators with less than a year of experience as influencers has less than 150K followers, we may infer that the small peak at 3-5M followers may be due to content going viral and sparking their influencer career.

Number of Combined Followers vs. Average Annual Income

(From our 2023 Survey)



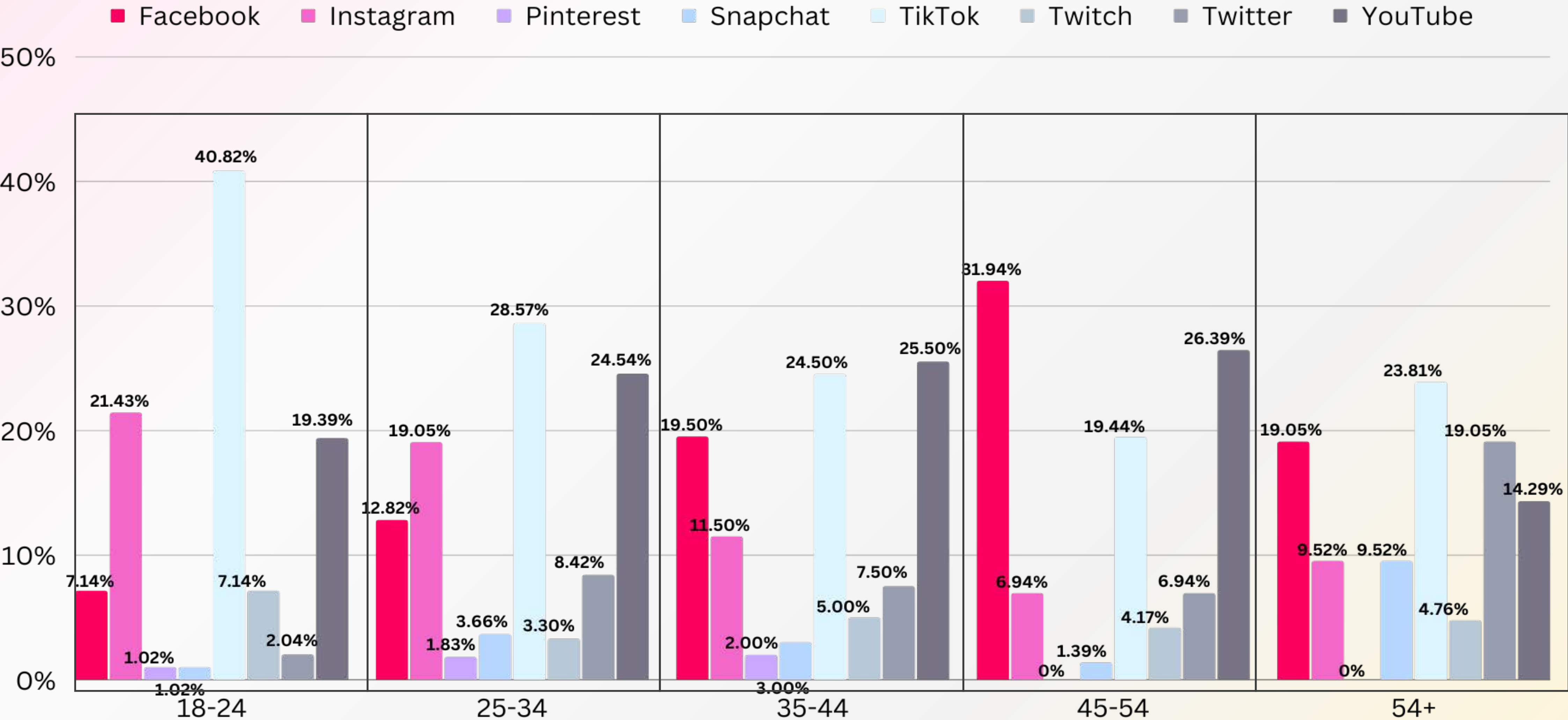
Notable insights:

On average, creators must reach the 5M+ followers threshold in order to start earning an annual income of over \$1M.

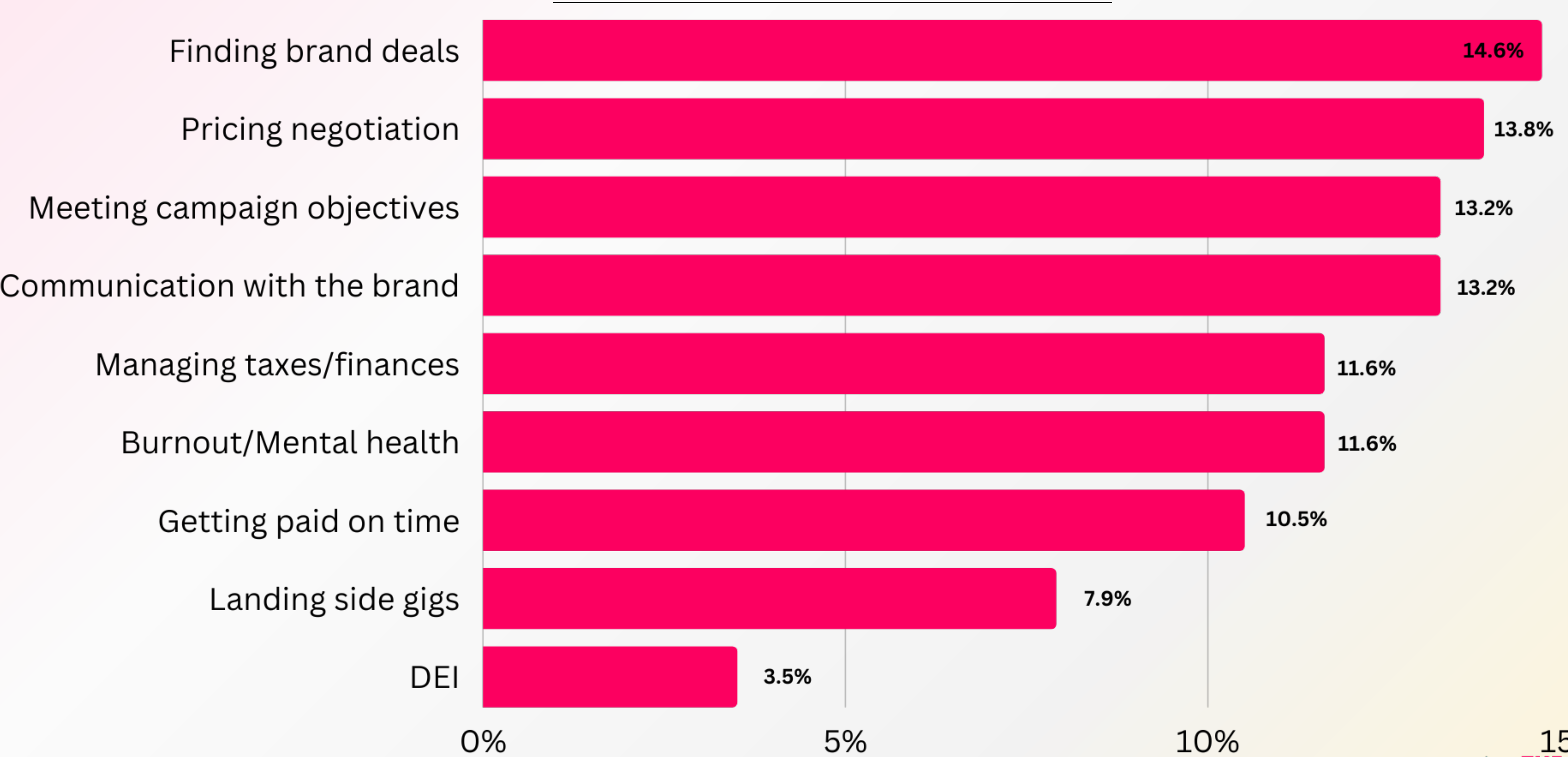
More than 75% of creators earning less than \$20K annually have less than 150K followers. This may be due to the fact that they are smaller creators just starting out in their creator career or they may use influencer marketing and user generated content as a side hustle.

Favorite Creator's Social Media by Age

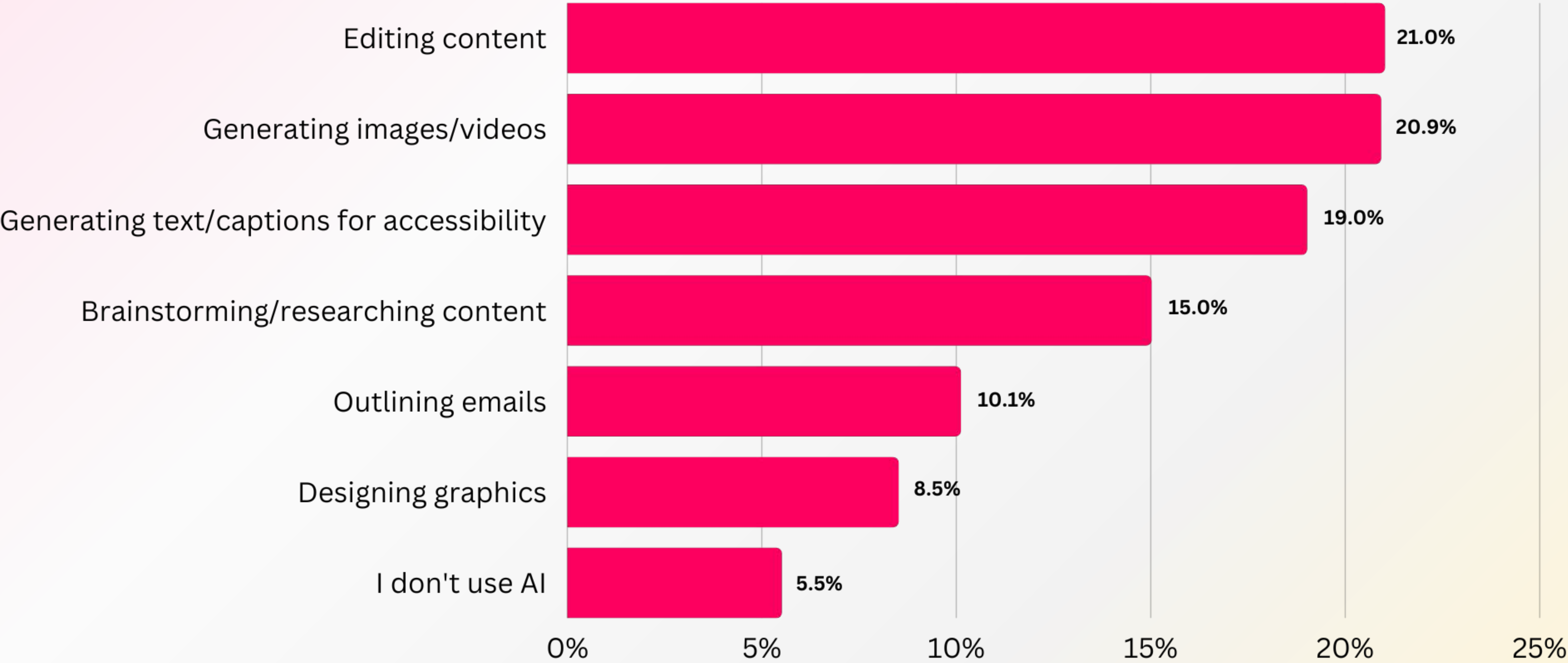
(From our 2023 Survey)



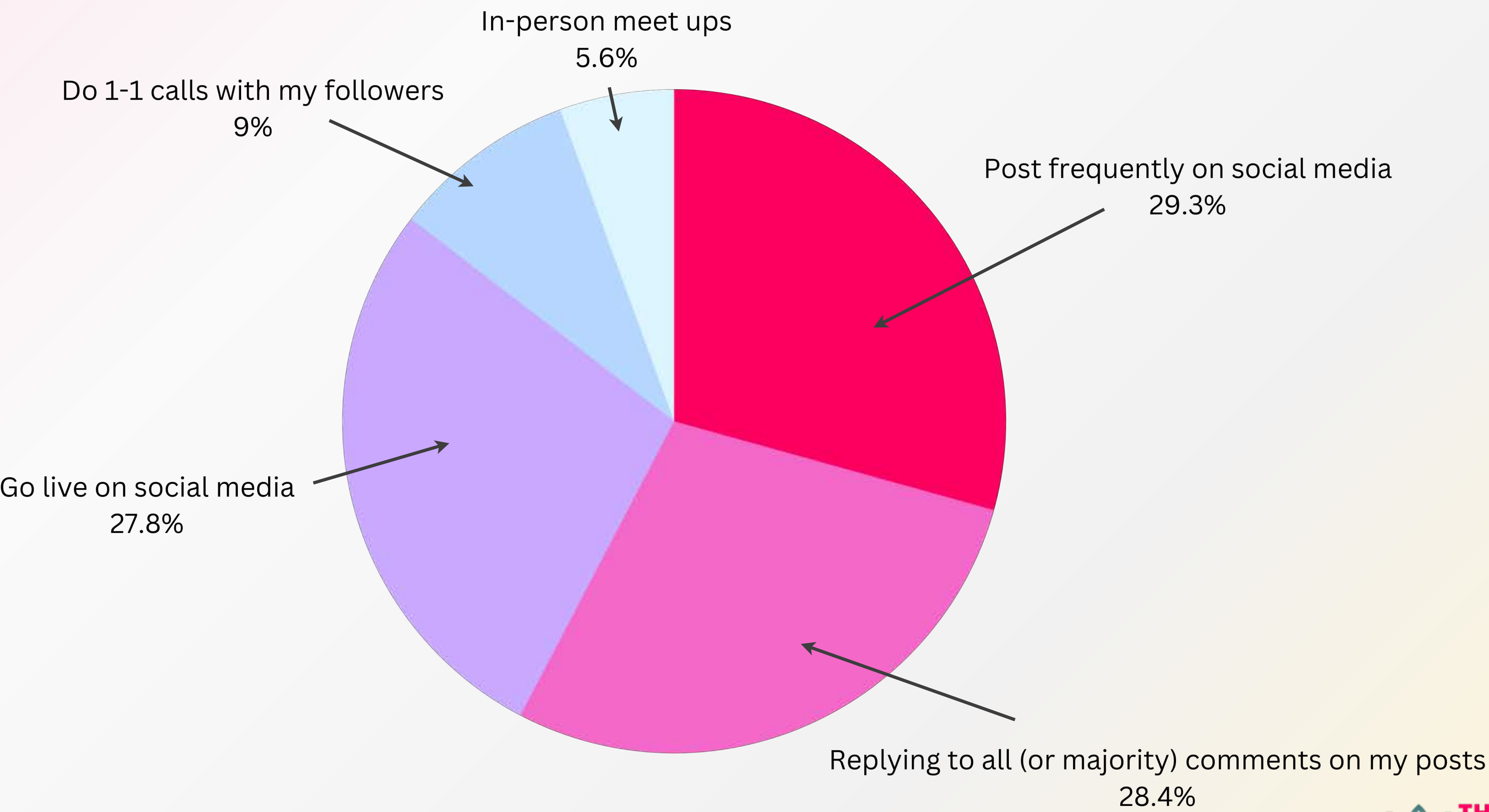
Greatest Challenges for Creators in 2023

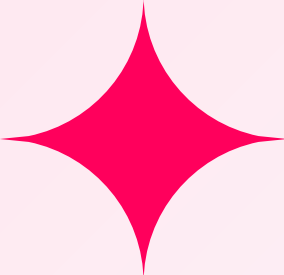


How Creators are Utilizing AI in 2023



What are your favorite methods to engage with your followers in 2023?





Our full Survey Infographic

CHECK IT OUT HERE

A circular portrait of Sima Gandhi, CEO/Co-Founder of Creative Juice. She is a woman with dark hair tied back, smiling, wearing a light-colored sweater and a necklace. The text "Creative Juice" is overlaid in large pink letters, with a pink starburst graphic to the left.

Creative Juice

CEO / Co-Founder

Sima Gandhi

“

The industry is starting to recognize that creators are businesses, and at Creative Juice we've seen that when creators leverage business and tax tools, they can make more, save more, and grow faster.

”

*Exclusive quote for The Influencer Marketing Factory

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



NEW AND DEVELOPING SOCIAL MEDIA FEATURES IN COMPARISON

Platform	Generative AI	Paid Verification	Paywalled Content	Long-Form Video 10+ minutes long	Vertical Video Feed
TikTok	✓	✗	🕒	✓	✓
Instagram	✓	✓	✓	✓	✓
Facebook	✓	✓	✓	✓	✓
Snapchat	✓	✗	✗	✗	✓
Twitter	🕒	✓	🕒	✓	✓
YouTube	✓	✗	✗	✓	✓
Pinterest	✗	✗	✗	✓	✓
LinkedIn	✓	✗	✓	✓	✗

KEY:

✗ NOT AVAILABLE

🕒 IN PROGRESS

✓ AVAILABLE

04/19/2023
*APPLICATION ONLY
SOURCE: THE INFLUENCER MARKETING FACTORY REPORTING

Platforms are offering similar features to keep up with recent trends in the Creator Economy and improve user experience. Our research team at The Influencer Marketing Factory has compiled top social media features for 2023 including generative AI, paid verification, and paywalled or premium content.



TikTok

01 Creativity Program

TikTok developed the Creativity Program to host new and improved performance metrics, estimated revenue, and content eligibility dashboards. TikTok distinguished that original high-quality content monetized via the Creativity Program must fulfill a minimum length of one minute in addition to abiding by Community Guideline regulations. The Creativity Program Beta will only be available to U.S. creators over the age of 18 through an invite-only basis.

02 Series

TikTok Series is a premium version of Collections on TikTok in which creators release exclusive content behind a paywall they set themselves between \$1 and \$190. Each Series can consist of up to 80 videos with each being at most 20 minutes long. TikTok Series not only seems to be a promising monetization solution for creators but perhaps also a leg up for the platform against top streaming platforms like Netflix. For now, only a select number of top creators are able to release Series.

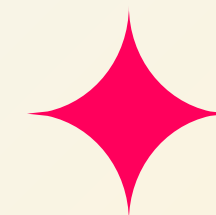
03 TikTok Live Shopping

Although Live Shopping on TikTok is still in the trial phase in the United States, TikTok Shop is excelling overseas in the United Kingdom. TikTok is now partnering with Cymbio, a platform which assists creators with selling on marketplaces and drop-shipping, to enhance the shopping experience on the social platform. Cymbio's features will allow creators to embed product information directly into videos and TikTok live for users to purchase without leaving the app.



Fun fact: More than **150 Million Americans** are active daily users on TikTok.

Fun fact: The hashtag #TikTokMadeMeBuyIt has more than **47.2 Billion Views** on TikTok!





Partner & Chief Social Officer

Brendan Gahan



Creators are not just the future. They're also the past and present.

Creators have been impactful for over 15 years now. Just as word-of-mouth marketing has always been the most effective form of advertising, creators harness that power, but at scale. Individuals are the trusted media outlets.

The relationship creators have with viewers isn't a fan relationship its much more akin to a friendship.

Creators don't just entertain their audiences, they build relationships that are more akin to friendship than fandom.

Creators don't just have fans, they have community - the relationship between creators and viewers is much more personal than traditional media.

Influencers form powerful, parasocial bonds with their audiences. It's a one-to-many, scaleable friendship.

Celebrities may be recognized, but it's creators who are truly loved and trusted by their communities.



*Exclusive quote for The Influencer Marketing Factory

YouTube

01

New Shorts Monetization

YouTube replaced their Shorts fund with a new monetization program for creators in which they may earn revenue from ads placed between Shorts clips.

02

Super Thanks

YouTube expanded their Super Thanks feature for access to all eligible creators in the YouTube Partner Program via YouTube Studio. Fans can share animated GIFs valued at 4 prices between \$2 and \$50 which they can customize with a highlighted message. Creators have the ability to like and heart Super Thanks messages, deepening the engagement with their fans.

03

YouTube Studio Shopping

New tools within YouTube Studio allow creators to manage how their products are displayed and tagged across their channels. Eligible creators have the ability to tag products for sale during livestreams via the Live Control Room.

04

Shopify Partnership

Eligible YouTube creators may link their Shopify storefronts to their channels from which viewers can make purchases without having to leave the platform.

05

Profanity Guidelines

In response to recent backlash, YouTube announced that they would relax their previous "15 Second Rule" for profanity that restricted many creators from monetizing their content. Creators may now be eligible for partial ad revenue if they use profanity within the first 7 seconds of a video, and background music containing moderate to strong levels of profanity will not bar creators from full ad revenue.

06

Quizzing on Community Posts

A new quiz feature is being beta-tested for select creators to share via community posts. Quizzes not only are useful for educational creators to engage with viewers but also act as a competitive feature against TikTok Q&A's.

Fun fact: In 2022, YouTube has paid out more than **\$16 Billion** to creators in their YouTube Partner Program.

05

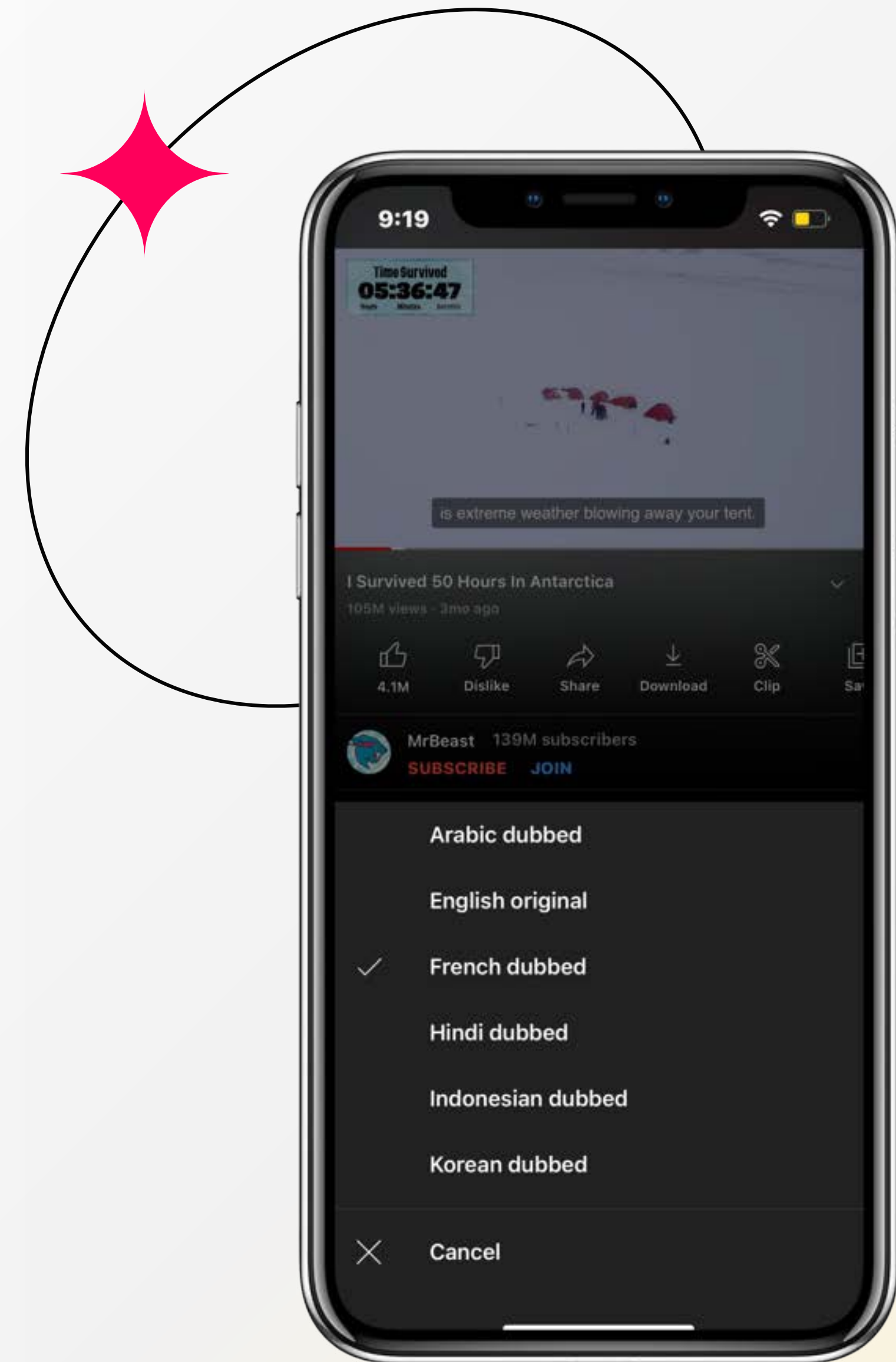
Multi-Language Audio Dubbing

Multi-language audio tracking is now available for creators on Youtube. YouTube reported that dubbed videos made up approximately 15% of watch-time in the channels' non-primary language. Mr. Beast was one of the few creators in a small pool hand-selected by YouTube to test the beta version in January 2023.

Mr. Beast shared that multi-language audio is extremely useful for creators like himself who have several subchannels for content translated to a different language in that their spread of content can be condensed to one main channel.

"You can imagine if you take twelve channels like those and instead of doing them all separate you combine them on one, it supercharges the heck out of the video." - Mr. Beast

This in turn makes it easier for global viewers to locate content and simply select their language dubbing preference from the video settings menu. In regard to the transition to multi-language audio tracking, Mr. Beast advises that creators dub their old content as well as their new content so that fans may binge watch your content.



Source: YouTube

CoVenture



Partner

Brian Harwitt



As we look towards the future of the creator economy, we believe the companies that are rooted in predictable monetization, and therefore focused on helping creators achieve long-term success, will be the ones to thrive as true resources in the ecosystem. This is further supported by the evolution of creators to full-scale media businesses, in which consistent and predictable revenue streams have become a necessary factor in sustaining these enterprises and facilitating growth. While creators continue to prioritize reliable sources of revenue and access to key resources, such as capital, the startups and platforms that will be successful are the ones that keep up with creators providing those resources in creative and creator-first ways.



*Exclusive quote for The Influencer Marketing Factory

Meta

01 Reels Play Bonus

Meta's Reel monetization program for creators is now on pause. Meta has now cut five of their eleven creator monetization programs since 2020, but sources from Meta affirm that new revenue-generating opportunities and tools are in the works.

02 Gifts

Instagram users in the U.S. now have access to Gifting on Reels to support their favorite creators. Fans can purchase Gifts using Stars which are sold in packs.

03 Longer Facebook Reels

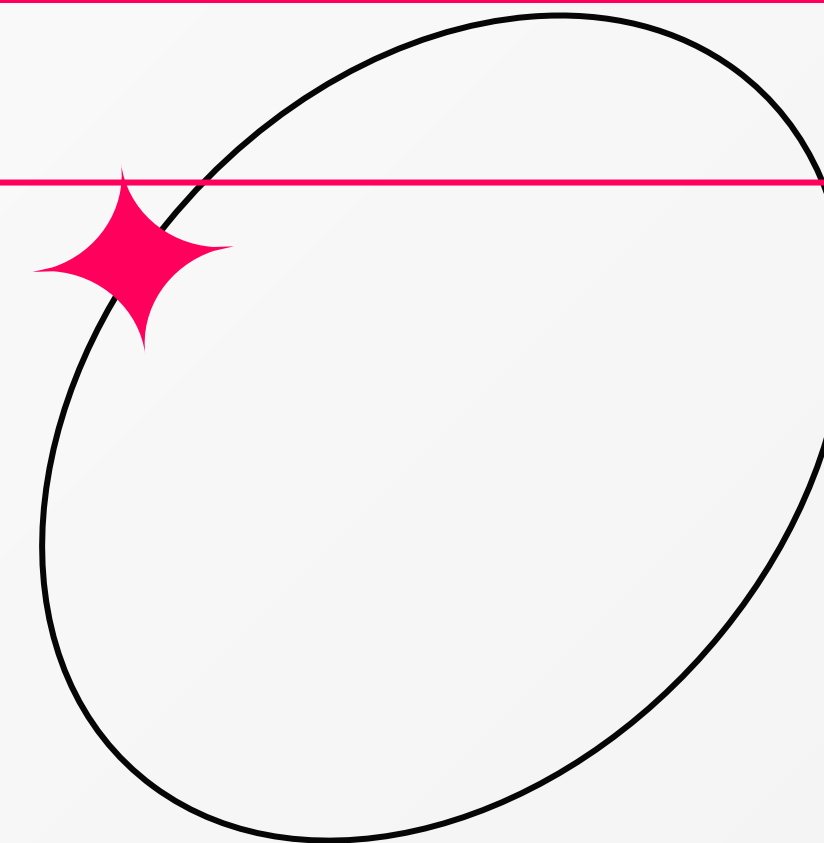
As trends are shifting content back to long-form, Facebook is following in the steps of a recent Instagram update by extending the maximum length of Facebook Reels to 90 seconds.

04 Channels

Creators on Instagram have the opportunity to test Channels, a new broadcasting feature via Direct Messages. Channels allow creators to share one-way messages to their followers who can react with emojis and engage with polls.

05 Meta Verified

Meta Verified is available for users in the U.S., Australia, and New Zealand. Users can choose either the monthly \$11.99 USD web subscription plan or the \$14.99 USD mobile subscription plan when applying to the Meta Verified waitlist. Verified users have access to exclusive stickers on both Meta platforms to add to Stories and Reels, and 100 Stars are available for verified users every month to show support for their favorite creators. Users must be at least 18 years old, submit a copy of a government-issued ID to confirm their identity, and enroll in two-factor authentication to apply.





LinkedIn

Creator and Community Manager

Daniel Markovits

“

One of the biggest shifts in the creator space is the evolution of the ‘who’ & the ‘why’. Let me unpack this.

Not too long ago, creators could be bucketed into a certain type, demographic & intention. Think of a young male Youtuber creating gaming videos for entertainment purposes.

That’s no longer the case. We can’t profile or put creators in a box anymore. People from all walks of life have woken up to the fact that content leads to opportunities. This is especially the case with the rise of the ‘creator-educator’.

Creators and experts from any background will continue tapping into the demand for unique & informative content. Some to make a living, others to entertain, and everything in between. This will have a tremendous impact in the way these creators are being served as well as on the proliferation of niche content.

”

*Exclusive quote for The Influencer Marketing Factory



Spotter

CEO

Aaron DeBevoise

“

The creator economy stands at an inflection point. Where accessing long-term, sustainable revenue streams has allowed creator economy entrepreneurs to reinvest in their enterprises, increase production value, hire teams, and build thriving businesses, we believe the next phase of growth will be fueled by three elements: community, knowledge, and creator-specific tools.

Community: creators will turn to one another and form even stronger and wider ranging communities to share best practices and learnings.

Knowledge: data and analytics will be more valuable than ever and creators who apply findings from their data will see both quantitative and qualitative rewards, not only increasing their enterprise value but also better connecting with their audiences.

Creator-specific tools: creator economy entrepreneurs will improve their creativity and streamline their workflows with tools utilizing technologies like AI.

We believe creators are, and will continue to change the world and look forward to the next phase of growth across the industry.

”

*Exclusive quote for The Influencer Marketing Factory

Twitch

01 Elevated Chats

Twitch is following in the footsteps of YouTube by releasing a beta version of Elevated Chats, a highlighted paid message from fans similar to Super Chats. Following taxes and fees, Twitch shares that streamers may earn a 70/30 cut of revenue from Elevated Chats.

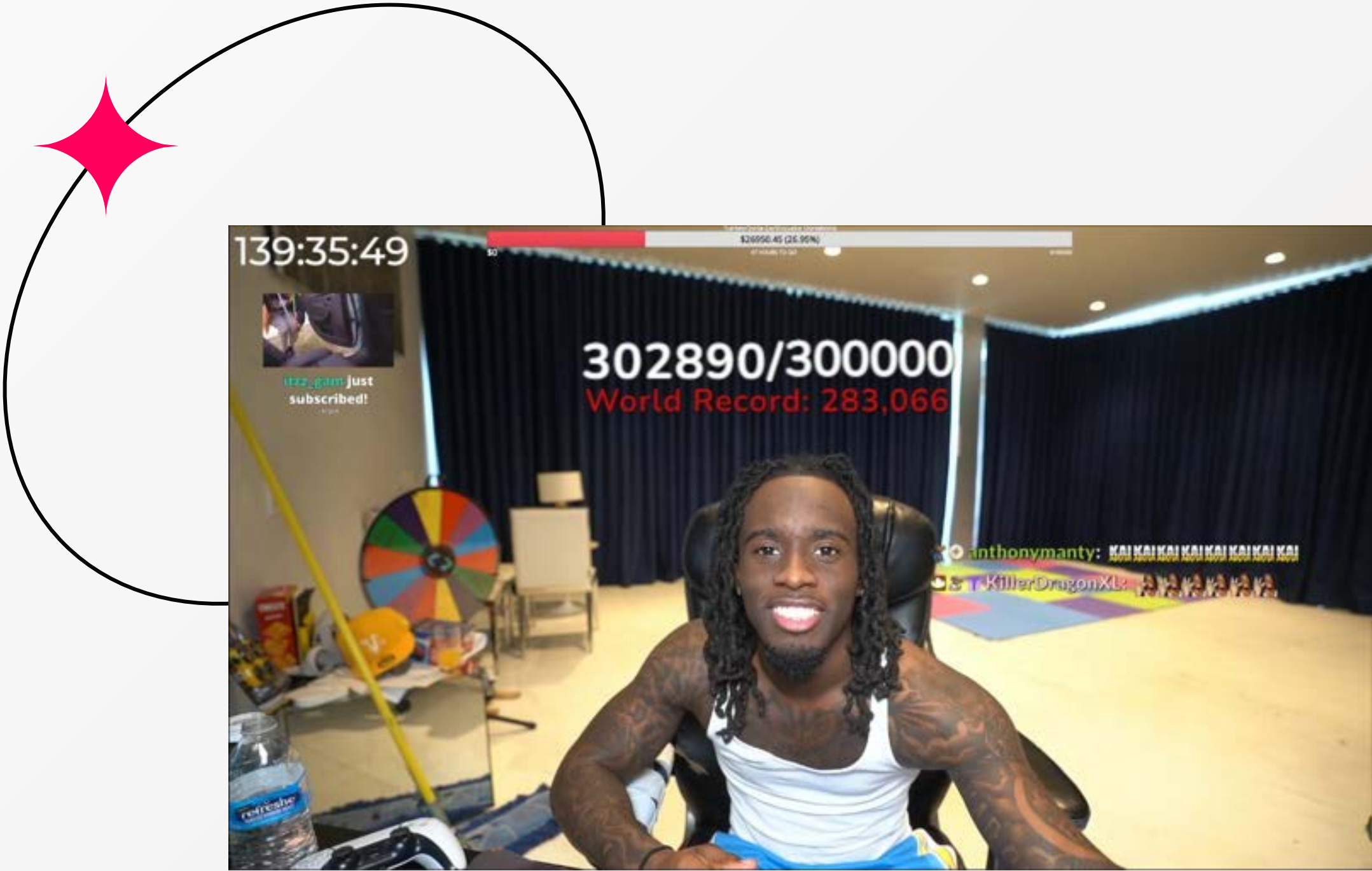
02 Exclusivity Agreement

Twitch lifted their exclusivity agreement for streamers part of their Partner Program as a means to acknowledge partner feedback, the developing digital landscape for streaming, and prevent top streamers from completely leaving the platform. Streamers may now livestream content on other platforms such as YouTube, but Twitch noted that partners are barred from simulcasting on the web.

03 Guest Star

Streamers can now host talk-show-like events and dynamic conversations with Twitch’s Guest Star feature. Hosts can invite up to five streamers at a time, manage guests from Twitter Studio and OBS, and easily swap their guests throughout their streams.

Streamers may kick off their creator careers at Twitch as Affiliates which earn revenue off of subscriptions, ads, and Bits. Once you have streamed 25 hours across 12 unique streams with an average of 75 viewers, you can become a Partner and have more user features and perks such as a verified badge.



Source: Steven Cropley/ONE Esports

Meet the King of Twitch: 21 year old streamer Kai Cenat recently broke the World Record for most subs on Twitch and hosted an uninterrupted 30-day stream.



The biggest Creator Economy trend no one is talking about is the rise of the "grown up" Creator.

10 years ago, when you said "creator", the mental image would be of a young teen or 20-something taking Instagram photos or making YouTube videos. Then COVID-19 happened, and every gainfully employed adult in the world was sent home.

Millions of working professionals - people with real skills, leadership experience, and deep expertise in their fields - turned in their free time, boredom, and angst to content creation as an outlet. Since then, hundreds of thousands of professional adults have augmented their incomes or gone full time as creators.

Being a creator is no longer a young person's game. As tools, platforms, and services businesses have arisen to feed relatively new revenue models - like masterminds, coaching, courses and more - small audiences have started to yield large dollars.

As a creator, you don't need to appeal to huge groups of people to make a living anymore; now, you can appeal to small groups of people with money and willingness-to-pay - and adult professionals in various niches fit that description perfectly.

Content creation isn't just about creativity and entertainment anymore. Now, more than ever, it's about utility.



*Exclusive quote for The Influencer Marketing Factory



Partner With Creators



Founder
Avi Gandhi



Games, Newsletters and Podcasts

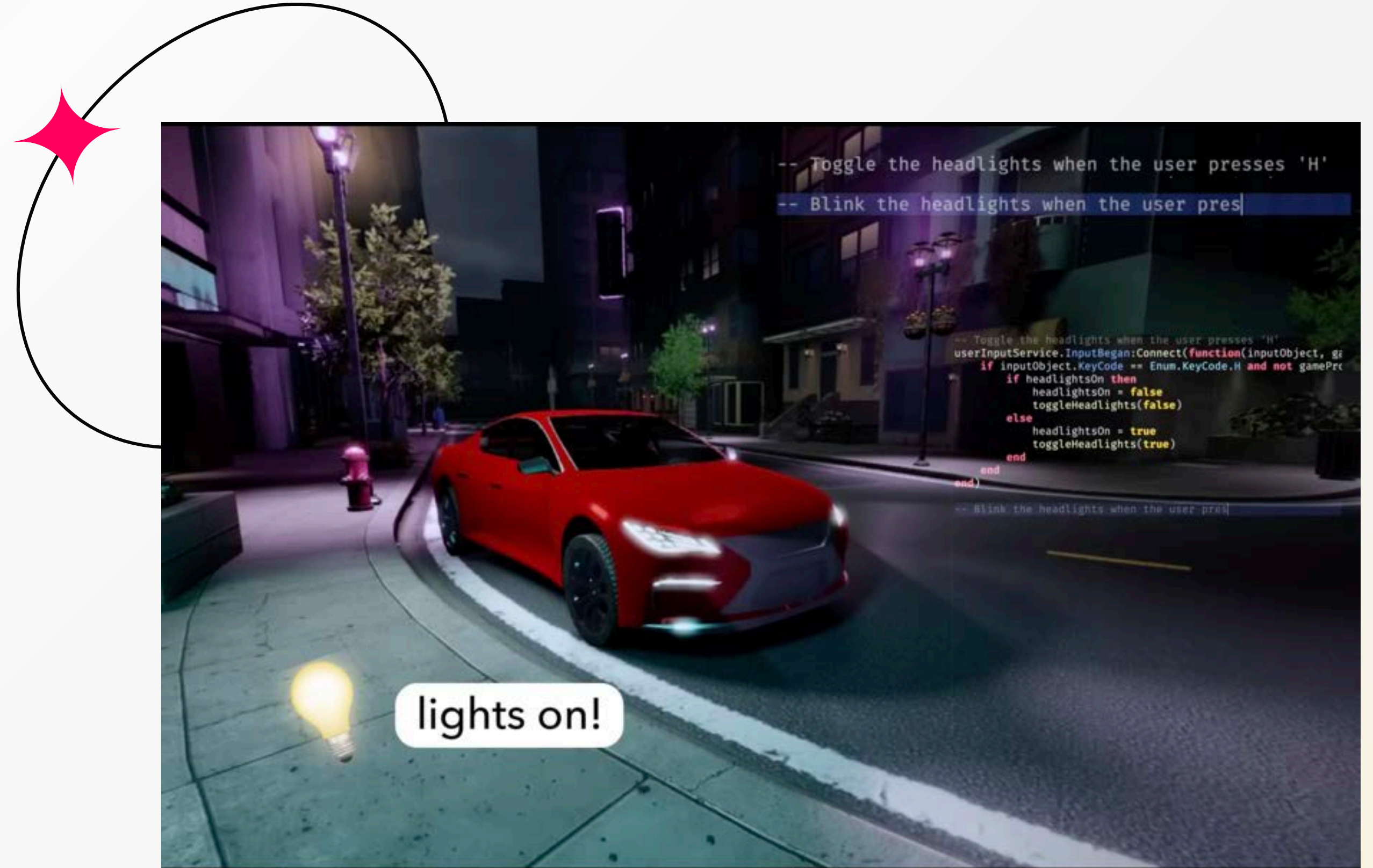
Roblox

01 Generative AI

Roblox Studio empowers every user to become a creator with generative AI tools. Generative AI features may assist creators in writing code, developing high-fidelity 3D models, and avatar creation. Bringing your imagination to life whether you're a beginner or expert is made easy with the AI toolkit in Roblox Studio.

02 Roblox X Meta Quest

Roblox is projected to arrive on Meta Quest in late 2023. In order for users to currently play Roblox via a VR headset, they must connect to a PC to have access to gameplay. Support for Meta Quest on Roblox would be a mutually beneficial deal for both companies, and users would be able to explore new horizons in the metaverse with an official VR adaption.



Source: Roblox

Fun fact: Roblox currently has more than **202 Million** active monthly users and **40 Million** games.

Fortnite

01 Unreal Editor

Creators as well as companies can utilize tools within the Unreal Editor beta to develop unique custom islands. VFX effects, landscape development, and gameplay design with Verse are all efficient creative tools to enhance not only the experience for users but also creators who have a greater space to explore their game vision.

02 Postparty

Postparty is a new platform by Epic Games for Fortnite players to share highlight clips. Gameplay captured on console and PC will be added to a clip library in Postparty for users to then edit and share. Will Postparty bridge content creation with the metaverse?

03 Fortnite X Ralph Polo Lauren

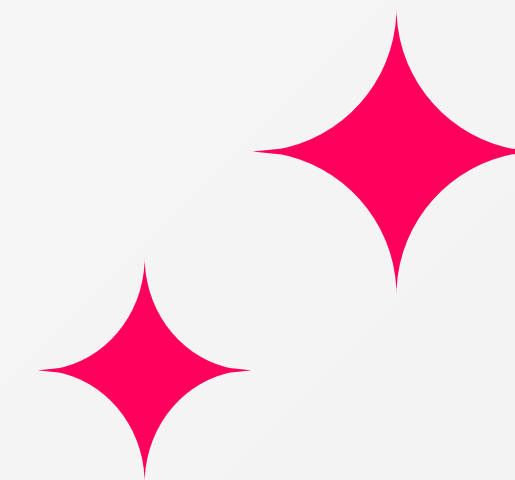
For the first time ever, Ralph Polo Lauren reimagined their iconic logo for an exclusive digital line on Fortnite. Users could purchase special skins and accessories via the Fortnite Item Shop shortly before the physical line was available in the *real world*.



Source: Ralph Polo Lauren

Fun fact: Fortnite is ranked #6 on Twitch with more than **13 Million** hours of Fortnite gameplay is streamed weekly.

Newsletter fight 🖐️ 🖐️



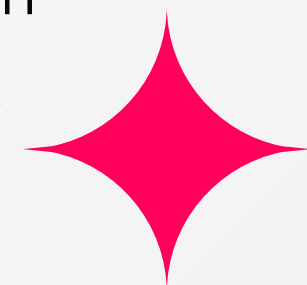
01 Substack



Founded in 2017, Substack is a subscription platform where writers can earn a monthly check by publishing their newsletter, blog, or podcast. The platform collects 10% of paid subscription revenue per creator, but being a publisher is free of cost. Substack recently introduced a community fundraising round in which publishers can invest in and own a part of the company starting at \$100. Substack's funding goal was \$2 million which publishers quadrupled in a few days.

02 Beehiiv

Beehiiv, founded in 2021, is a newsletter platform built to foster community growth and engagement. Users have access to features to customize newsletters, scale their audience, and manage their own website. Publishers may also join the Beehiiv Partner Program for free in which partners may earn 50% commission for a year on all revenue from references. Beehiiv appeals to current Substack users by sharing that moving to Beehiiv will save you approximately 10% in fees alone.



03 MailerLite

MailerLite's clean and functional newsletter platform was founded back in 2010 and now has more than 1.4 million publishers. MailerLite users may utilize the platform to create websites, signup forms, and paid newsletter subscriptions. Publishers can write and distribute newsletters for free on MailerLite for up to 1,000 subscribers and 12,000 emails a month, making it a great platform for newer creators with smaller audiences.

04 ConvertKit

ConvertKit, founded in 2013, is an email service provider platform specializing in cloud-based lead generation. Publishers interested in switching to ConvertKit have access to their free concierge migration service. Users may join ConvertKit's Creator Network in which Recommendations allow creators to cross-promote each other's work and ultimately expand their reach. Approximately 570K creators actively publish newsletters with ConvertKit on a monthly basis.

Podcasts and Audio Rooms

01 Spotify Podcasts

Spotify reigns supreme as the top podcast streaming service in the United States. Spotify recently launched TikTok-style vertical discovery feeds for users to discover new podcasts and music from their favorite creators. In partnership with Creative Juice, Spotify is introducing new creators to make video podcasts, beta test new features, and more. The new Spotify for Podcasters hub equips creators with a library of new features from polling and Q&A prompts to creating Podcast Chapters. Glow.fm also partnered with Spotify recently to allow its podcasters to extend their subscriptions to the podcasting and music-streaming giant.

02 YouTube Podcasts

YouTube recently announced that podcasts will now be available on YouTube Music for viewing and free ad-supported background listening. YouTube's Head of Podcasting, Kai Chuk, highlighted the platform's dedication to providing creators with ample tools for producing shows. Viewers can now watch podcasts from their favorite creators on YouTube which they can access from the new channel "Podcasts" tab located between "Live" and "Playlists." Creators may add playlists of different shows under their "Podcast" tab to organize and highlight their content.



Source: Spotify

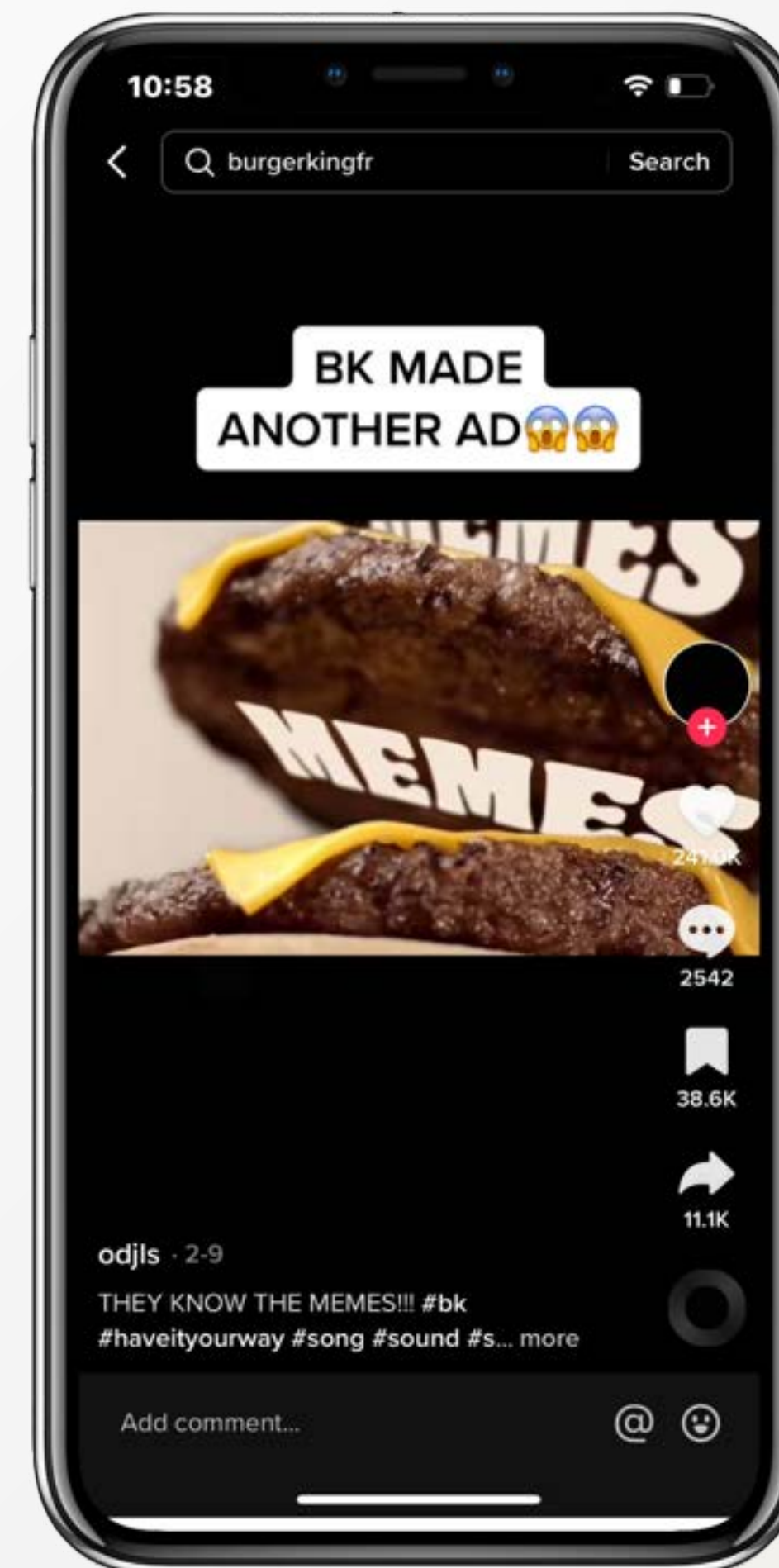
Video Podcasting: Emma Chamberlain's sensational podcast Anything Goes went exclusive on Spotify February 2023 and introduced a new video element to her long-form content. In the two months since the exclusive agreement began, her listeners have more than doubled according to Spotify.

Memes are THE community

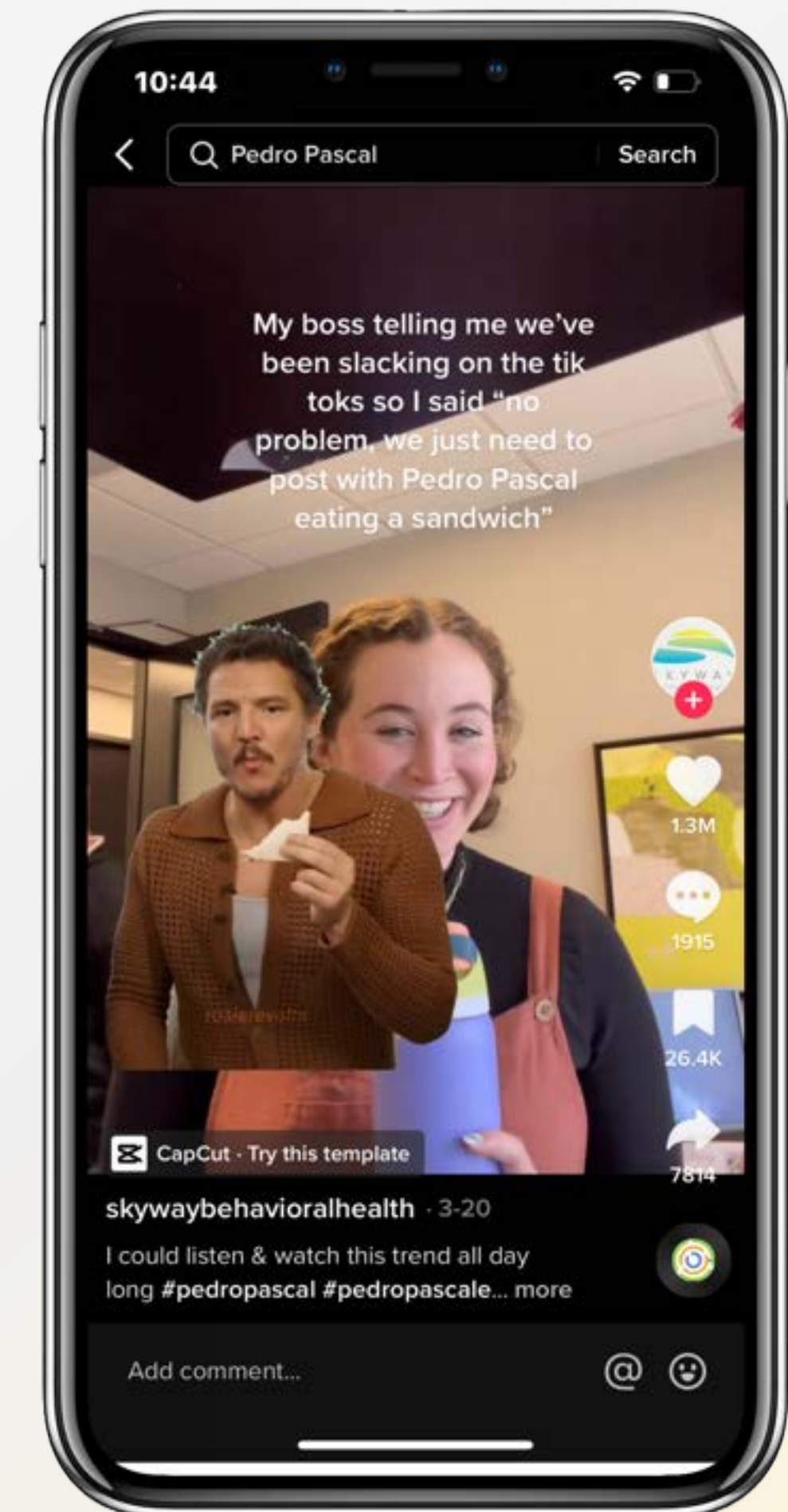
Mememes have dominated the online community throughout the era of Web 2.0's early Facebook, Twitter, and Instagram days. As new apps and creative tools roll out year by year, users have now transitioned from following meme creators to becoming their own.

Burger King's 2023 Super Bowl Ad campaign took a nod at the trending jingle remixes on TikTok and handed off the advertising to BK fans online. Burger King's "Sing it Your Way" campaign gave consumers the power to express themselves creatively to create a new funny jingle or simply sing along with the original. The Burger King jingle meme took flight after TikTok creator @diamondbrickz posted his remix "Harder Better Faster Whopper," a crossover between Daft Punk's hit song and BK's signature jingle, which now has over 332.4K posts using the sound.

Individual creators and brands have been utilizing trending templates from CapCut, ByteDance's video editing app, to create viral meme content on TikTok. Top trending templates such as Pedro Pascal eating a sandwich involve a green screen overlay effect where users can clip in images or videos. TikTok users such as @trendingcapcuttemplates have amassed hundreds of thousands of followers for sharing top templates and memes. Duolingo, Life360, and Gisou are amongst many big brands on TikTok that are experts in meme content and utilizing CapCut templates.



Source: @odjls/TikTok

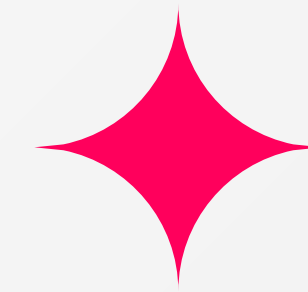


Source: @skywaybehavioralhealth/TikTok

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

Powering the Creator Economy



Commentsold is a live commerce platform founded by Brandon Kruse in 2017 with a simple one-step integration, making sales simple yet engaging for consumers. Approximately 4,000 retailers use Commentsold and have earned more than \$3.5 billion in sales on the #1 platform for live selling.

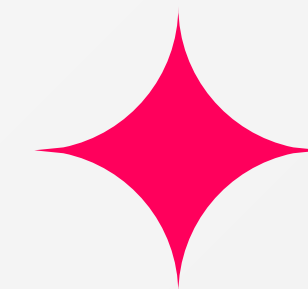


Amazon Live, founded in 2019, is one of the leading e-commerce platforms for fans to tune in to livestreams and shop their favorite influencers and celebrities' Amazon picks. Amazon took a swing at live-shopping back in 2016 with Style Code Live with a focus strictly on beauty and fashion then rebranded to Amazon Live in 2019 where hosts have free reign to share their favorite products.



NTWRK is a live video shopping platform co-founded in 2018 by Adam Levant and Jamie Lovine which specializes in selling art, sneakers, and fashion. NTWRK hosts daily livestreams, virtual festivals, and exclusive drops. For those interested in deadstock designer and rare creative finds, NTWRK is the platform for you.

... so many more



Karat, co-founded in 2019 by Eric Wei and Will Kim, is a financial service curated to support digital content creators and influencers in navigating their financial planning, particularly with specialized business credit cards. Karat members also have access to networking events, bookkeeping and tax planning tools, and merchandise design and fulfillment tools.



Spotter is a creator economy company that empowers top YouTube creators to accelerate their business and unleash their full creative potential by giving them access to the capital, knowledge, and community they need to succeed at scale. One element of this is providing financing to creators in exchange for the future ad revenue from their existing videos. Spotter was founded in 2019 by Aaron DeBevoise and recently raised \$200 million in Series D funding from SoftBank Vision Fund 2 which brought their total company valuation to over \$1.7 billion. Top YouTube creators such as Mr. Beast and Dude Perfect have taken their channels to new lengths thanks to the support of Spotter.



Walker Williams, Will Baumann, and Eli Valentin joined forces in 2019 to co-found Fourthwall, an all-in-one creator platform for consolidating income streams and accessing partners and manufacturers for developing merchandise. The platform received \$17 million in funding from a handful of investors in 2021. Creators can sell products from clothing to personal Cameo-like videos via Fourthwall and have access to creative tools to customize their own online storefront down to the code.

**Linktree Founders**

Anthony Zaccaria, Alex Zaccaria, Nick Humphreys

“

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

... and more!



LTK is one of the first influencer-guided shopping platforms co-founded by Amber and Baxter Box. Influencers share shoppable posts and leave reviews on LTK which more than 18 million international consumers tune in to shop. Influencers are eligible for commission on products purchased from their pages. LTK amasses an average of \$3.6 billion annually in retail sales.



Kajabi is an online education platform for creators to monetize online courses for other influencers and those familiar with the creator economy. Kajabi was co- founded by Kenny Reuter and Travis Rossier in 2019 and has since earned over \$5 billion for creators. Today, Kajabi is valued at over \$2 billion and is in the process of developing new AI features for creators, such as the Creator Hub and Creator Studio.

Creator Brands

A man with a beard and short brown hair, wearing a dark blue jacket, is smiling and holding a white paper bag with a burger logo. He is standing in front of a restaurant with a sign that reads "WORLD'S FIRST RESTAURANT". The background features large, colorful pop art murals of burgers and faces. The text "Creator Brands" is overlaid in large white letters.



Mr. Beast Burger and Feastables

Time to Feast!

You may know Mr. Beast for his extreme challenge videos on YouTube, Beast Philanthropy, or one of his business lectures at top universities across America. Mr. Beast is better known for innovating virtual dining concepts and influencer merchandising with delectable treats and eats.

Mr. Beast kicked off his career in the food industry in November 2020 with the launch of Mr. Beast Burger in North Carolina. The online fast-food delivery chain was established in partnership with Virtual Dining Concepts, LLC, which specializes in curating influencer-led dining experiences accessible via mobile delivery from local restaurant “ghost” or “cloud kitchens.”

Mr. Beast Burger took flight during the pandemic as a lifeline for small businesses on the verge of bankruptcy. More than 1,000 locations are available across the United States with a small handful of locations in London and various areas of Canada. With a business so successful, Mr. Beast looked to launch a new food-based business venture on such a national scale.

Feastables was launched in January 2022 as a new way to snack with gamified experiences for sale online at their official website or in-store exclusively at Walmart. The range of Feastable treats span across chocolate bars, cookies, and gummy snacks. Codes on each Feastable’s packaging gives fans a chance to spin a wheel for more than \$1 million in prizes. Do you think you have a chance of winning your own chocolate factory?

Source: Arsenal Media



Source: @DrinkPrime/Instagram



Source: @DrinkPrime/Instagram



Source: SWNS Media Group

Prime Sports Drink

Partner Up

Prime sports drink is a global superstar in the creator economy and has taken influencer marketing to new levels since its initial release in January 2022. Since then, Prime has amassed more than \$250 million dollars and counting in revenue.

Logan Paul and KSI, the famed influencer faces of Prime, are no stranger to inking big deals with major sports leagues and clubs. Prime has been featured in the Super Bowl, took advertising space in the NASCAR circuit, and is part of a three-year sponsorship deal with UFC. Prime has also been named the official sports drink of the Los Angeles Dodgers and Arsenal F.C., the top ranked UK football club in the Premier League.

As Prime bottles have increased their stock across America, young fans in the UK have been scrambling to get their hands on the hottest influencer product on the market. Selling Prime for more than six-times their retail price has become a social-climbing side hustle for pre-teens in the UK. School children in the UK are even selling empty bottles of Prime so others can have hands on the premium merchandise.

UK stores have set ration-like limits on Prime purchases per customer to manage the "Prime run" frenzy that takes place early morning on release days. Prime has yet to execute a new distribution strategy to the UK, but KSI and Logan Paul fans are ecstatic for the opportunity to purchase more of the prime influencer product.

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...**



Personally, I am seeing more content creators move into the video podcasting vertical. I believe that launching a successful podcast can help a creator sustain more longevity in their career because for some the format is much easier to be consistent with, and it can also be a more dependable form of income in the form of recurring ad placements. I've also noticed that creators with video podcasts have been experimenting more with paywalled content, like placing a bonus episode behind a membership tier on YouTube or paywall platform like Fourthwall or Patreon.



Business Insider

Amanda Perelli

*Creator Economy
Reporter*



Creators are like workers, there is so much variation in them. And just like we don't talk about the worker economy, I think we need to stop talking about creators in generalizations and start focusing on what are the sub categories of the creator economy that share more in common with each other.

And those subcategories, I think can be split and defined in multiple different ways. You can define it by platform like YouTuber, a TikToker, podcaster or whatever. You can define it by industry vertical. Like you're a writer, an expert in productivity, a fitness influencer, a nutritionist, whatever.

You could also define it by content type. So written content, video content, audio content, whatever, focusing on the creator economy is just too high level and people really need to distill down, especially for company builders, distill down into who exactly you're serving because creator is not it, it's way too general.



Atelier Ventures

Founder & General Partner

Li Jin



Lumanu

Co-Founder & CEO

Tony Tran

“

More creators are making more money in more ways than ever before, and we're still just getting started. Perhaps even more exciting is the sheer amount of diversity in creators: diversity of what they create, for whom they create, and how they monetize.

Over the next few years, we should expect new business models and technologies with the rise of ChatGPT and the increasing ways creators can license their content, name, image, and likeness.

Creators are ushering in a new era of information, entertainment, and influence -- and that means exciting changes are ahead for all parties in the ecosystem, from businesses to banks and governments.

”

*Exclusive quote for The Influencer Marketing Factory



Recent macroeconomic challenges have resulted in a reduction in global ad-spend and underscored the necessity of revenue model diversification in the creator economy. Creators are expanding from traditional ad-share and brand deal revenue to newer models like direct-to-consumer product offerings (products offered directly by the creator to their audience like online courses and other digital products). This sector of the creator economy is experiencing rapid growth - creators reached \$5B in GMV in March 2023 on Kajabi alone. In the direct-to-consumer model, we see two key trends emerging:

1. AI for the Creator Economy: The technological leap in AI (artificial intelligence) will make the direct-to-consumer revenue more accessible by reducing the startup and overhead costs associated with offering direct-to-consumer products. AI won't

replace creators or their unique content, but will help save creators significant amounts of time in their business operations.

2. Incremental value through interactivity: The increased accessibility of the direct channel will result in more competition. Differentiation and success will require the provisioning of incremental value through more interactive components of product offerings (communities, live stream, 1 on 1 sessions) which provide more access to creators and the opportunity to foster deeper relationships through more meaningful engagement.

The most successful creator economy platforms will support creators by providing tools which enable creators to foster deeper relationships with their followers, deliver more value in creator product offerings, and run their businesses more efficiently.



*Exclusive quote for The Influencer Marketing Factory

Our own content creators said...



Alvaro Romero

1.3M followers
[tiktok.com/@alvaro.romero](https://www.tiktok.com/@alvaro.romero)

“

The creator economy is at an all time high right now. A lot of people are making the best out of it from amazing opportunities to major brand deals with their dream companies.

”



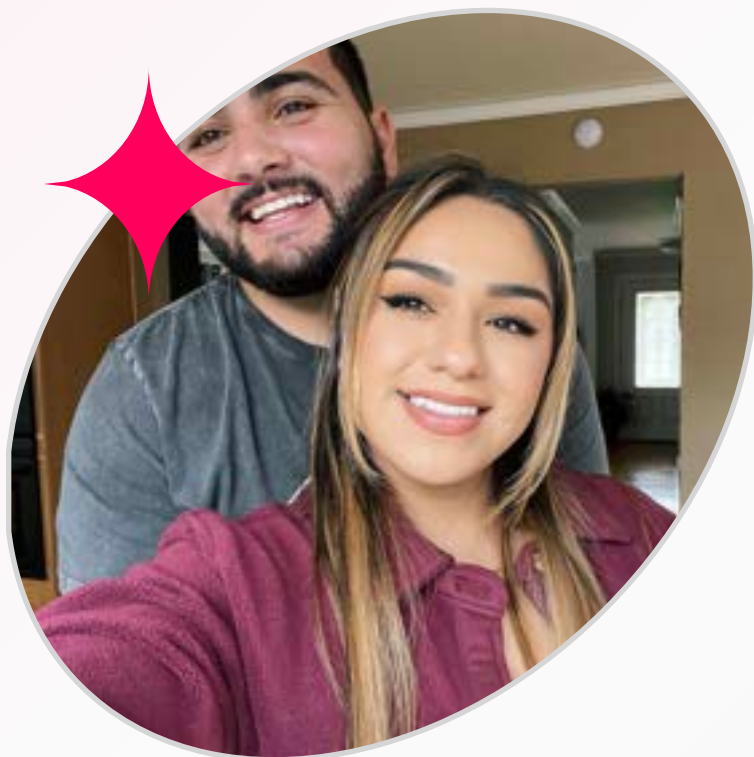
Sofie Vidal

1M followers
[tiktok.com/@fifiimarie](https://www.tiktok.com/@fifiimarie)

“

The creator economy has allowed me to turn my passion into a career and make a living doing what I love! Creating content can be challenging and rewarding but I get to push myself creatively and see the impact that my work has on others!

”



MARS Family

1.4M followers
[tiktok.com/@mayraaarelii](https://www.tiktok.com/@mayraaarelii)

“

Being a content creator has helped me make enough money to quit my full-time job and I can now focus my time on creating and studying in school! I've also been part of opportunities I used to dream of.

”



Amesha Inshanally

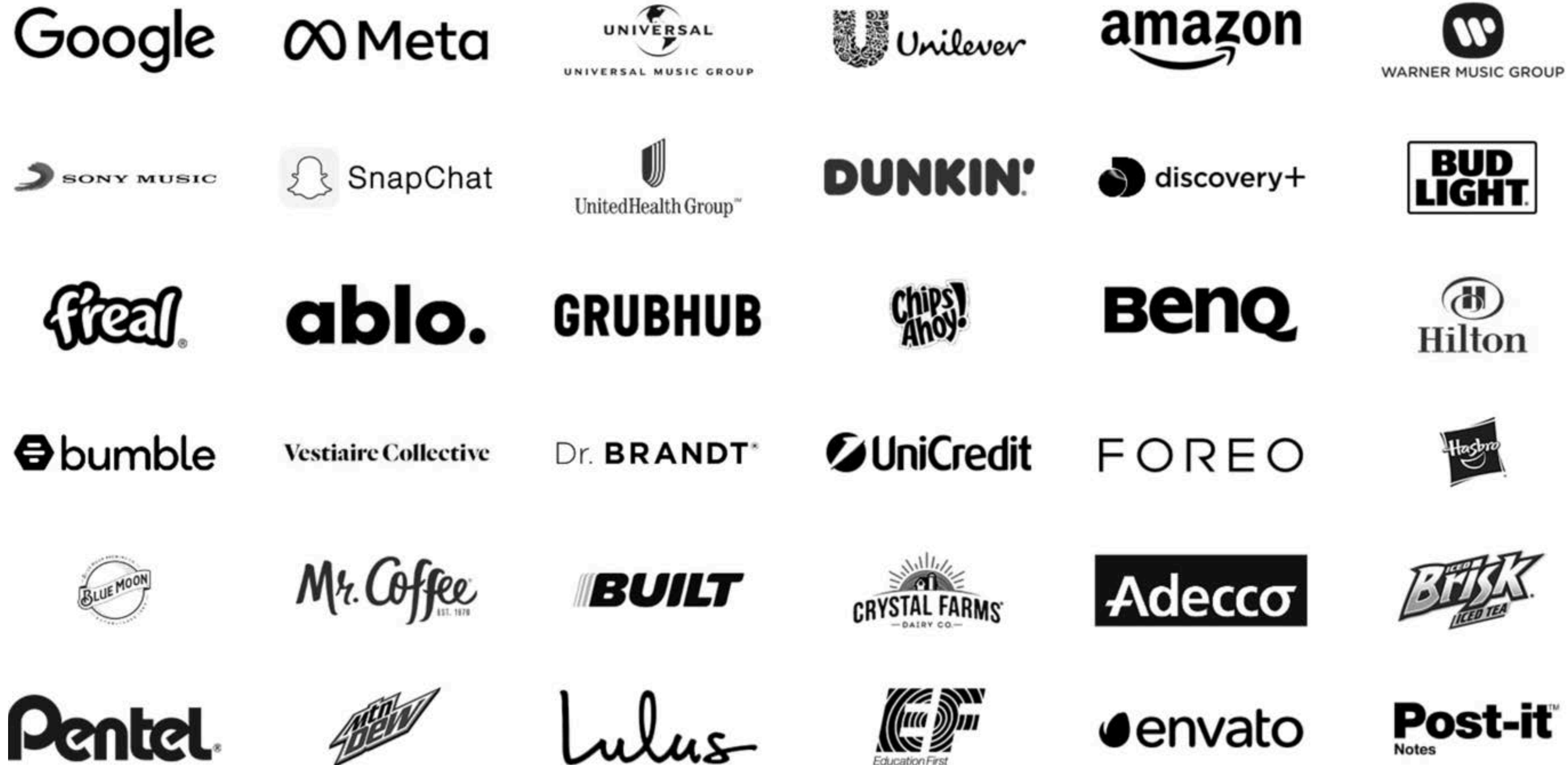
606.9K followers
[tiktok.com/@studymoofin](https://www.tiktok.com/@studymoofin)

“

Being a creator on social media has opened up a multitude of opportunities in terms of networking with talented individuals, my favorite brands and even turning social media into my full-time job. When I first started creating content in 2020 I never knew it would eventually become a portal of endless creativity and opportunities as I became more active on various social media platforms."

”

Some of our amazing clients



Ready for your next Influencer Marketing Campaign?

[Get In Touch](#)

Resources:

- <https://influencermarketinghub.com/influencer-marketing-benchmark-report/#toc-2>
- <https://linktr.ee/creator-report/static/Linktree-CreatorReport-2022-02f3aa05a27be6fecb3537b13d5ec9de.pdf>
- <https://www.zippia.com/advice/creator-economy-statistics/#:~:text=The%20global%20creator%20economy%20is%20estimated%20to%20be%20worth%20%24104.2%20billion.>
- https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?__conv_v=vi%253A1*sc%253A1*cs%253A1678483186*fs%253A1678483186*pv%253A1*seg%253A%257B10031564.1%257D*exp%253A%257B100330256.%257Bv.1003131869-g.%257B%257D%257D%257D&__conv_s=si%253A1*sh%253A1678483186062-0.2901213908793192*pv%253A1&hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report&__gl=1*lgwixs*_gcl_aw*R0NMLjE2Nzg0ODMxNDMuQ2owS0NRaUE4NnVnQmhDY0FSSXNBR05iTWJnLU9nZk16NGc2X20xMW96NktFR1VadURfQU1ESEtvUG9SMlcybVlwTXZlaFdsbnlMYzZPTWFBcWJ1RUFMd193Y0I.*_ga*MzQwODc1NDk5LjE2Nzg0ODMxMTc.*_ga_LXTM6CQ0XK*MTY3ODQ4MzE2My4xLjEuMTY3ODQ4MzI2NC4wLjAuMA..&__ga=2.160777341.1166425543.1678483117-340875499.1678483117&__gac=1.15774020.1678483154.Cj0KCCQiAx6ugBhCcARIsAGNmMbg-OgfMz4g6_m11oz6KEGUZuD_AMDHKoPoR2W2iR0MvehWlryLc6OMaAqbuEALw_wcB
- <https://www.thepublishpress.com/creator-economy-report/>
- <https://newsroom.tiktok.com/en-us/introducing-a-new-way-for-creators-to-share-premium-content-with-series>
- <https://newsroom.tiktok.com/en-us/unlocking-even-more-opportunities-for-creators-with-the-creativity-program-beta>
- <https://sourcingjournal.com/topics/technology/tiktoks-live-shopping-pilot-shop-cymbio-marketplace-livestream-congress-china-425651/>
- <https://www.searchenginejournal.com/youtube-shorts-monetization-how-revenue-sharing-works/478652/>
- <https://techcrunch.com/2022/04/26/youtube-expands-super-thanks-monetization-tool-creators/>
- <https://searchengineland.com/youtube-partners-with-shopify-to-deliver-shopping-tools-for-creators-brands-386590>
- <https://ir.citi.com/gps/7PUfiT7fJPbll/qpQla8YnPtu1opFVW5Qb5fu0LPwJGLKi4p0HcsDxN87TOJ/6kA/bMcrrnTJTn8SF0dAlpoiHg==>
- <https://techcrunch.com/2023/03/07/youtube-relaxes-controversial-profanity-and-monetization-rules-following-creator-backlash/>
- <https://techcrunch.com/2022/11/23/youtube-creators-quizzes-community-posts/>
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