

bazaarvoice®

THE ULTIMATE GUIDE TO

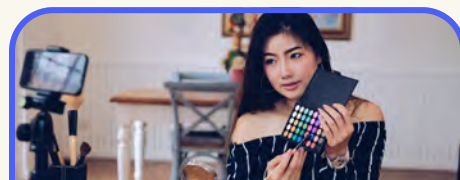
CREATOR

MARKETING



SUMMARY

Let's cut to the chase. Here's the quick scoop on this e-book and where to find it:



Page 4

Social media is the new marketplace

In this digital bazaar, creators are the influential advisors, bridging the gap between brands and consumers with their authentic voices and engaged audiences.



Page 13

Niche stars to mainstream mavens

To meet consumers wherever they are in the era of omnichannel shopping, brands are reallocating budgets to reach wider audiences with diverse content created by nano to macro creators.



Page 16

Top creator marketing strategies

From UGC to sponsored ads and affiliate marketing, find out what works best when you're low on brand-ready content.



Page 28

Winning brand-creator partnerships

What does it take to build a robust partnership with creators? From setting up the right expectations to deciding between ad-hoc and long-term always-on strategies, answer a few questions to find out what suits you best.



Page 36

Metrics that matter (Spot the mismatched!)

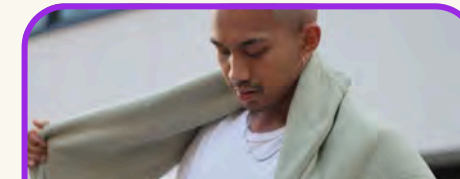
Discover not only the key metrics for measuring campaign success but also the mismatched metrics between brands and creators.



Page 40

Creator Retention: The most overlooked metrics

Learn about the most overlooked metrics that, when addressed, can greatly enhance the success of your influencer campaigns.



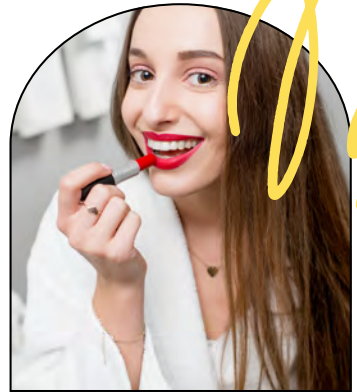
Page 43

Save 80% of time on creator campaigns

Discover Bazaarvoice affable.ai, an end-to-end creator marketing platform that streamlines campaign management, saving you up to 80% of your time.

With their authentic voices and highly engaged audiences, creators are ideal partners for brands to connect with their target market.

This guide delves into steps to streamline your journey in creator marketing, ensuring you can effectively leverage this powerful strategy for your brand's success.



SECTION

1

2

3

4

5

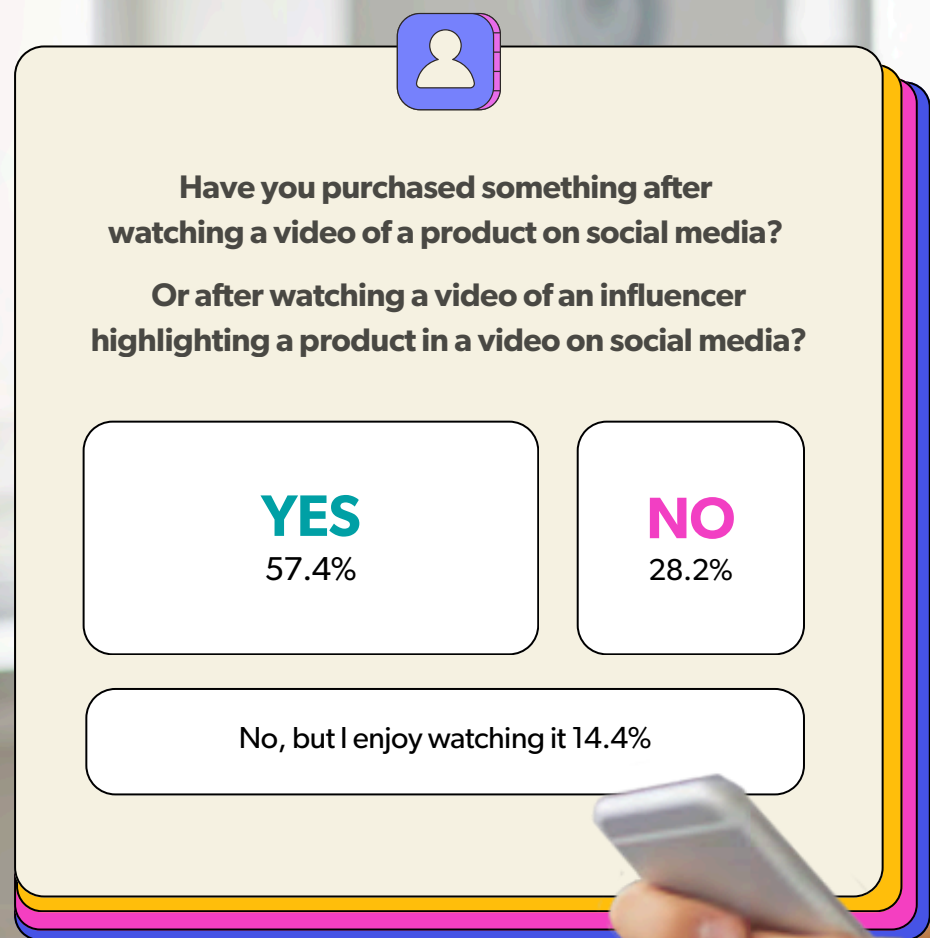
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SOCIAL MEDIA IS THE NEW MARKETPLACE



More shoppers are turning to social media to discover and purchase products, highlighting the vital role creators play in influencing buying behavior.



Source: [Bazaarvoice Shopper Preference Report, 2024](#)



“The content that's most meaningful to a shopper's awareness of, and decision for, buying a particular product is increasingly not coming from brands themselves, but from other individuals.”

Bryan Gildenberg, Founder and CEO at Conflencer Commerce



Influencers or creators?

Think of influencers as trendsetters who can convince people to buy things. They can be famous celebrities or even just regular people with a lot of followers online.

Creators create the content—videos, photos, reviews—that grabs attention. If their content makes people want to buy something, they're influencers, too!



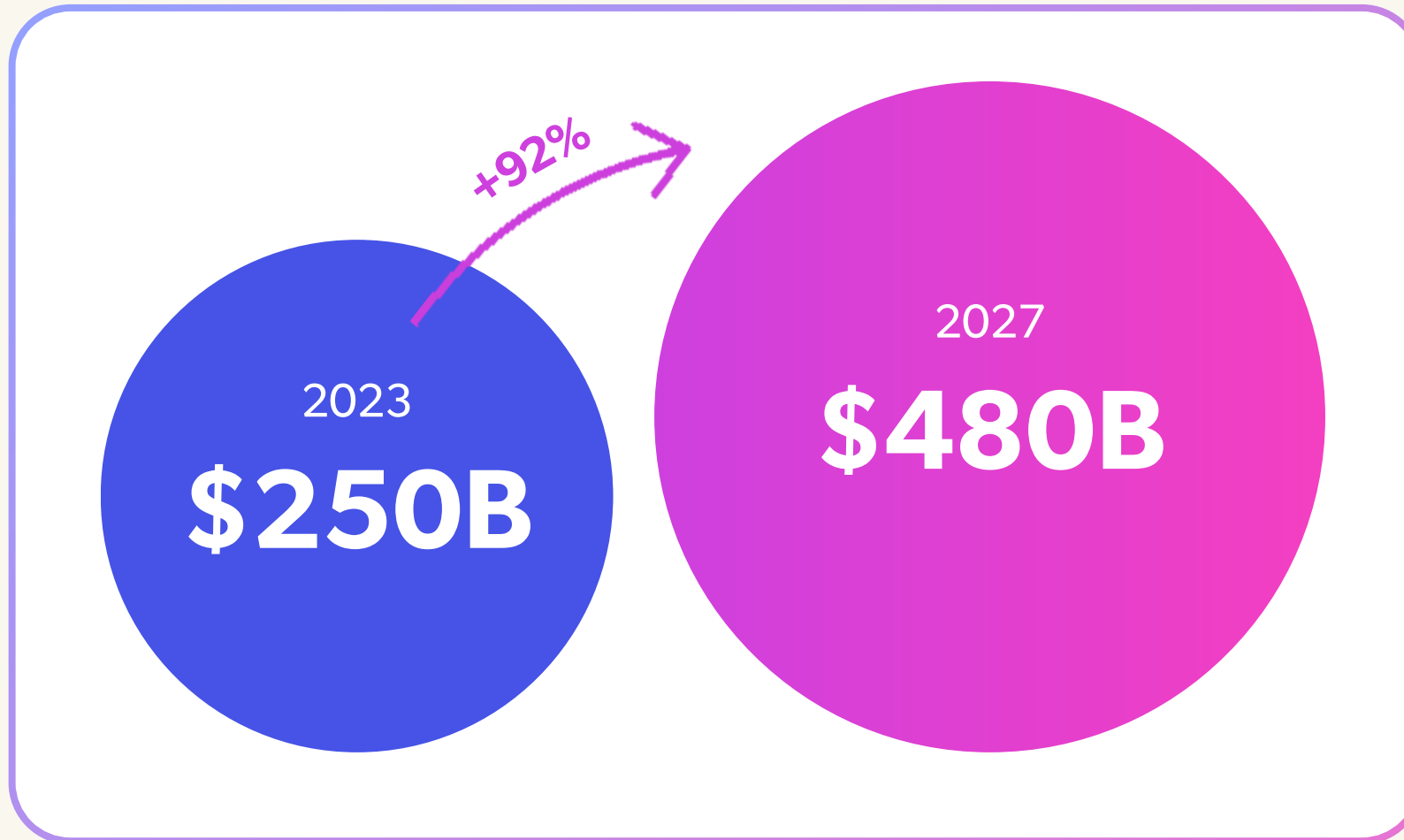
Total social media users in the world

5.17 BILLION

Total number of creators

303 MILLION

Projected growth of creator economy



What is a creator economy?

It is an interconnected ecosystem of creators, audiences, digital platforms, marketers, and influencers and agencies / vendors / influencer marketing tools, who support the ecosystem via the exchange of money, content and goods/services.

Source: [The creator economy could approach half-a-trillion dollars by 2027](#)

The rise of influencer marketing is driven by several powerful trends:

1

Strategic budget shift

Brands are reallocating budgets with a greater focus on the creators.

2

Demand for more content across different channels

The digital landscape requires constant, engaging content across various channels, especially given the shortened purchase cycle.

- Popularity of short-form videos
- Bite-sized clips - a go-to for quick entertainment and information.

3

Need for a full-funnel approach

The digital marketplace demands a seamless consumer experience. Brands must educate, entertain, and influence consumers at every touchpoint, guiding them smoothly through the buying journey.

4

Availability of automated tools

Advanced automated tools, rich in data and expertise, help brands enhance their creator strategies for optimal results.

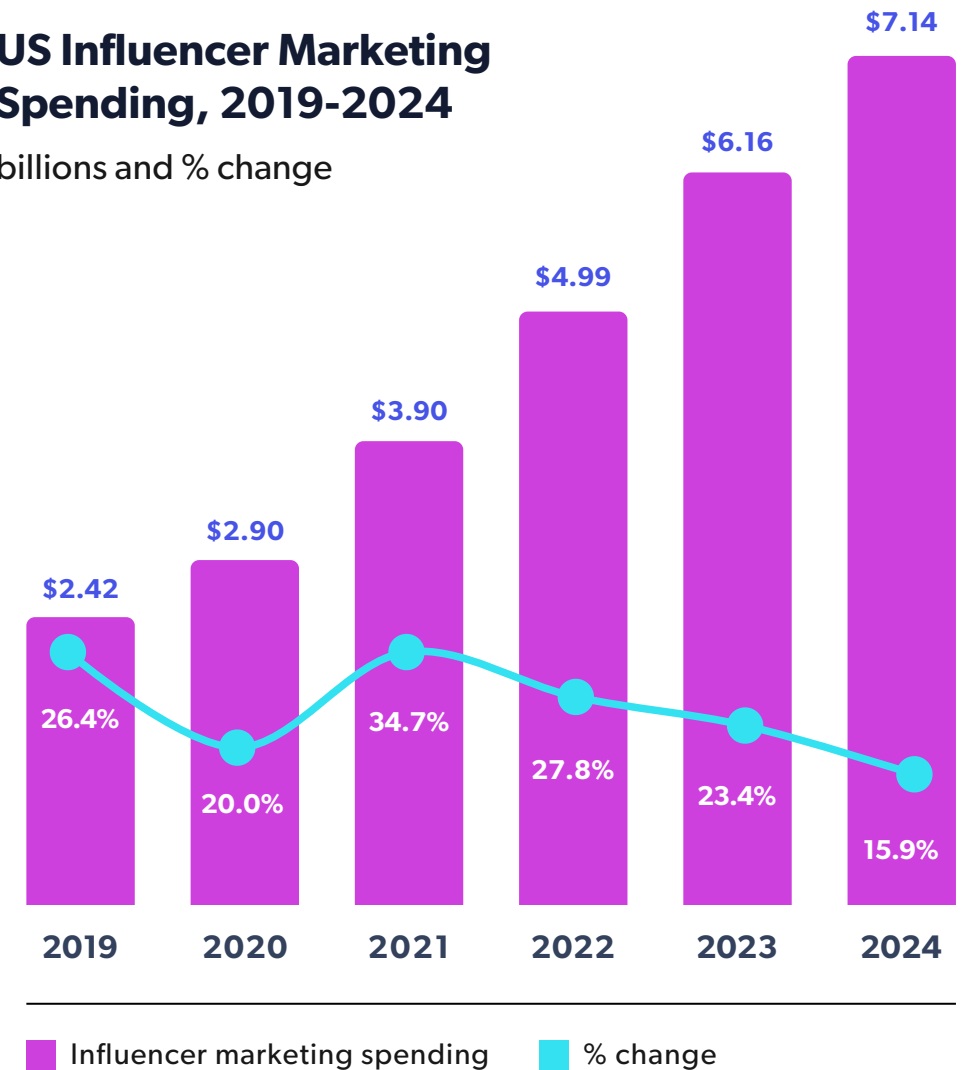
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Engaging Gen Z consumers:

Authenticity and genuine content attract Gen Z.

US Influencer Marketing Spending, 2019-2024

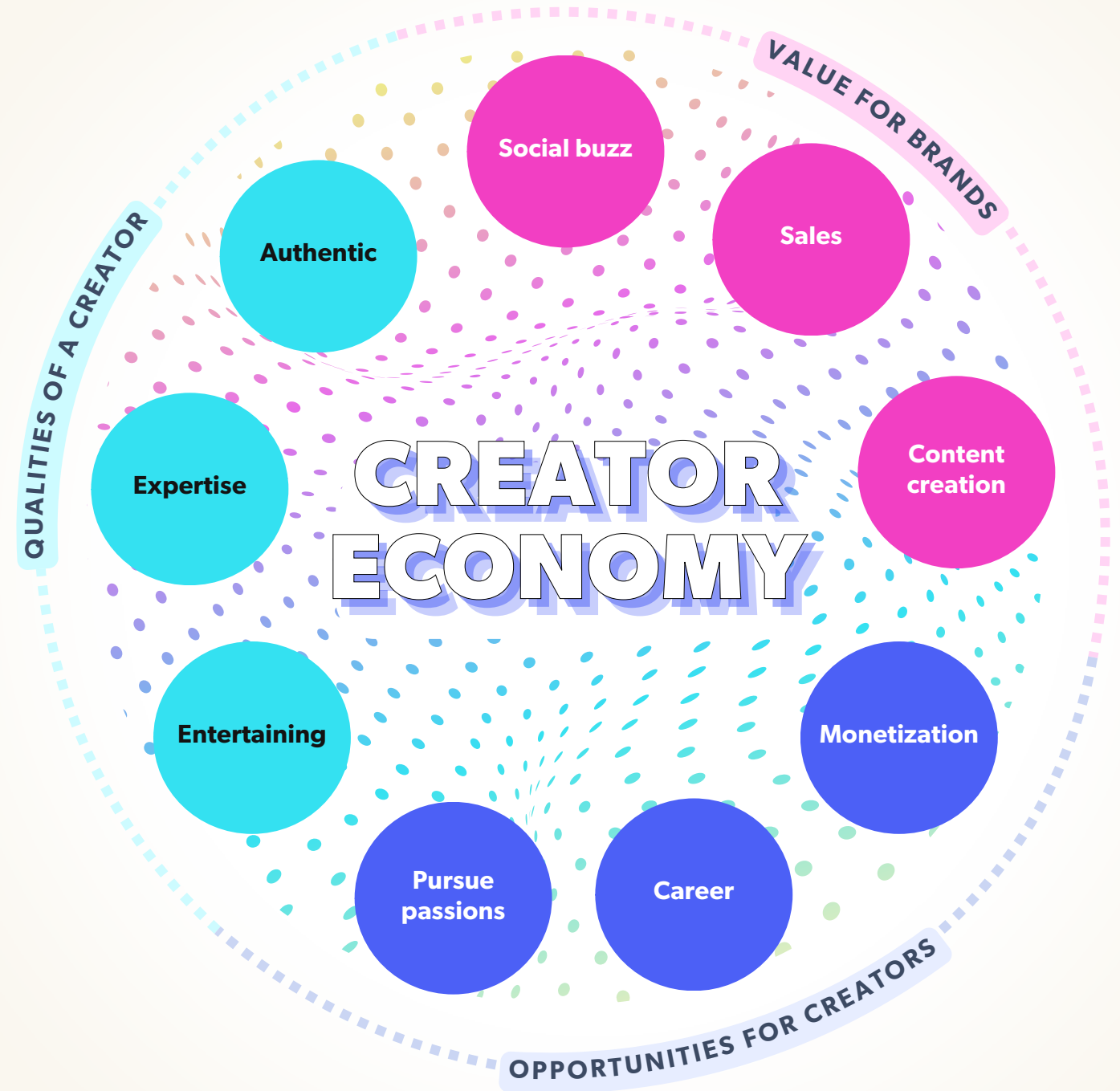
billions and % change



Source: [Creator Economy Explainer](#)

How creators and brands win together

The creator economy establishes a synergy between the benefits creators offer brands and the prospects available for creators themselves within this dynamic ecosystem.



In the omnichannel era, creators reign supreme.

Brands allocating budgets for creator marketing to:

Connect with authentic audiences

- Through micro, nano, and local influencers

Maximize impact by leveraging one creator across multiple platforms

- Deliver diverse content experiences across various channels, ex-social platforms, live streams, appearances, and TV
- Unlock new avenues for content creation and distribution

Achieve wider reach through omnichannel campaigns

- Target wide audiences with influencers who have massive followings
- Generate maximum reach and impact through 360° partnerships with different creator categories.

1

SECTION

2

3

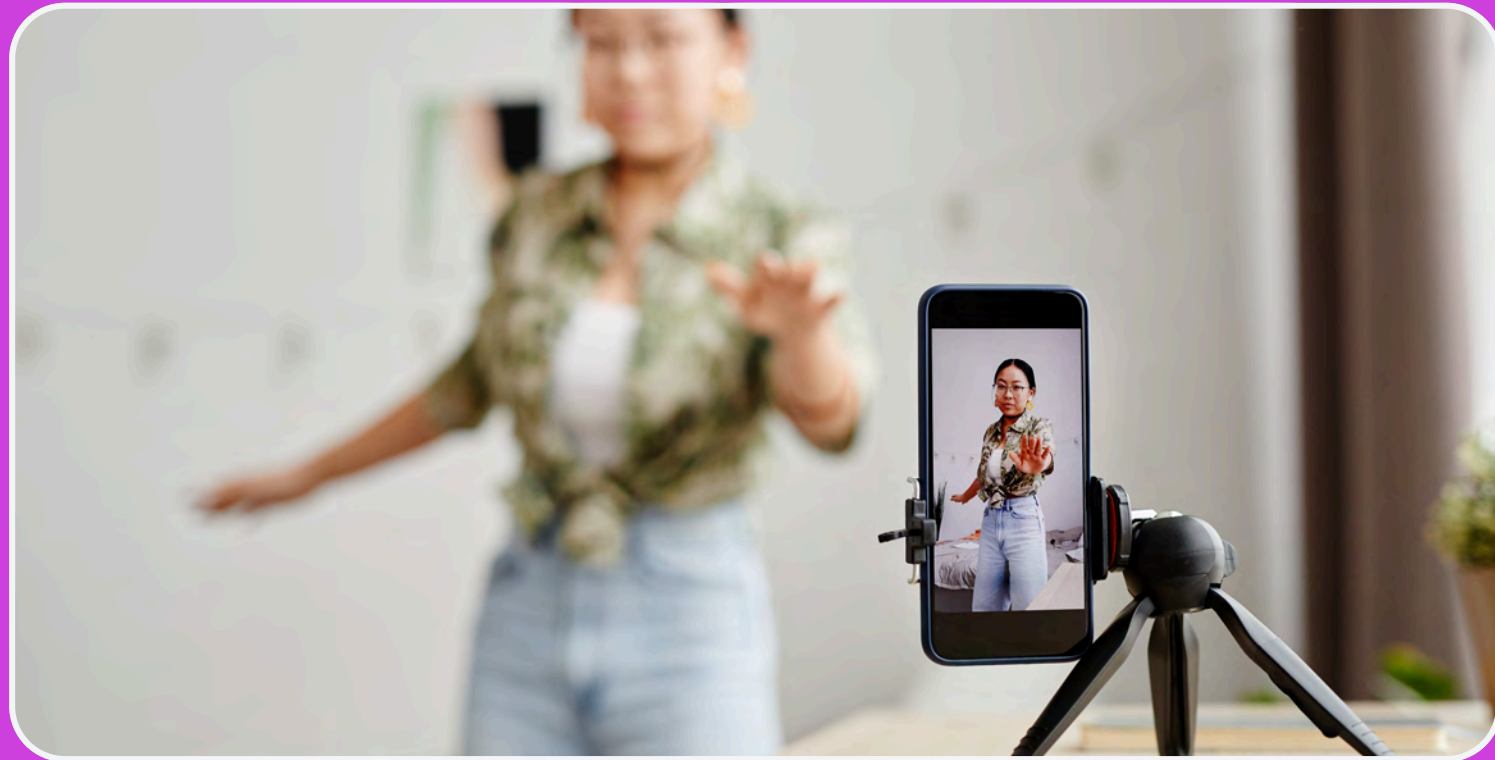
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5

6

7

NICHE STARS TO MAINSTREAM MAVENS



Aligning creators with your brand values is crucial when selecting the right influencers. Successful brands are willing to invest time in thoroughly vetting influencers, understanding that finding the perfect match ensures a more organic and effective partnership.

Focus on identifying creators who can engage in both ad-hoc and long-term partnerships across multiple platforms. This strategic approach allows for a balance between immediate wins and sustained engagement, maximizing your marketing impact.

BEST CONTENT CREATORS



Niche stars to mainstream mavens

Paid creators (Paid or paid in product gifts)

Type of creator	Every day social media users	Nano 2,500-10,000 Followers	Micro 10,000-50,000 Followers	Mid-tier 50,000-200,000 Followers	Macro 200,000-500,000 Followers
Content Volumes	High	High		Low	
Engagement	High	Medium		Medium	
Reach	Low	Medium		High	
Budget allocation	Modest	Medium		High	

1

2

SECTION

3

4

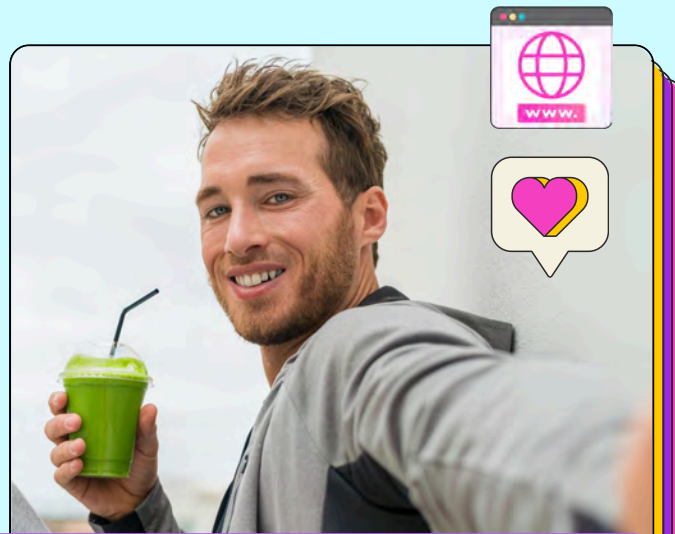
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7

TOP CREATOR MARKETING STRATEGIES





1

Cost-effective user generated content (UGC) on owned media



2

Convergence of affiliate marketing and creator marketing



3

Sponsored digital ads featuring creators

1

Cost-effective UGC on owned media

Given that shoppers are consuming more content than ever, brands must showcase compelling content across more channels than ever before.

Shoppers feel more confident purchasing online when they see UGC, such as photos from real customers or reviews. According to the [Bazaarvoice Shopper Experience Index Volume 17](#), Gen Z, in particular, gains more confidence in their purchases when they encounter UGC. The types of UGC that most influence shoppers include reviews, on-site photo galleries, and Q&A sections, which significantly impact conversion rates, revenue per visitor, and average order value.

Source: [Bazaarvoice Shopper Experience Index Volume 17](#)

bazaarvoice ULTIMATE GUIDE TO CREATOR MARKETING



TYPICAL BRAND BUDGET

75% of brands spend the majority of their content budget on branded content

% budget (typical brand)

Non-Branded

Branded

VS

SHOPPER PREFERENCE

67% of shoppers rely more on UGC in the current economic climate

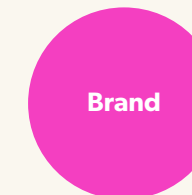
% of shoppers

Non-Branded

Branded

Content Sources

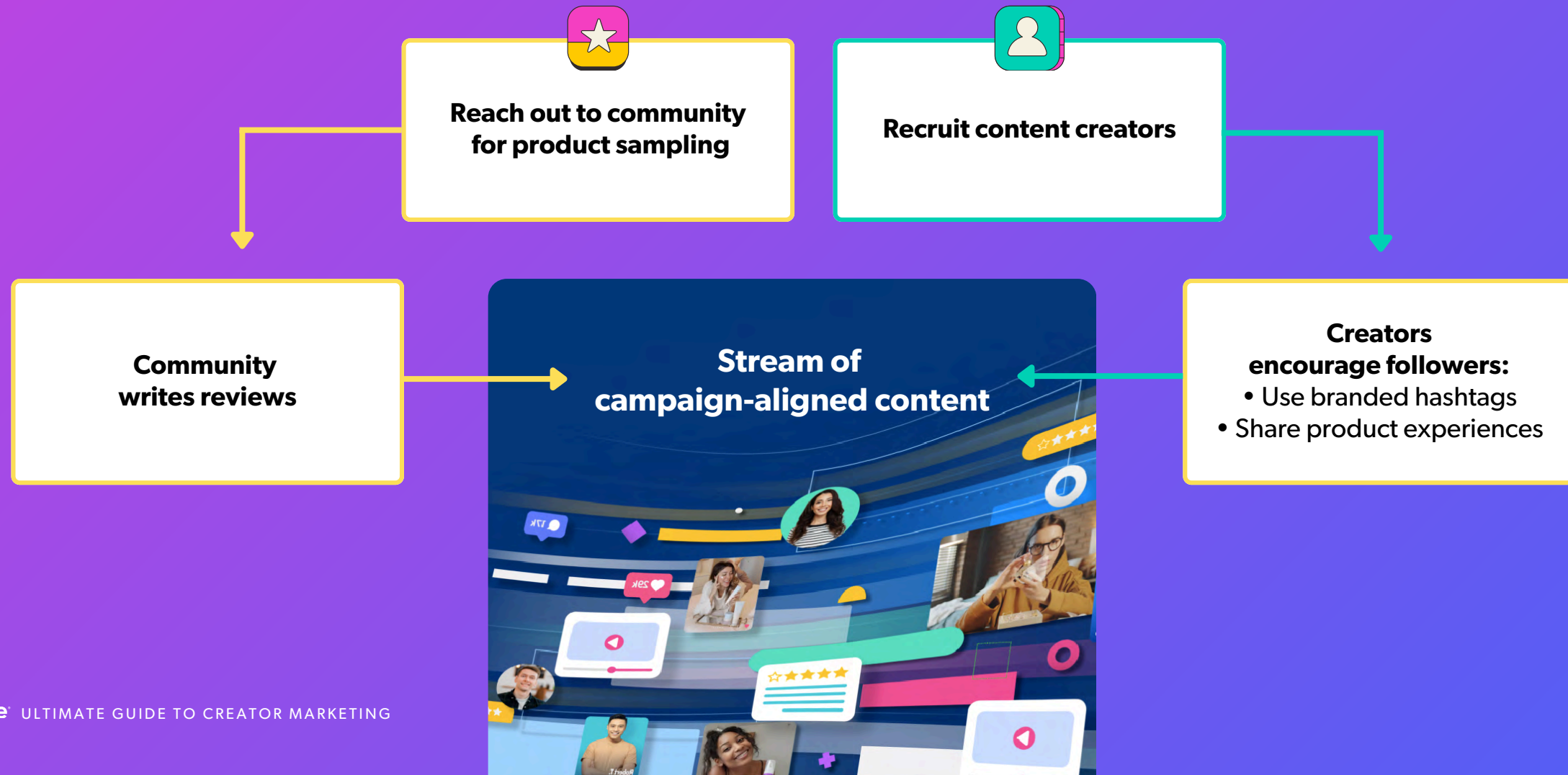
- Non-Branded
- Branded



Generating UGC when “there isn’t enough brand ready content”

Most brands focus on in-house creative because they find UGC unreliable and managing creator partnerships challenging. This approach ultimately limits the volume of content available for each channel.

Here’s how you can address this challenge:



Shoppers identify as UGC creators

The creator economy is maturing, with 53% of shoppers considering themselves user-generated content creators. Within this group, 17% regularly produce content, while 36% contribute when encouraged. The rest of the shoppers prefer to be passive, choosing to consume opinions rather than share their own.

SPECTRUM OF SELF-IDENTIFIED CONTENT CREATORS: FROM PASSIVE TO PROACTIVE

Less willing
to create UGC

47% Passive



I tend to consume reviews and opinions rather than submitting my own.

36% Reactive



I am happy to share my opinion when asked to rate a product.

17% Proactive



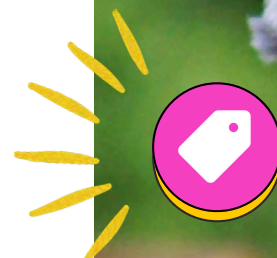
I actively seek out opportunities to share my opinion and often review products.

More willing
to create UGC


2

Convergence of affiliate marketing and creator marketing

Once considered separate strategies, affiliate and influencer marketing are converging. Affiliate tactics prove effective across the entire purchase journey, from initial awareness to eventual conversion. This fusion with creator marketing particularly enhances ROI in the lower funnel stages. You only pay when someone makes a sale, and it's super easy to track exactly who brought in the new business. This win-win situation sets you up for long-term success.




LINK
in
BIO

 @dogstache ×

Frankly my dear, I don't give a woof! 🐾🐾🐾 #MustacheSwag"

Get this look



Pup-stache bandana
\$25.00

	Affiliate Marketing	CONVERGENCE	Influencer Marketing
1 Primary Goal	Drive sales through performance-based marketing →	Leverage influencers to drive sales while enhancing brand awareness	← Increase brand awareness and engagement through content creation
2 Audience Targeting	Often broad, aiming for wide reach →	Precise targeting with performance tracking to optimize campaigns	← Highly targeted based on the creator's niche audience
3 Partnership duration	Often long-term, ongoing partnerships →	Flexible duration with potential for long-term relationships	← Can be short-term or campaign-based
4 Tracking and analytics	Robust tracking of sales and commissions →	Comprehensive tracking of sales, engagement, and overall campaign impact	← Analytics focused on engagement and reach
5 Compensation Model	Commission-based (performance-driven) →	Hybrid models combining commission with upfront fees or product giveaways	← Fixed fee, free products, or performance-based
6 Audience trust	Can be lower if perceived as purely commercial →	Enhanced trust through authentic content tied to performance metrics	← Higher due to personal connection and authenticity
7 Content longevity	Often static and evergreen →	Evergreen influencer content linked to ongoing affiliate campaigns	← Content can be time-sensitive or trendy
Results	CTR, Conversions, Sales volume →	Integrated campaigns, authentic content creation	← Engagement rate, brand awareness

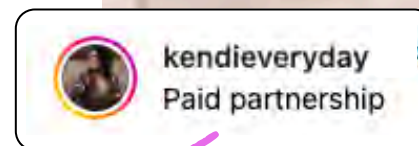
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Sponsored digital ads featuring creators

Creator ads are significantly more effective than traditional brand ads. Not only do they grab your attention (think: catching your eye in the first few seconds!), but they also make you remember the brand.

Consumers increasingly value creator recommendations over brand-created content. According to Shopify, over 36% of marketers report superior social media performance from creator-generated content compared to brand-created content.

Source: [30+ Influencer Marketing Statistics You Should Know](#)



#AD

51%

of US brands will focus more on creator/influencer ads and partnerships in 2024¹

Creator content and UGC are becoming the best practice for digital ads

It can be tough to measure how well sponsored content by creators is working on its own. But by turning that content into an ad, you can easily track its impact and see how well it's reaching your target audience.

Impact of creator content when promoted as a paid ad:²

53% higher click through rates

19% lower cost per action

99% probability to outperform BAU ads alone

Leveraging creator's accounts for ads

Creator Licensing or Influencer Whitelisting

Creator licensing is an influencer marketing strategy where brands use the influencer's profiles to run social media ads. Turn top-performing Influencer Generated Content (IGC) into ad content and access the influencer's social channels to run the ads. Influencers permit brands to run ads from their pages, improving reach, impressions, audience targeting, and ROI measurement.



Sponsored
Indicates post is an ad

Shop now
Clickable CTA

Paid partnership
Indicates that the influencer was paid to post the original content.



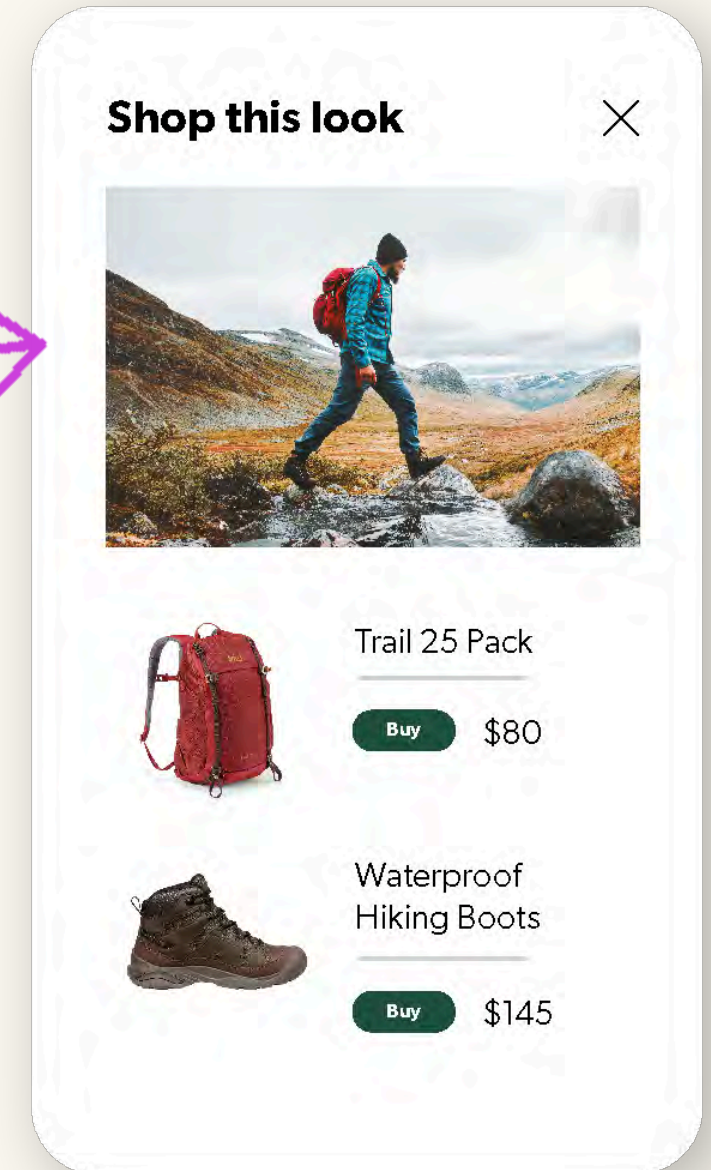
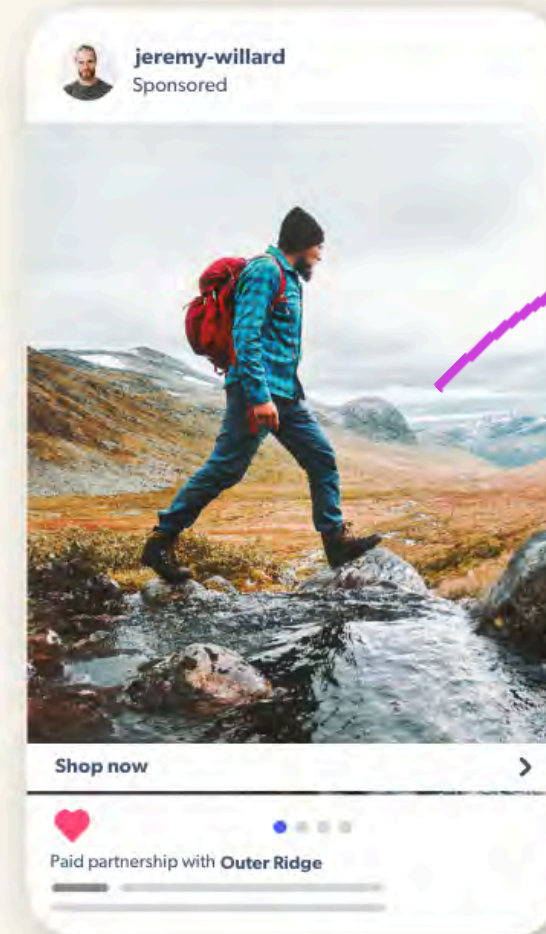
Makes the journey from “see” to “buy” faster

Take the social hype to the next level with product tags that swiftly move customers from the “see” to the “buy” stage. Creator ads with product tags capitalize on the power of social proof and influencer marketing. They provide an immersive shopping experience that is both informative and persuasive.



Ideal solution: Mix Creator ads + Brand ads

According to Meta, mixed campaigns are over 90% more likely to drive cost-effective actions than running them individually. The hybrid strategy leverages the strengths of both approaches: creator ads offer authenticity and trust, resonating deeply with niche audiences, while brand ads ensure broad reach and professional consistency.



1

2

3

SECTION

4

5

6

7

WINNING BRAND-CREATOR PARTNERSHIPS



Imagine a brand and a creator as puzzle pieces. They both have unique strengths but must fit together to create a perfect picture. That's why understanding different perspectives is crucial for successful brand-creator partnerships.

Marketers see the value creators bring. However, some creators might not be aware of a brand's specific goals. The solution? Aligning goals and objectives between brands and influencers is crucial for the success of any collaborative campaign.

	Brand perspective	Creator perspective
Why Influencer marketing?	<ul style="list-style-type: none"> • Keep up with the increasing demand for authentic content • Leverage creators' loyal following 	<ul style="list-style-type: none"> • Monetize their following • Work with brands and get free products
Primary focus	<ul style="list-style-type: none"> • Outcome-centric (ROI) • Building long-term customer relationships 	<ul style="list-style-type: none"> • Output-centric (content quality) • Audience engagement



Expectations from the collaboration

When it comes to collaboration, there is an interesting dynamic between a brand and a creator. While their motivations and desired outcomes align in some areas, there are mismatched expectations. Brands prioritize control, consistency, and leveraging influencer voices to drive business objectives.

In contrast, creators value authenticity, creative freedom, and opportunities for personal growth and fair compensation. Finding the right balance where both parties feel their needs are met could be challenging but is crucial for successful, sustainable collaborations.

	Brand perspective	Creator perspective
Reasons to collaborate	<ul style="list-style-type: none"> • Increase brand awareness • Boost brand engagement and conversion • Tap into new market segments • Enhance brand credibility through trusted voices 	<ul style="list-style-type: none"> • Create authentic content • Gain brand sponsorship • Increase personal brand visibility • Access resources and support for content creation
Desired partnership level	<ul style="list-style-type: none"> • Long-term and sustained partnership for better conversions • Collaboration for seasonal and special campaigns • Flexibility in creative control 	<ul style="list-style-type: none"> • Partnership with brands producing high-quality products that resonate with audiences • Opportunities for co-creation and innovation • Fair compensation and recognition for their work
Content Control	<ul style="list-style-type: none"> • Ensure brand message consistency • Approve content before publication • Align with brand guidelines 	<ul style="list-style-type: none"> • Creative freedom • Authentic voice and style • Minimal brand interference



Compensation and measurement for success

The comparison between brand and creator perspectives on compensation structure and measuring success highlights some key differences in priorities. While both parties have valid goals, this divergence in incentives and measurement criteria could potentially create tensions or misalignments in expectations.

Brands may emphasize measurable ROI, while creators may value audience connection and creative fulfilment. Finding a balanced approach that fairly compensates creators while meeting brands' performance objectives is crucial for mutually beneficial partnerships.

Brand perspective**Creator perspective****Compensation structure**

- Performance-based payment (e.g., pay-per-click or pay-per-conversion)
- Fixed fee for campaigns

- Fair compensation for effort
- Transparency in payment terms
- Opportunities for revenue sharing or affiliate marketing

Measurement of success

- Sales conversions
- Increase in brand followers
- Engagement metrics (likes, comments, shares)
- Website traffic and click-through rates

- Audience growth
- Engagement metrics (likes, comments, shares)
- Personal brand development
- Feedback from followers

Find the perfect creator partnership for your goals!

This isn't just about finding the "right" creator, but also the "right fit" in terms of time commitment. To help you decide, here are some questions to consider:



Ad-hoc partnership

Do your products typically involve smaller purchase decisions, where impulse buying is more common?

Given the lower price point and ease of purchase, can creator recommendations directly translate to sales for your brand?



Long-term partnership

Can creators build trust among followers through repeated brand mentions?

Would it allow you to tap into a creator's audience more comprehensively?

Can partnerships refine brand messaging and boost campaign performance through testing and learning?

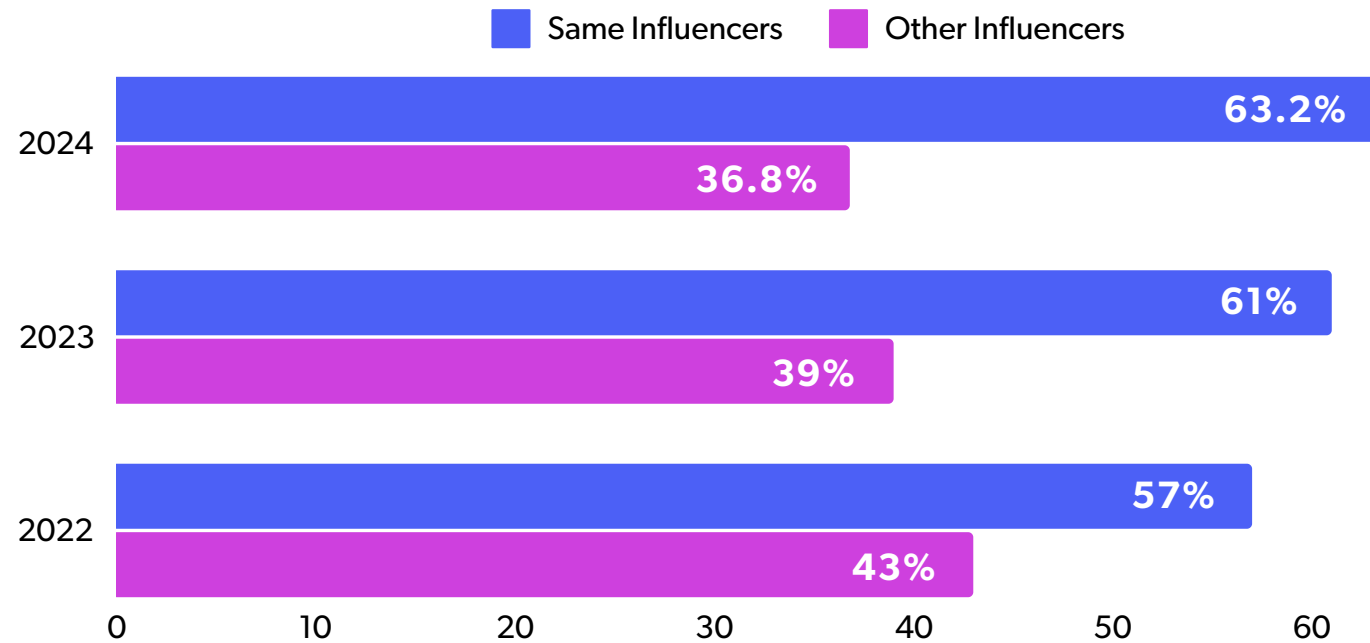
If your brand operates in a traditionally low-interest category (e.g., finance), can collab boost engagement?

Can it turn creators into genuine brand advocates, naturally integrating your product into their content?

Shift to "always on" strategies possible with long-term partnership

Always-on strategy with trusted partners is the new norm. This shift isn't just about reducing risk (every marketing dollar needs to work!), it's about unlocking the true value creators bring. But building these partnerships requires considering the creator's side too. What challenges do creators face? You can create "always-on" strategies that benefit everyone involved by addressing them.

One-Off vs "Repetitive" Influencer Partnerships



Source: Influencer Marketing Hub

1

2

3

4

SECTION

5

6

7

METRICS THAT MATTER (SPOT THE MISMATCHED!)



What's your ultimate goal?

Your answer determines the key metrics you should track.

A Challenge and change brand perceptions

B Increase brand awareness

C Drive sales

D Audience growth

E Awareness

F Engagement

Effective measurement goes beyond vanity metrics. To truly understand the value of influencer partnerships, you need to focus on the bigger picture.

Think long-term.

Can creators become brand advocates who consistently mention you, not just for a single campaign? Did your campaign leave a lasting impression (think ad recall)?

A data-driven approach can help you answer these questions, allowing for campaign optimization, strategic resource allocation, and ultimately, maximizing the return on investment for your influencer collaborations. Let us take a look at important metrics to consider.

Important metrics to measure influencer campaign performance

	Magnitude	Efficiency
Awareness	<ul style="list-style-type: none"> • Impressions • Follower count • Brand mentions • New customers 	<ul style="list-style-type: none"> • CPM (cost per 1,000 impressions) • Share of voice • New customer acquisition rate
Engagement	<ul style="list-style-type: none"> • Likes • Comments • Shares • Clicks • Site traffic 	<ul style="list-style-type: none"> • Engagement rate • Cost per engagement • Cost per click • Click-through rate • Earned Media Value (EMV)
Content supply chain	<ul style="list-style-type: none"> • Number of engaged creators • Content volume • Audience sentiment • Volume of actionable product feedback and ideas • Number of retailers syndicating 	<ul style="list-style-type: none"> • Cost per piece of content • Revenue per creator
Sales	<ul style="list-style-type: none"> • Revenue • Onsite conversions • Average order value 	<ul style="list-style-type: none"> • Return on investment • Conversion rate

Benchmarks:

Return on investment (ROI)¹

- Aim for a range of 5x-11x. That is for every \$1 invested you receive \$5 in return.

Click-through-rate (CTR)²

- 2%-5% for influencer marketing

Engagement rate³

- 2-4% engagement rate for Instagram posts from micro-influencers
- 1-2% for macro-influencers

Cost per engagement⁴

- \$0.10-\$1.00 for average accounts,
- \$0.05-\$0.50 for micro-influencers,
- \$0.01-\$0.25 for nano-influencers

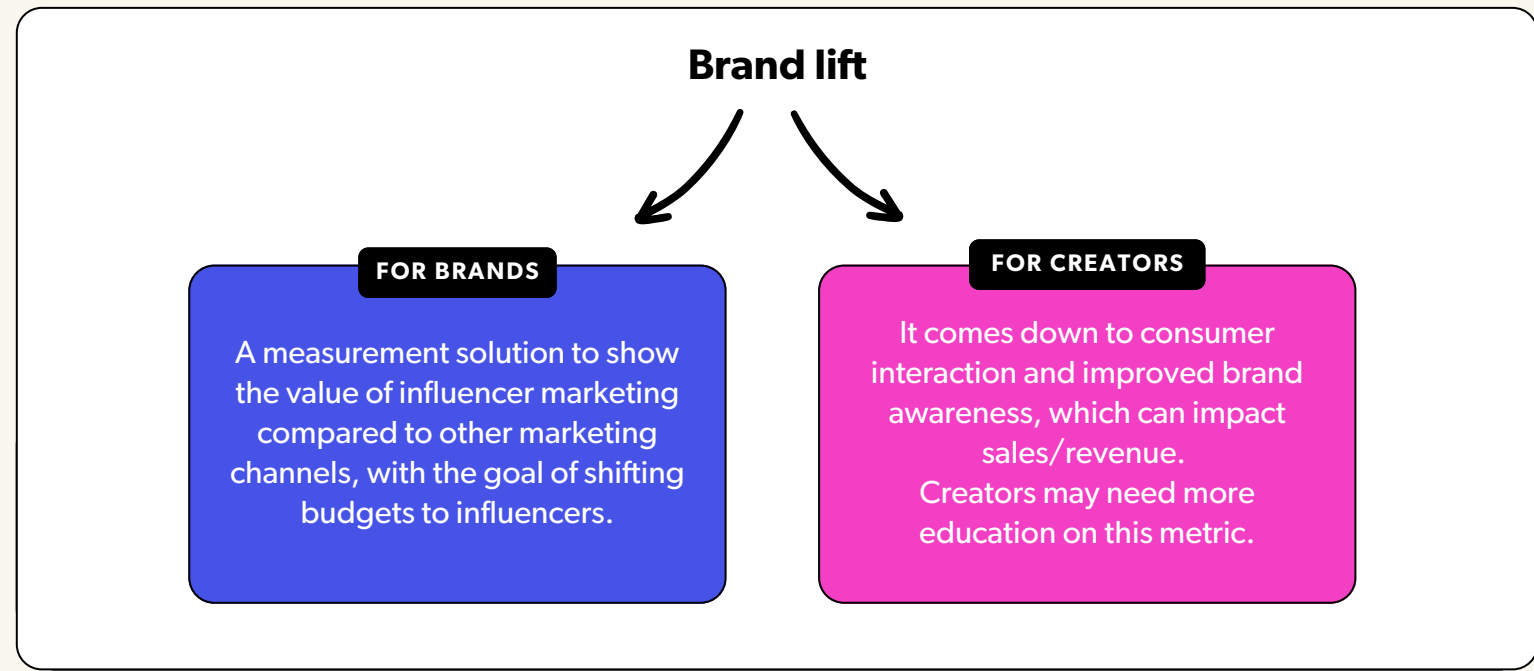
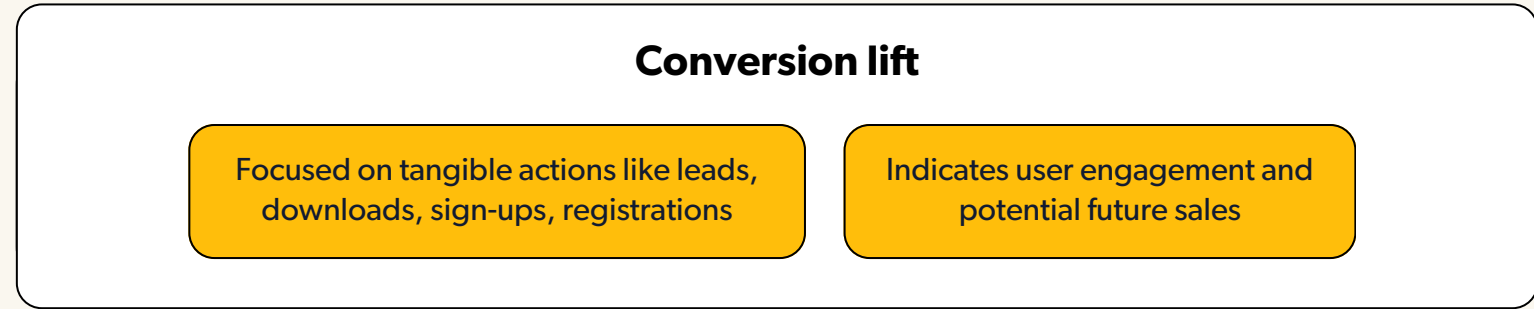
Mismatched Metrics: How brands and influencers view campaign success

The Disconnect:

Brands and influencers measure campaign performance differently, especially regarding conversion lift (non-sales actions like leads and sign-ups) and brand lift (demonstrating the value of using creators to shift marketing budgets from traditional media to creator marketing).

The core issue:

Brands and influencers need to align how they perceive and quantify the performance of creator campaigns, particularly around conversion actions versus long-term brand impact. Reconciling these perspectives is crucial for adequately compensating influencers based on the value they create.



1

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3

4

5

SECTION

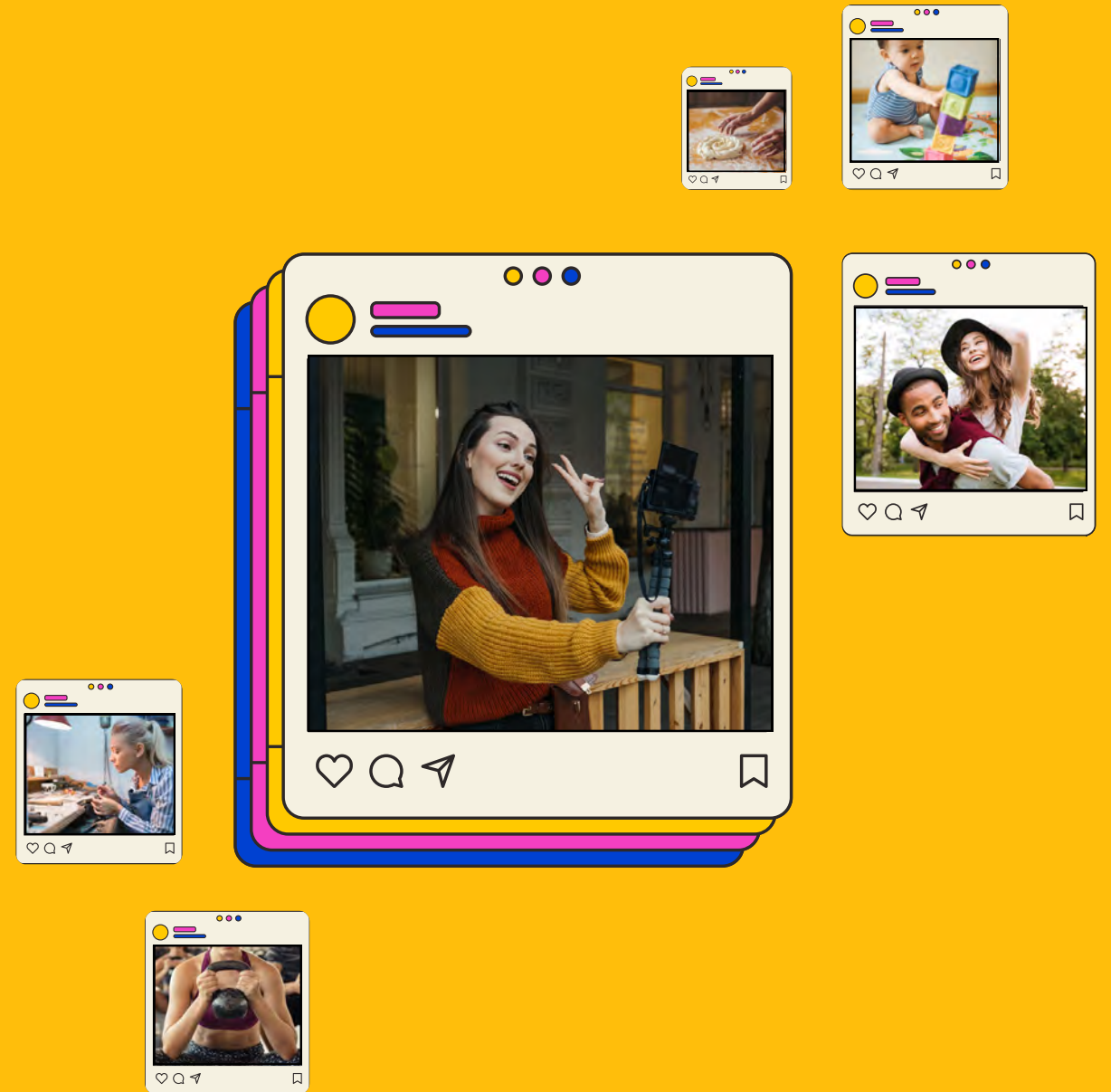
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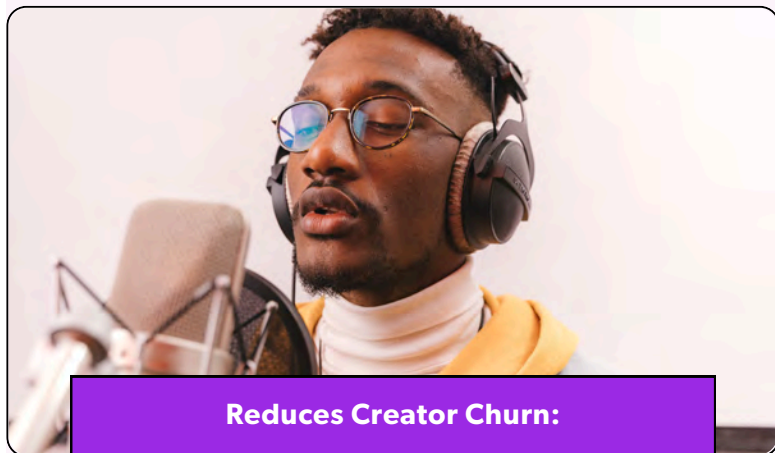
CREATOR RETENTION: THE OVERLOOKED METRIC



Creator retention measures the percentage of creators who mentioned a brand in a given quarter and then continued to mention that same brand in the following quarter. It's a crucial yet often overlooked metric that can significantly impact a creator marketing program's success and return on investment (ROI).



Why is creator retention important?



Reduces Creator Churn:

- Low retention = high churn
- Higher program costs
- Lower marketing ROI

Indicates Good Fit

- High retention = right fit for brand
- Value creation for target audience
- Resonates with desired audience

Impact on audience growth



Efficient Acquisition

- Crucial for gaining new followers
- Consistent brand mentions lead to organic growth

Strengthened Relationships

- Builds a positive, mutually beneficial relationship
- Enhances creator advocacy
- Authentic brand promotion

Benefits of strong creator retention



Organic Growth

- Helps retain audience
- Introduces audience to your products or services

Positive Experiences

- Indicates creators had a positive experience
- Leads to stronger advocacy

Audience Insight

- Sign of understanding what resonates with your audience

1

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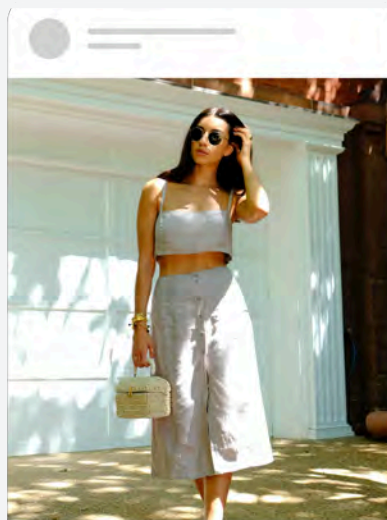
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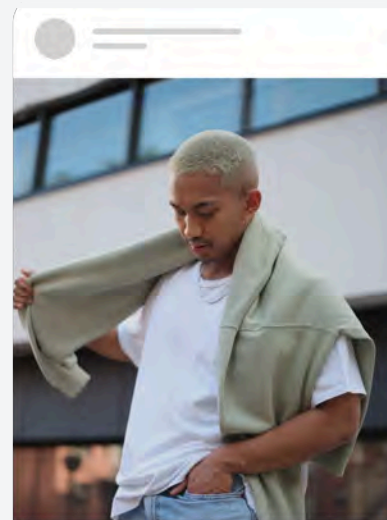
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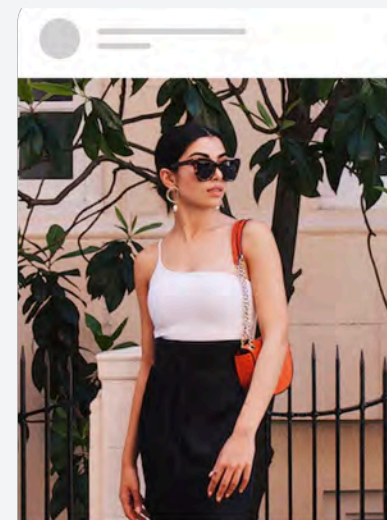
SAVE 80% OF TIME ON CREATOR CAMPAIGNS



VIEWS	1,675
CLICKS	114
REVENUE	\$15.2K



VIEWS	2,456
CLICKS	324
REVENUE	\$17.5K



VIEWS	3,546
CLICKS	563
REVENUE	\$19.5K

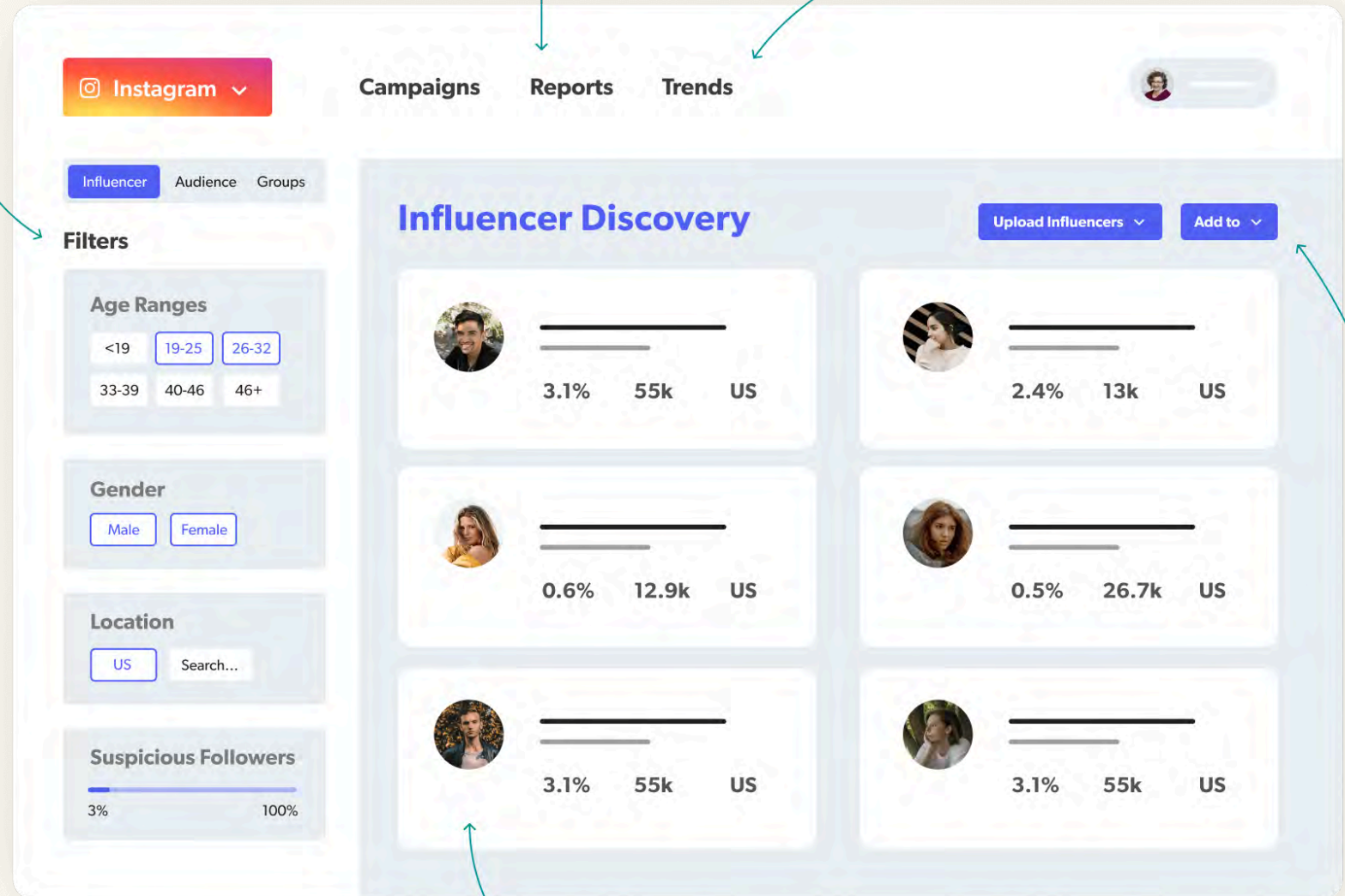
HOW CAN BAZAARVOICE HELP?

Bazaarvoice affable.ai is an end-to-end AI-driven creator marketing platform that helps you identify the most brand-relevant creators, simplify communication and product gifting, easily track content and affiliate sales, pay creators, and ultimately help marketers measure the true ROI of creator marketing investments.

GenAI and filter-based search, any niche, any category

Measure the impact of influencer campaigns

Stay ahead of market trends and competition



Drill down to influencer profile and follower insights

Built in CRM to manage all conversations in one place

Unleash the incredible power of creator marketing with Bazaarvoice affable.ai



Influencer discovery

Utilize Bazaarvoice affable.ai for efficient influencer discovery through GenAI-powered search. With 20+ filters, narrow down searches based on location, interests, target audience, brand affinity, and engagement rates.



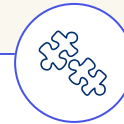
Campaign management

Streamline campaign implementation and relationship building with our built-in Influencer Relationship Management (IRM) tool. Customize proposals, communicate with creators, ship products, and automate functions for improved efficiency.



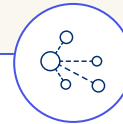
Community building

Save time on influencer collaboration with AI-driven features that consolidate requests in one dashboard. Efficiently sort creator applications based on reach, views per post, engagement, and more.



Automated product deliveries:

Simplify product distribution to influencers by integrating Bazaarvoice affable.ai with Shopify and Magento. Easily add and ship products, track packages, and manage bulk orders, reducing manual workload.



Distribute content to digital shelf

Leverage Bazaarvoice's platform to distribute content across its retailer network and social platforms. With APIs, explore endless opportunities for content distribution.



Influencer analytics

Enhance influencer campaign performance with detailed data reports. Measure success through insights on influencer performance, audience sentiments, conversions, and accurate ROI calculations using affiliate links, promo codes, and Shopify sales tracking.

bazaarvoice[®]

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.