



Working with creators
to drive
in store results

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Creators are the future of digital marketing



“

A brand is no longer what we tell the consumer it is -- it is what consumers tell each other it is

”

Scott Cook

Co-Founder, Intuit

8 out of 10 Customers have purchased something because an Influencer recommended it

Rakuten Advertising



75% of consumers trust recommendations they see on social media



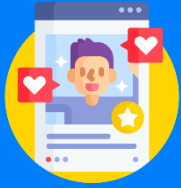
55% of consumers learn about new brand on social media



86% of women prefer to use social media for purchasing advice

A woman in a light-colored shirt is smiling and working in a kitchen. In the foreground, a professional video camera with a microphone is mounted on a tripod, facing the woman. The scene is set in a bright, modern kitchen with a window in the background. The word "AUTHENTICITY" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

AUTHENTICITY



**82% of consumers
trust Influencers over
traditional advertising**

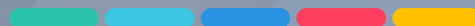
As the Creator Economy evolves, Influencers will become their own storefronts



“

72% of brands plan to increase their Influencer marketing budgets, with **92%** of marketers saying they will run influencer campaigns.

”



Influencer Marketing Hub

How to drive sales at retail with Creators

"I love that new customers are coming to our brand organically because of Creator.co's campaigns."

We partnered with Creators who were familiar with our products and genuinely wanted to share our products with their friends, family, and community."

- BRITTANY ALFINITO,
MARKETING COORDINATOR





82% of consumers have either purchased, researched or considered purchasing a product or service after seeing friends, family or influencers post about it.

FORBES

1

Campaign Strategy

2

Selecting the Right
Creators

3

Recruitment &
Vetting

4

Working with
Creators

5

Optimizing Content
for Conversion

Experiential Campaign Strategy



1. Primary Goals

- Generate awareness for in- store promotions
- Increase sales for select vendors

2. Tertiary Goals

- Build Trust
- Drive UGC



2. KPI measurements

- Benchmark and monitor traffic
- Pre & post sell-through velocity
- Pre & post NPS score
- Pieces of content
(Previous year if available)



3. Strategy & Scope

- Recruit on-brand, geotargeted Creators to document their in-store journey and highlight specific products and promotions.
- Promote select pieces of content to drive further conversion



4. Build campaign brief for Creator recruitment

Campaign Brief and Content

1. What creators are we targeting?

- niche
- reach
- engagement rates
- age groups
- location
- **audience demographics**



2. What are we providing to them

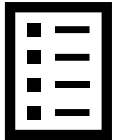
- seek to align values

3. What do we want in return

- be specific with content, balance between proven copy and authenticity is key
- use content inspo
- be specific with timelines and dates

Recruiting the right Creators

- ✓ Campaign Goals
- ✓ Budget
- ✓ Timing



Create a list



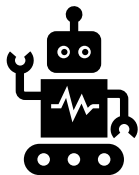
Micro-Influencers have over a 20% higher conversion rate that can help brands boost their e-commerce sales



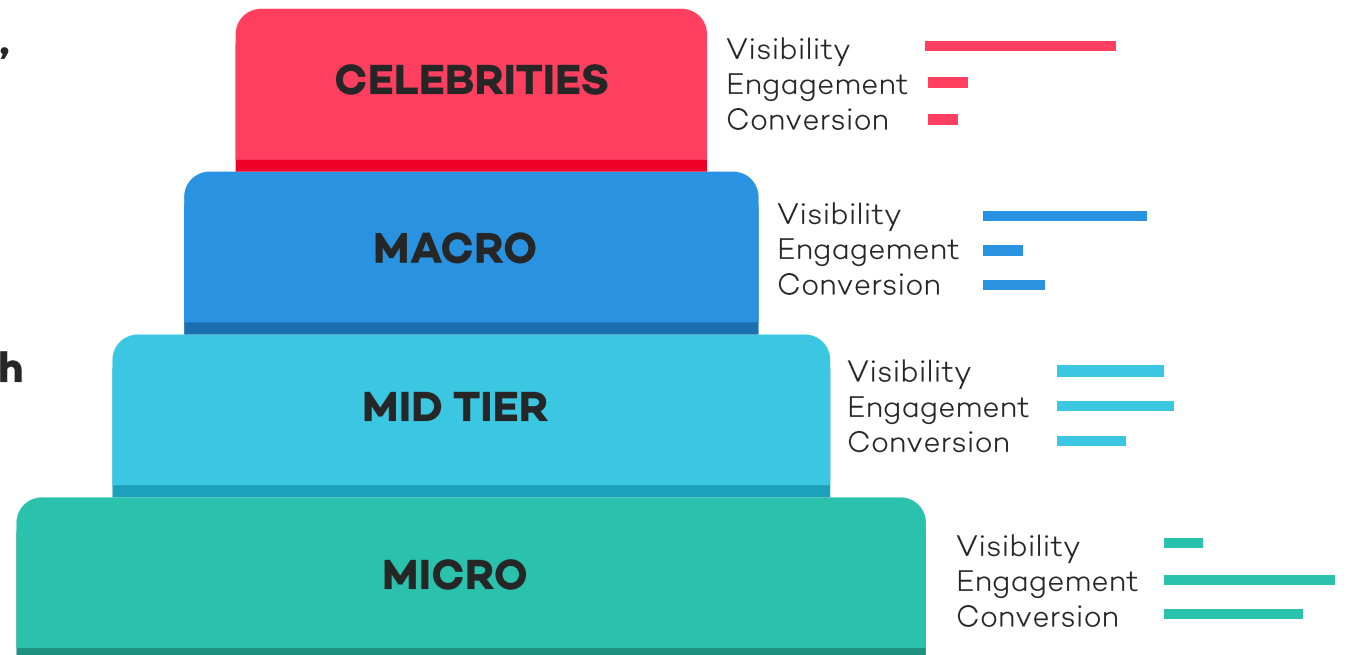
Social Bakers



**Build a personalized outbound email,
and DM cadence**

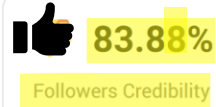


**Use technology for scalable outreach
(industry reply rate is 13%)**

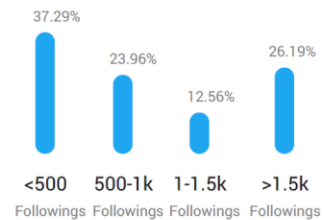


Vetting more than vanity: Audience Demographics

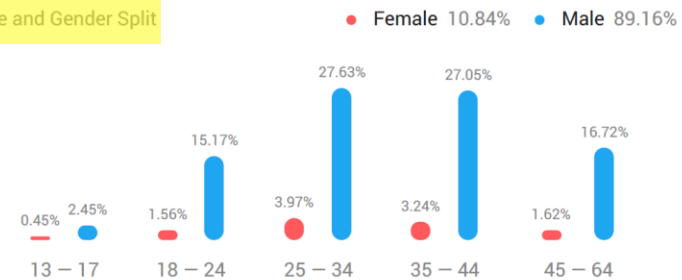
Audience Details by Followers



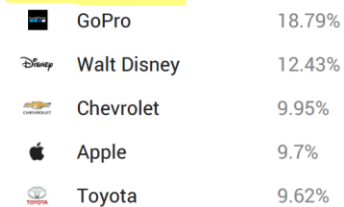
Audience Reachability



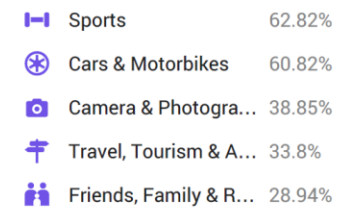
Age and Gender Split



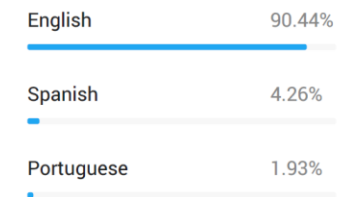
Audience Brands



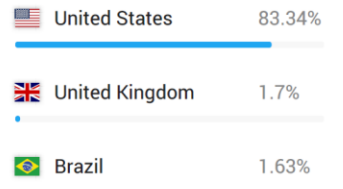
Audience Interests



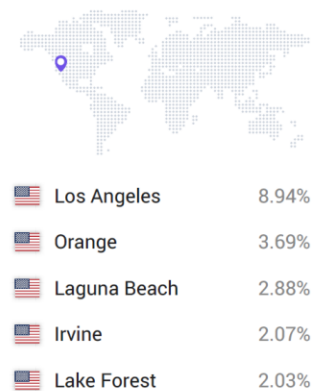
Language



Location by Country



Location by City



August 20, 2022 — @thepathbikeshop

Managing Working With Creators



Get Organized



Over Communicate



Treat them like Partners

Working with over 10 Creators per month?

Optimizing Content for Conversion

"84% of millennials are more likely to make a purchase with user generated content".

- Social Media
- Promoting Posts
- Whitelisting
- Display and Other

Shrewd Strategy + Real Influencers



**55% INCREASED
SELL THROUGH
FOR THINK! BARS**



**71% INCREASED
SELL THROUGH
FOR SCENTUALS**



**28% INCREASED
OVERALL SALES
FOR BEANBODY**



82%

Of consumers have either purchased, researched or considered purchasing a product or service after seeing friends, family or influencers post about it

Forbes

The Creator Economy: 50 Million Amateur Creators

The forecasted growth is a huge win for brands looking to scale awareness, content, build community, and more efficiently drive sales.



“

84% of millennials are more likely to make a purchase with user generated content.

”

Gartner

10 Ways Creators Help Brands Grow

1. Increase brand awareness and reach
2. Build credibility and trust
3. Enrich your content strategy
4. Win-win long-term partnerships
5. Boost SEO, ROI, and bottom line
6. Drive purchases decisions
7. Increase sales
8. Cost-effective & Saves Time
9. Unlimited Sharing Potential On Social Platforms
10. Suitable for any Business





Gurnaz Sandhu
Influencer

Gurnaz is a content creator based in Vancouver, Canada with a passion for creating relatable and entertaining content. If you scroll through her IG, TikTok, or YouTube page, you'll find lots of comedic skits, makeup tutorials, fashion inspo and lifestyle videos. She hopes to inspire others and strives for cultural representation, as she did not see people like herself in the media when she was growing up.



Vinod Varma
CEO, Creator.co

Vinod is passionate about bringing brands and influencers together. In 2016 Vinod founded Creator.co, and currently serves as the CEO. He has years of experience in creator marketing and branding expertise and focuses on driving results for brands and empowering his team to push the boundaries on what a creator network can be.



Laura Orrego
Influencer

Laura is the digital content creator behind @sparklepiece and Social Media Agency, lodmarketing.com. Lauras blog stems from her passion for photography and has given her the opportunity to work with brands that she has admired all her life. Her dream is to inspire and empower other women to be the best version of themselves everyday.

Why Choose Us?

KC Kevin Campbell
1 review 📍 US



6 days ago

Hands down the best Influencer platform out there!!

I absolutely love Creator.co. The team is fantastic and they do a really good job. The influencers are wonderful as well as the service. I've tried a lot of the influencer platforms (Grin, Aspire, etc) and I can't recommend Creator.co enough!



**TOP 3 INFLUENCER
MARKETING PLATFORMS**



**BEST CAMPAIGN WITH
CREATORS AWARD WINNER**



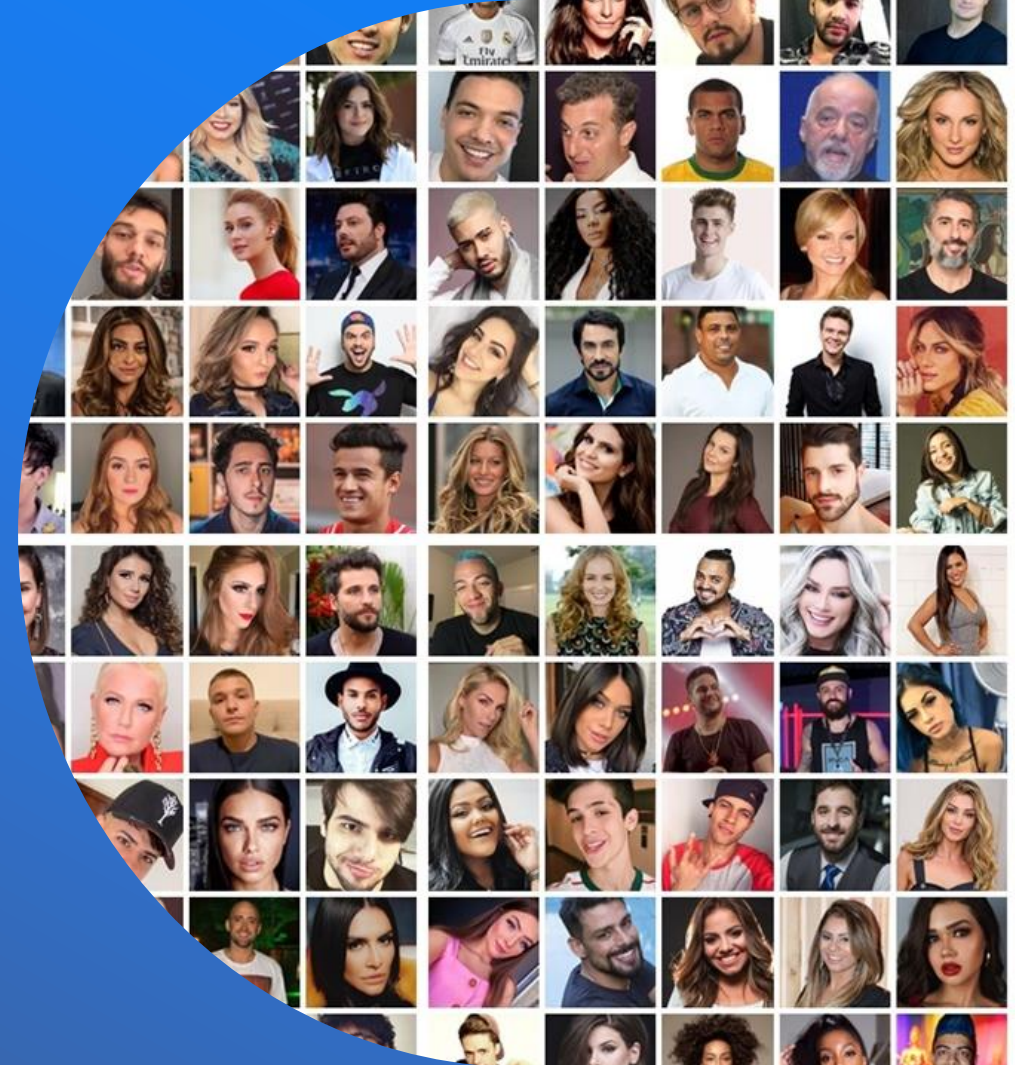
**TOP 5 BEST INFLUENCER
MARKETING PLATFORM SOFTWARE**

Lets chat Creators!

 (604) 376-6227

 www.creator.co

 vinod@creator.co



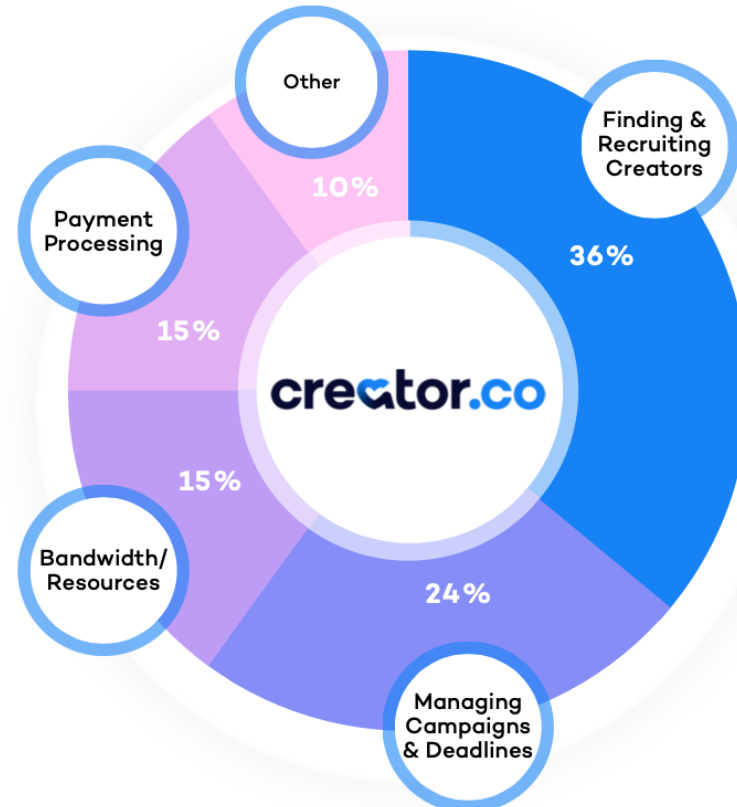
creator.co

“

The biggest challenges running Influencer campaigns as reported by US Marketers

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Mediakix



A Better Way to Collaborate with Creators

Save time and money scaling powerful Influencer campaigns

One Dashboard for Everything

Build campaign briefs
for any social media
channel

Filter, search, and
invite from 200+
million profiles on
Instagram, Tik Tok, and
Youtube

All posts and stories
are automatically
collected in your
dashboard

