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Northwestern  
University

# *The next wave of* Creator marketing

LTK & Northwestern University  
August 2023 Brand Survey



# Speakers



Ally Anderson  
Director, Strategy & Insights  
*LTK*



Frank Dudley  
Professor – Marketing Strategy,  
*Influencer Marketing, Digital Marketing,  
Media and Innovation  
Northwestern University*



# Get *personal*. Scale *faster*.

The first and largest curated Creator network.

LTK empowers **30M** consumers to be their personal best from *Creator* recommendations they trust most, more than ads or celebrities\*, scaling brand adoption faster than social ads to **\$4B** in trackable sales.

**3.5X**

Conversion on LTK vs. Social

**2X**

Scale Creator reach by LTK Consumers\*\*

**#1**

Trusted over ads and celebrities

**12**

Years Proprietary Data for unique insights

LTK consumer are:

Early Majority

\$100K+ HH Income

Higher Education

Major/Mid Metros

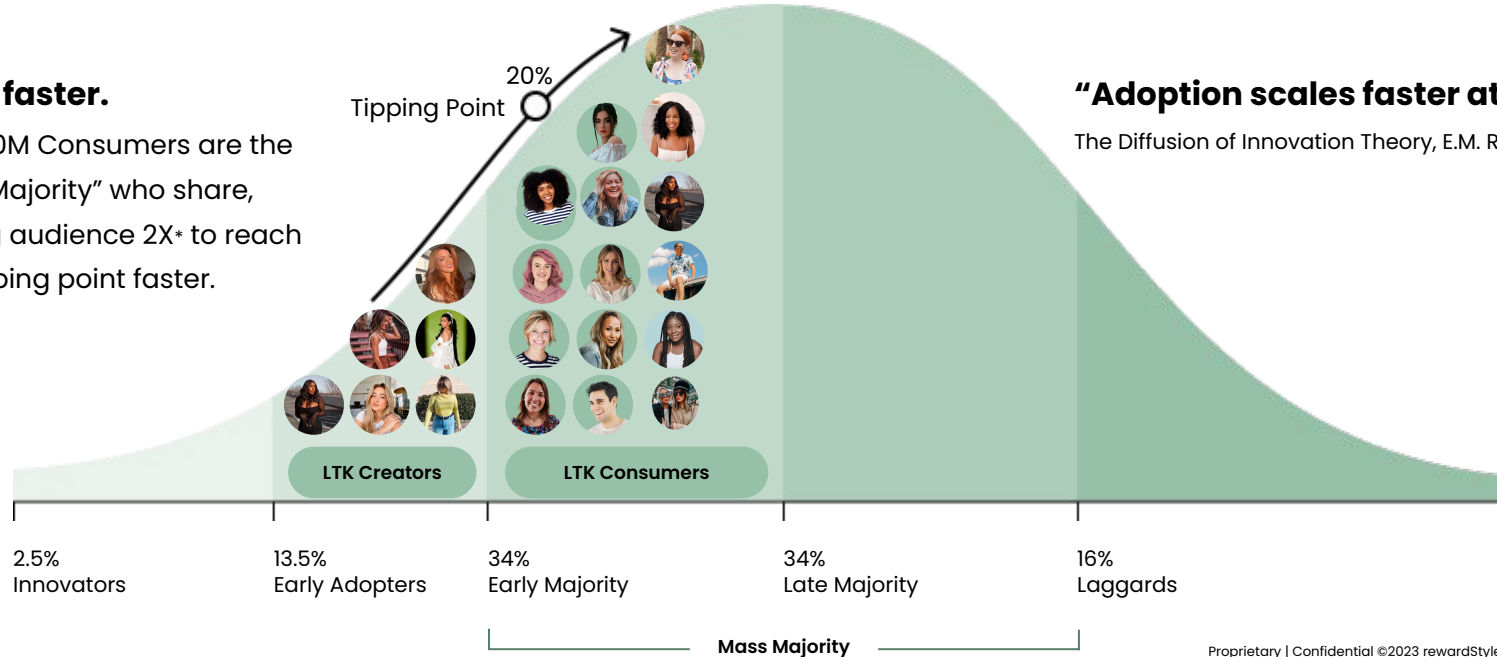
Home and Family Splurgers

Highly Influential on Social Media

# LTK to the tipping point *faster.*

## Scale faster.

LTK's 30M Consumers are the "Early Majority" who share, scaling audience 2X\* to reach the tipping point faster.



# Our relationship with Media has evolved

Widespread proliferation of content across constantly emerging platforms disrupted traditional media consumption.



# Brand study methodology

This report summarizes key findings related to the a study conducted by LTK in collaboration with Northwestern University.

## *Methodology*

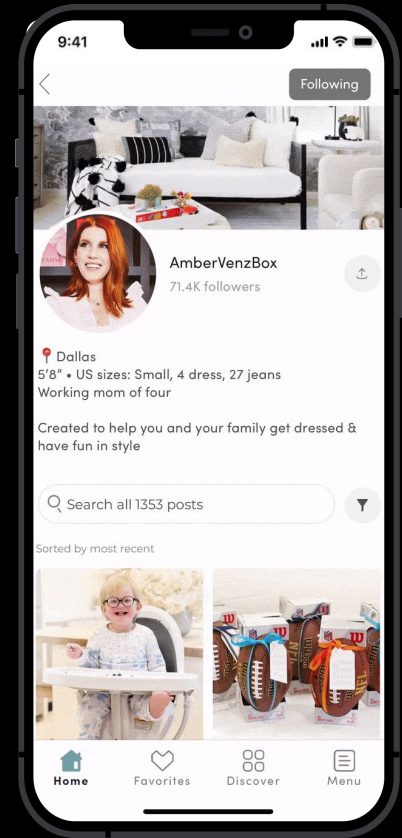
Brand survey conducted on August 23–25, 2023, with 164 participants who are marketing leaders and decision makers that have invested in Creator marketing in the last 12 months.



# Brand survey participants

94%	79%	Marketing leaders spanning industries		
Decision Makers	Ultimate Decision Makers			
<hr/>		27%	27%	23%
		Fashion Brands	Beauty Brands	CPG Brands
70%	52%	21%	10%	19%
Over \$500M in Annual Revenue	Over \$1B in Annual Revenue	Service Brands	Home Brands	Other Brands
<hr/>		All brands invested in Creator marketing in the last 12 months		

*\* brands may represent multiple industries*



Northwestern University

# Brands and Consumers agree that Creators are the most trusted

Gen Z & Millennials consistently rank creators as **most trusted** for shopping recommendations

LTK has watched this trend increase over time through multiple consumer surveys



And the majority of surveyed brands agree



say consumers **trust creators the most** compared to social media ads and celebrities





# The next wave of Creator marketing

The integration of Creator

## INSIGHT #1

# Creator marketing budgets growing quickest

When stacked against other channels, Creator marketing ranks #1 for investment growth, *beating out channels like paid search and paid social*

**2024 Brand Forecast:** 92% of brands say Creator marketing will have a higher budget or play an increased role in strategy in 2024

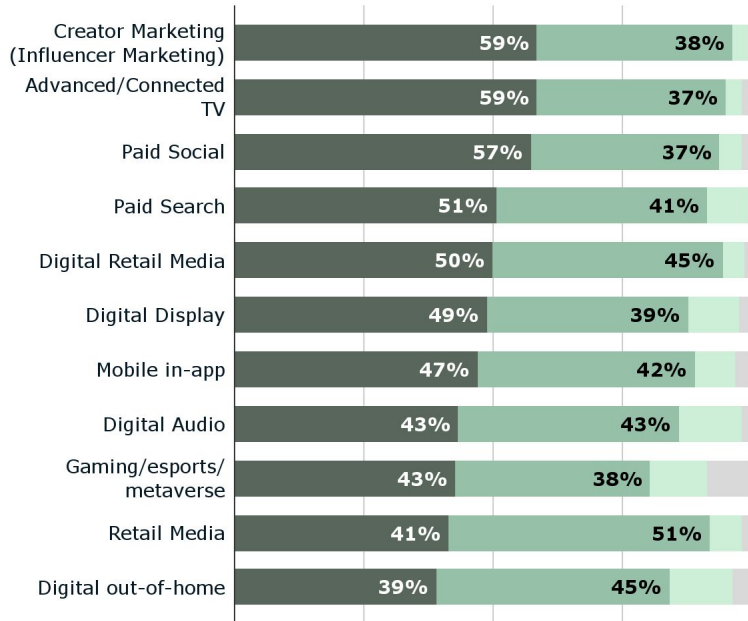


## INSIGHT #2

# CMOs investing in Creator with funds from other practices

CMOs are **using Earned Media Value (EMV)** as justification to **increase Creator marketing budgets** funded from Digital Advertising, Email and Owned Social Media Marketing.

**Spend in 2023** ■ More ■ The Same ■ Less ■ N/A



Source: LTK / NW Study August 2023

## Top three sources for Creator marketing budget increase

**76%**

of respondents selected

**#1**

Digital advertising

**48%**

of respondents selected

**#2**

Email marketing

**42%**

of respondents selected

**#3**

Owned social media marketing

Source: Creator IQ Study August 2023

**INSIGHT #3**

# Creator marketing budgets outpace other digital channels

**80%** of brands increased Creator budgets in 2023

More brands plan to increase spend on Creator marketing compared to other channels

**+16%**

Compared to Paid Search

**+2%**

Compared to Paid Social

**+20%**

Compared to Digital Display



**INSIGHT #4**

# CPG, Fashion and Beauty brands outpace Creator marketing investment to others

% that increased creator marketing investment in 2023



# 36%

of surveyed brands spend at least half  
of their digital marketing budget on  
Creators



## INSIGHT #5

# Brands and Retailers solving full funnel challenges

What challenges is your organization working to solve?

Increasing repeat purchases or basket size

Brand or product recognition

← **+28% for Beauty brands**

Loyalty

Expand consideration to a new category or audience

← **+39% for Fashion brands**

Retention



# Creator strategies drive positive business impact

**Creators are driving full funnel marketing for brands**

- Sales
- Brand awareness
- Increased customer lifetime value
- New audiences reached
- Improved brand perception
- Facilitating and increasing Lead Gen
- Bringing in Millennial and Gen Z Shoppers

**51%**

**Fashion brands**  
*Say that creators improved their brand perception*

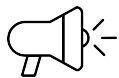
**45%**

**Beauty brands**  
*Say that creators improved their brand perception*



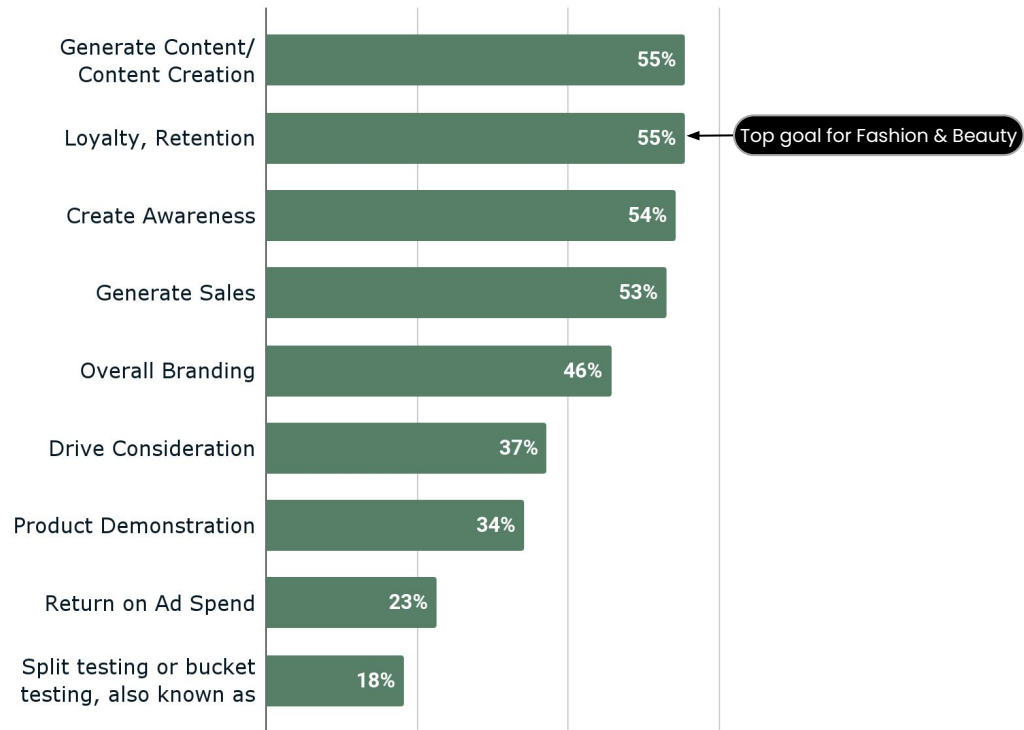
## INSIGHT #7

Generating content and driving loyalty are most important Creator goals



Each brand averages 3.8 goals when running creator campaigns

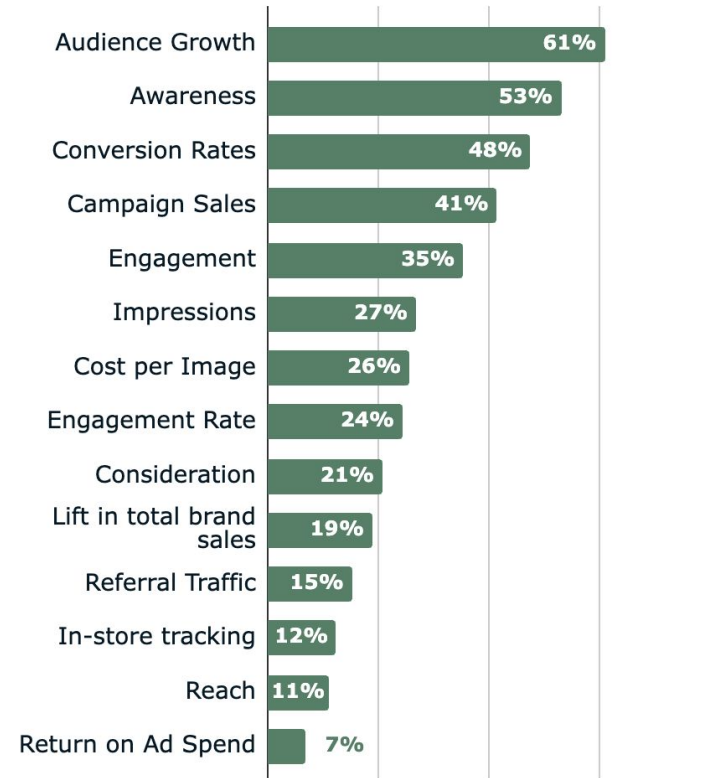
## Most important Goals for Creator campaigns



**INSIGHT #8**

**Audience Growth and Awareness are most important Creator metrics**

**Most important Metrics for Creator campaigns**



## INSIGHT #9

# Brands working with Creator across departments

### TOP DEPARTMENTS THAT WORK WITH CREATORS



# 3.2

Avg # of  
departments that  
use creators within  
each organization



# Creators help brands drive innovation with emerging technologies



## AI

**84%** of brands currently invest in **AI to sell their products** online

**90%** plan to invest in AI to sell their products online **in 2024**



## Live Streaming

**92%** of brands plan to incorporate **live streaming** into **creator programs** in the next year



## Boosting

**78%** of brands use Creator Content in **Social Media Ads**

**Top boosting channels include:**

Instagram  
Facebook  
YouTube

# Strategies from winning Brands

Surveyed Brands that are increasing spend and have Creator  
as a top spend tactic

# Brands increasing Creator spend in 2024 and have Creator as a top spend tactic

## Ranking of industries

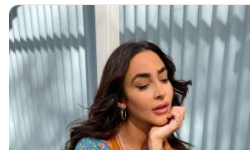
1 CPG Brands

2 Beauty Brands

3 Fashion Brands

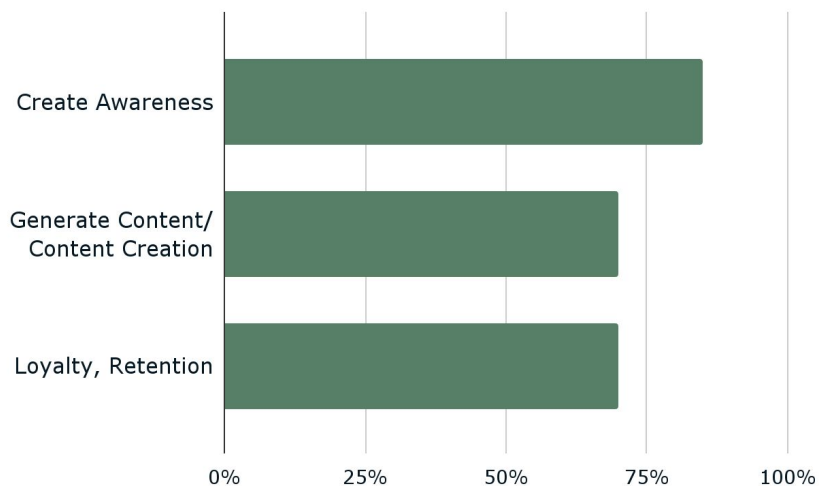
# 65%

\$5M-\$20M Creator Marketing Budget



# Winning Brands prioritize awareness goals

Creator Marketing Campaign Goals



85%

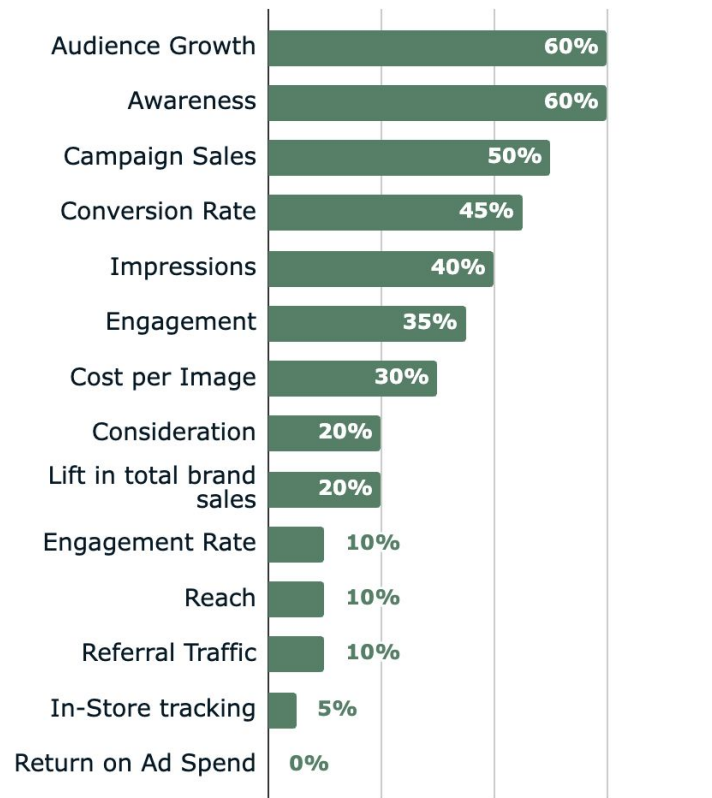
of brands who are leaning into creator marketing have Create Awareness as a campaign goal

+70%

compared to other brands

Winning Brands focus on upper funnel metrics

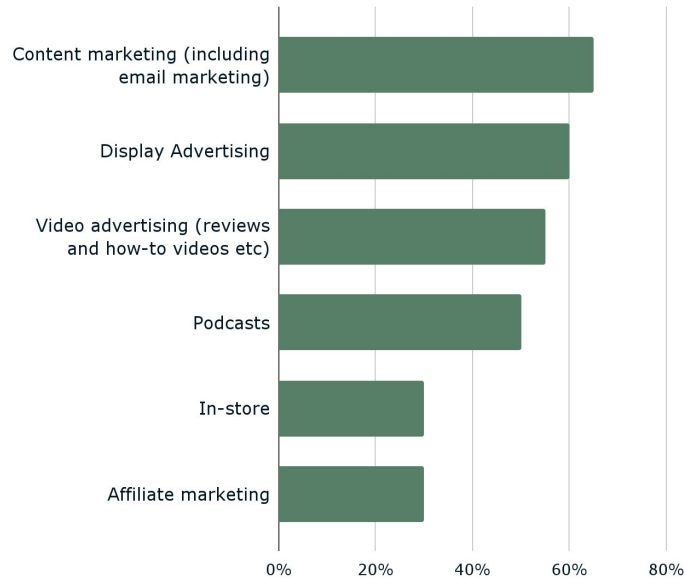
### Most important Metrics for Creator campaigns





# Winning Brands use Creator content across digital channels

Marketing channels where brands use creator content



65%

use Creator Imagery in Content Marketing



# The next wave of Creator marketing

- 1 Brands and Retailers are investing more than ever in Creator building their brand
- 2 Creator is the top in investment growth and is funded from Digital Advertising, Email and Owned Social Media Marketing
- 3 Brands are hyper-focused on growing their audience through Creator, which in-turn grows brand awareness, customer lifetime value and improves brand perception
- 4 Through new technology, additional opportunities to innovate with Creators will emerge, which will grow the number of internal departments working with Creators



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Access the report here