



# How to collaborate



# with creators



# Get **future ready** with creators

Collaborating with creators brings your brand value today and sets strong foundations for tomorrow.

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## Creativity

They embrace and interpret new tools and technologies that shape culture.

## Connections

They are agile and empathetic community leaders.

## Growth

They are early adopters of commerce tools, building their own brands and harnessing the full suite of monetisation opportunities that allow them to make a living being who they are.

Six tips for working with creators.

[Hear it from a creator](#) 

## Did you know?

Marketers spent \$2.23 billion on Instagram creator marketing in the US in 2022, compared to \$948 million on YouTube and \$774.8 million on TikTok.<sup>1</sup>

### Source:

1) eMarketer, Influencer Marketing, Aug 2022. Payments made to influencers or their representatives to promote products or services primarily on social media and other platforms featuring online content; excludes noncash payments such as free products or trips; excludes paid media.

# Rethinking the creator marketing opportunity

## From

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Creators as media channels

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Organic reach from the creator's own community

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Engagement rate as a priority KPI

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Content that focuses too heavily on the creator or brand

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## To

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Creators as strategic partners, creative collaborators and connectors to unique audiences.

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Branded content ads allow advertisers to turn creator posts into ads, combining creator authenticity with Meta's powerful targeting and optimisation capabilities to reach all the right people, including and beyond the creator's followers.


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Measure and optimise the KPIs that drive your business (reach, brand awareness, conversion, etc.).

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Content that blends the brand's identity and goals with the creator's expertise and creative expression.

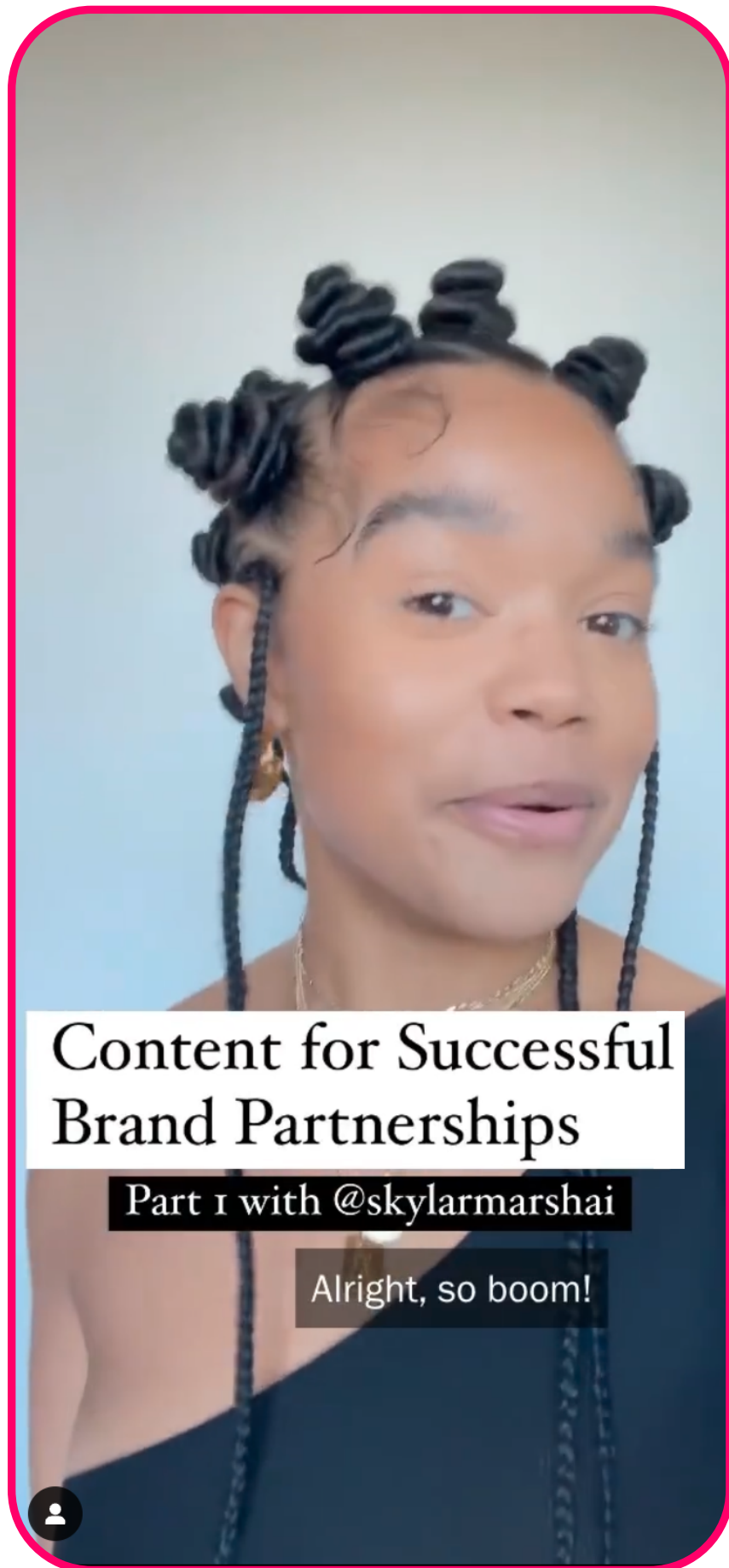
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How to make great branded content  
[Hear it from a creator](#) 

## Creators of Tomorrow

Explore curated lists of emerging creators on Facebook and Instagram from across Europe [here](#).

# Five steps for stronger creator partnerships



## 01. Define

Align on business objectives and desired outcomes upfront so brand and creator are clear on the goals.

## 02. Discover

Identify creators who share your brand values and can deliver desired impact.

→ Connect with Black creators and communities with the Meta [creator hub](#).

## 03. Co-create

Brief creators with organic and paid in mind. Strike a balance between the creator's POV and your brand goals and be open to platform-native approaches like humour, stickers and text overlays.

## 04. Scale

Add paid media to reach more people.

## 05. Measure

Measure, evaluate and use learnings for your next campaigns.

Post-campaign follow-through makes a strong partnership.

[Hear it from a creator](#) 



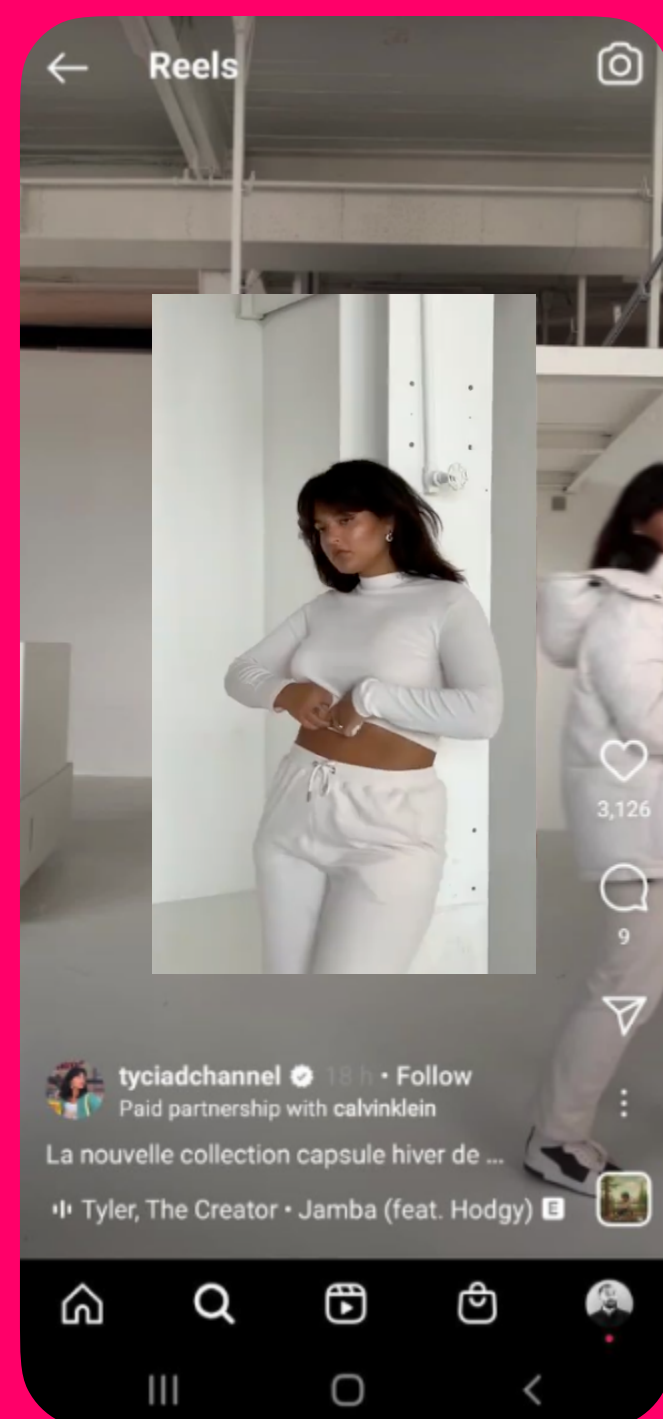
# Have fun



Live



Stories



Reels

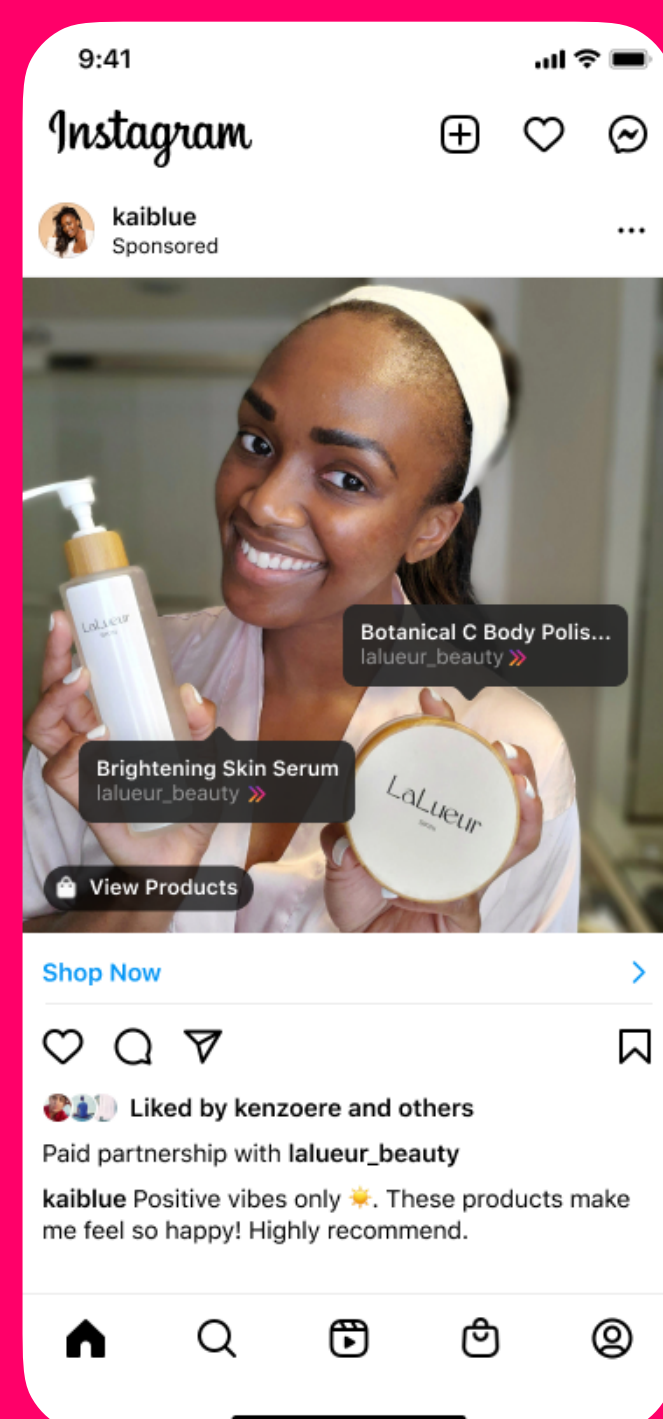
# with formats

## Instagram is a platform for creativity.

Level up your campaign by layering in different features and formats. Your creator partners are experts in their mediums — let them explore your brief in their own style.

Engaging your audience via Stories.

Hear it from a creator 



Shopping



# People appreciate transparency and it delivers great results



Use the paid partnership label to disclose organic **branded content**.

To unlock scale, targeting and optimisation opportunities, turn that same content into **branded content ads**.

# 53%

higher click-through rates

Mixed campaigns with both business-as-usual (BAU) and branded content ads on Facebook and Instagram had 53% higher click-through rates than campaigns with BAU only.

How to monetise using branded content:  
[Hear it from a creator](#) 



Message us @instagramforbusiness for more  
inspiration and tips. Use the keyword "creators"  
for help on branded content campaigns.



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from  
 Meta