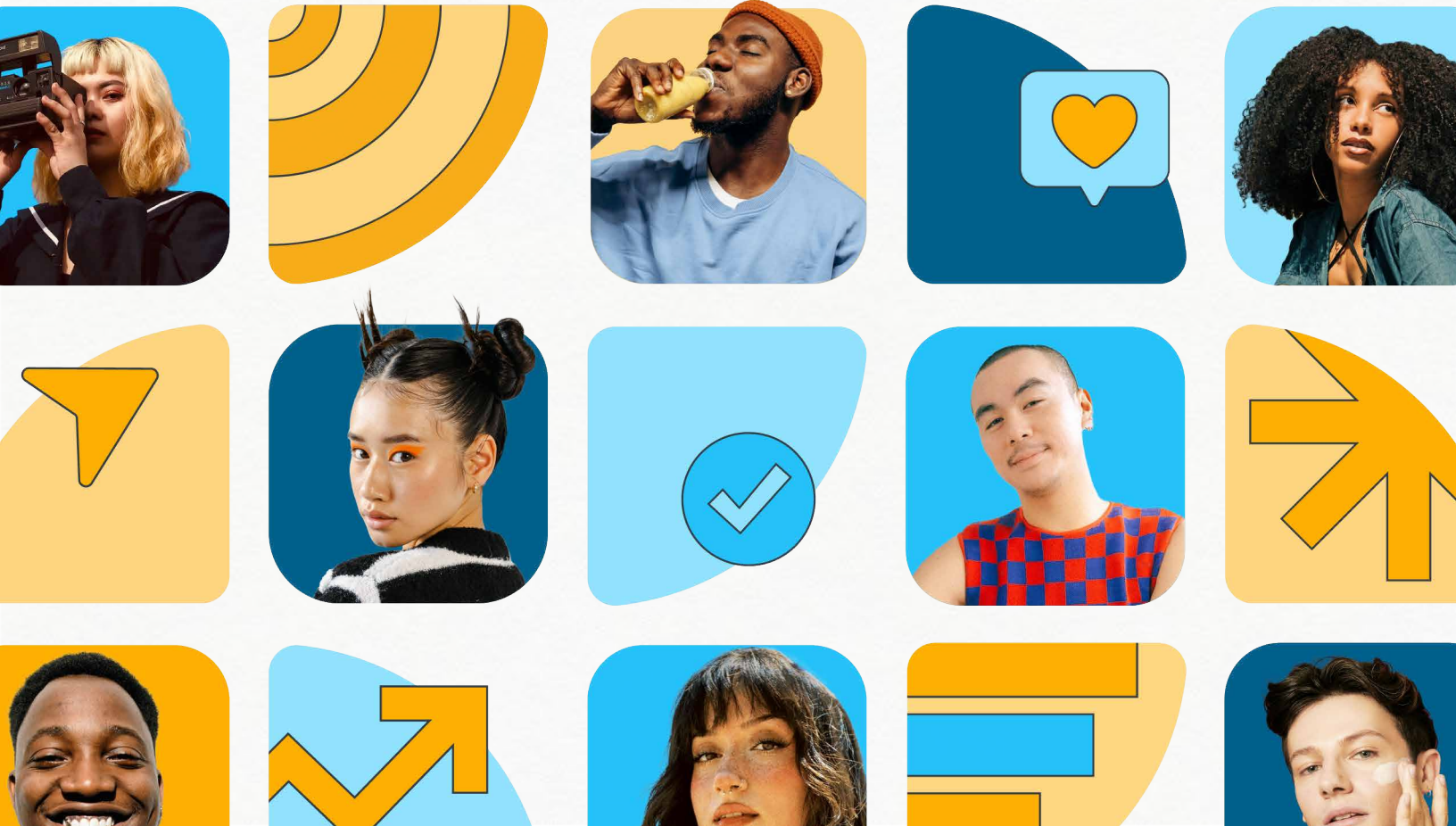


Your Guide to Content Creator Monetization

Learn about the many ways your brand can partner with creators to drive revenue.





Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

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Take your influencer marketing to the next level

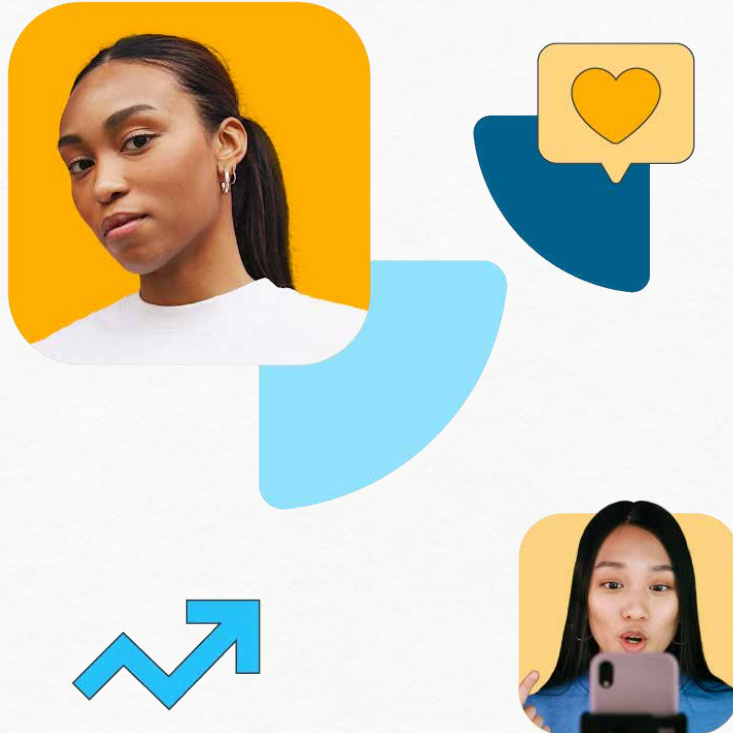
Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

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Introduction

Content creators have a host of options when it comes to monetizing their work. Many brands offer at least one avenue for creators to earn revenue, in the form of one-off or long-term collaborations. Social platforms also offer payments to creators, encouraging them to continue producing a strong portfolio of work. Apart from brands and platforms, there are also ways creators can lead the charge themselves by monetizing their personal brand through selling merchandise or even online courses.

In this guide, we'll review the various methods that creators can leverage to monetize their content with brands.



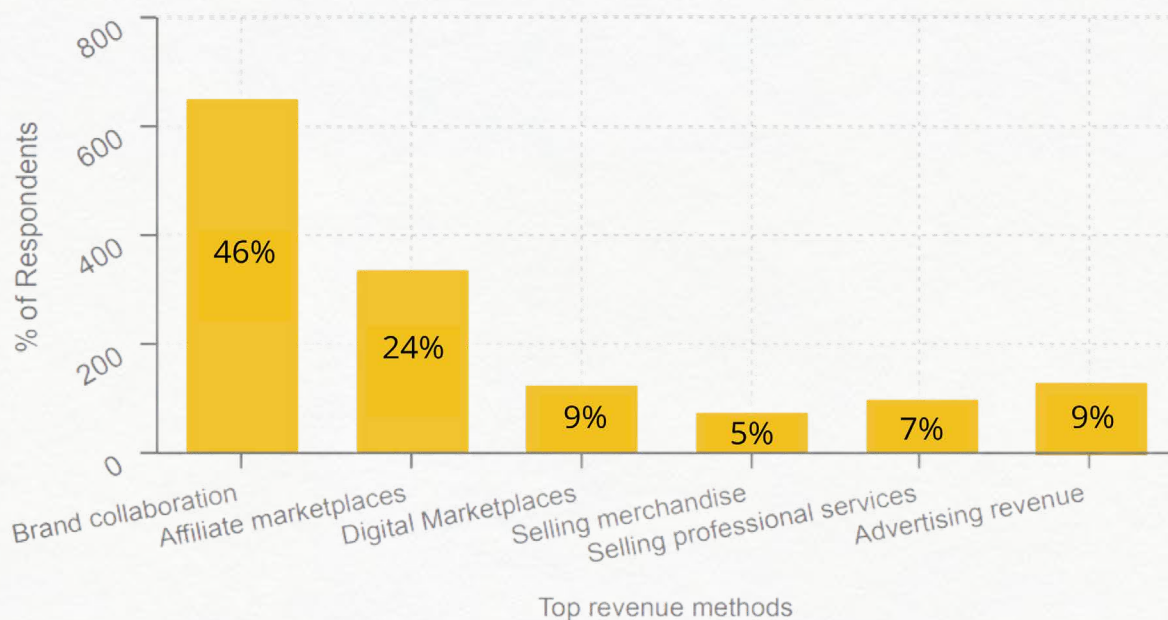
How Creators Monetize Their Content With Brands

Brand collaborations or sponsored content: A brand pays a content creator to make content that features their product or service. Sometimes, two or more brands will team up to activate creators for content production as a cross-brand collaboration.

Short-term partnerships: Short-term collaborations with either one transaction or just a few touchpoints that occur over the course of several weeks.

Long-term partnerships: The most popular type of partnership with content creators that can last anywhere from a few months to a year and are typically the most effective partnerships. Ambassador programs typically fall into this category.

How Creators Generate Revenue



Source: [Mavrck's Creators & Influencers Pulse Survey](#) - Jan 2021; 591 Responses

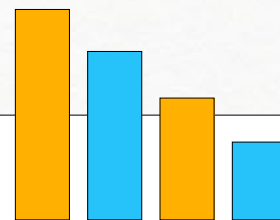
Affiliate programs: Brands provide custom URLs for influencers to share within their content that typically point to product pages. The creator receives a commission every time a consumer clicks the link and makes a purchase.

Digital storefronts: An online shopping medium where creators either sell their own products and services or a brand's products via an affiliate program. Sites powered by Shopify or Google's Qaya are examples of digital storefronts; Amazon also provides storefront programming for their creator partners.

Selling merchandise and professional services: Consumers purchase the creator's products or services from the creator's store; typically, this is not associated with a sponsoring brand.

Advertising revenue: This is a revenue stream where creators receive a small commission for ad placements within their content. This is especially popular with YouTube videos and blog content.

Platform-specific creator funds: Creators receive funding from investors if they properly adhere to social media platform guidelines when generating content and posting on that platform. For a breakdown of the creator funds available on each platform, head over to part II of this guide or [click here](#).



Key Data Insight:

84% of creators prefer long-term brand collaborations with multiple activations, while 16% of creators prefer single activation brand collaborations.

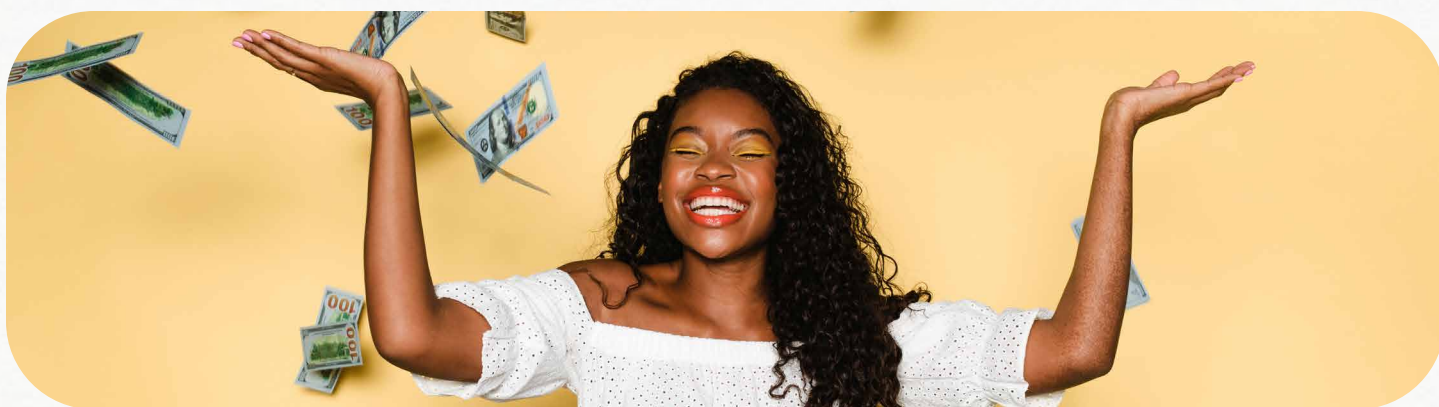
Source: [Mavrck's Creators & Influencers Pulse Survey](#) - Jan 2021; 591 Responses

More About Brand Collaborations

As we know, brand collaborations are the most lucrative method for creators to earn revenue and simultaneously provide huge value to brands. In addition to typical collaborations and affiliate programs, many brands also offer ambassador programs and referral programs to help achieve their marketing and business objectives.

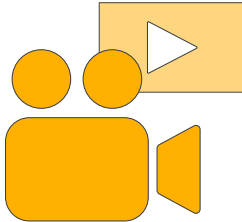
Ambassador programs: Brands reactivate top-performing influencers to promote products for longer stints. These programs allow marketers to establish stronger partnerships with content creators who truly believe in their brand while empowering them to build consistent trust with the creators' audiences.

Referral programs: Brands generate links for referrers, who are not necessarily content creators, to share with their audience and get compensated every time someone clicks and makes a purchase. The "Give \$10 to Get \$10" program that Eyeconic runs is an example of a referral program that anyone can utilize.



Additional Resources

Bookmark this:



Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

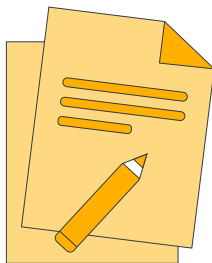
[Go to Course](#)



Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

[Read Blog Post](#)