

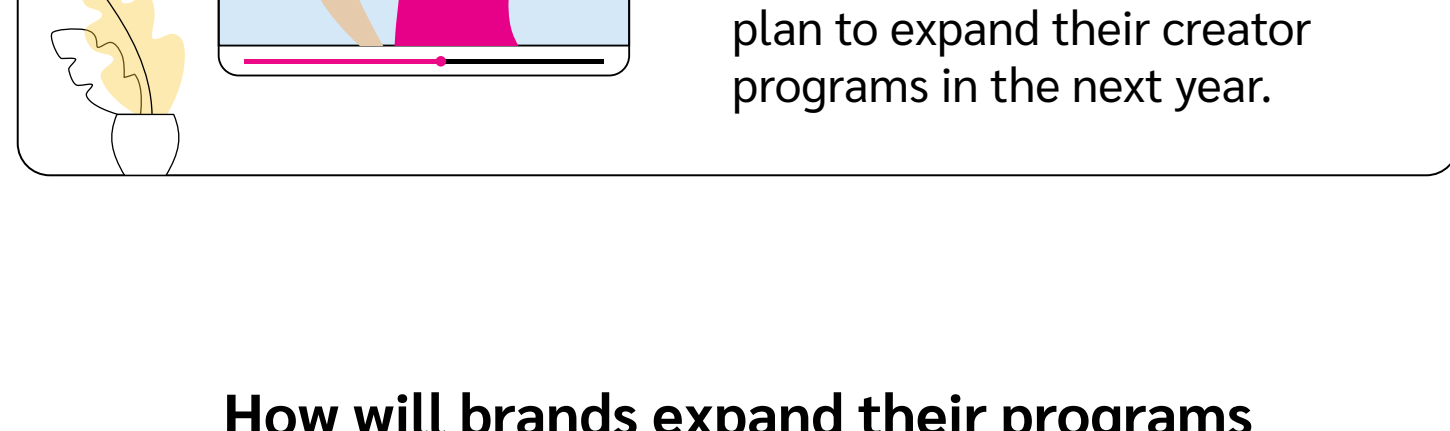
# What brands want: building successful creator partnerships in 2023

The impact.com team surveyed **250+ marketers** in the United States and Canada involved in the decision-making for recruiting influencers.

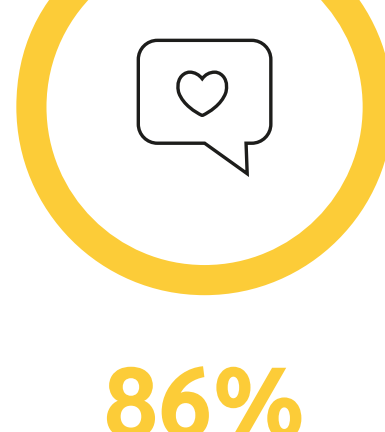
Get the scoop on what brands really want from influencer partnerships. Then use it to build long-term partnerships as a creator and grow your business.



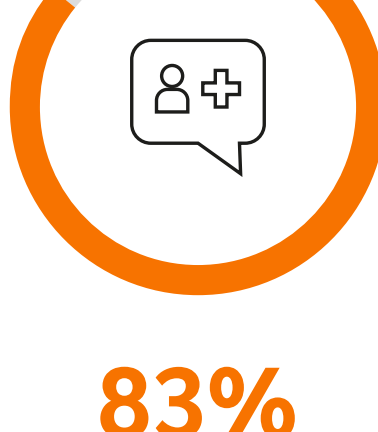
## In 2024, brands are allocating larger budgets to expand their creator programs



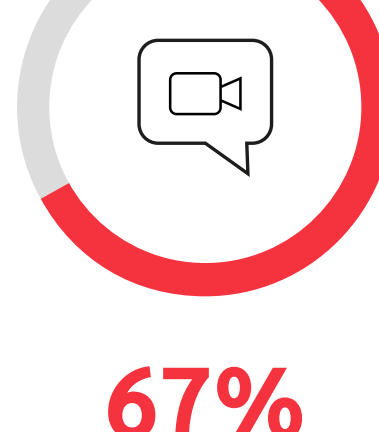
### How will brands expand their programs in the next year?



are focusing on long-term partnerships with creators.

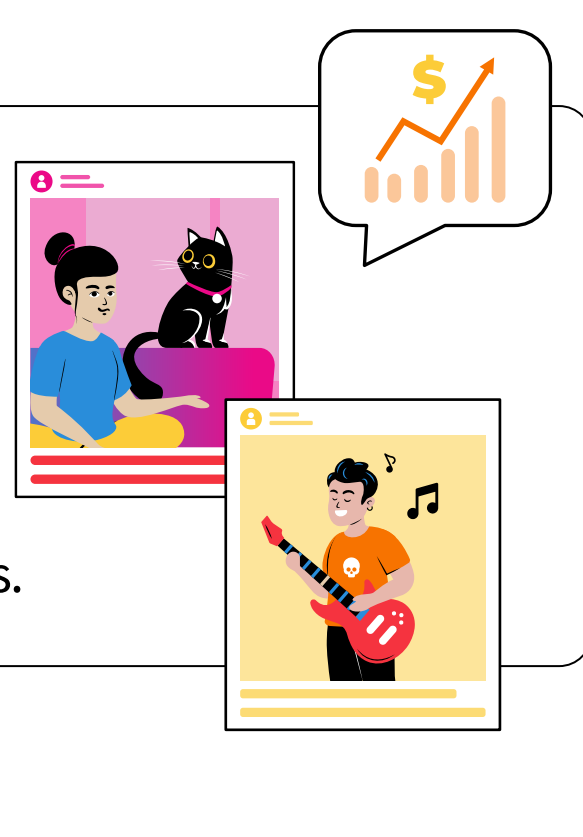


plan to onboard more creators.

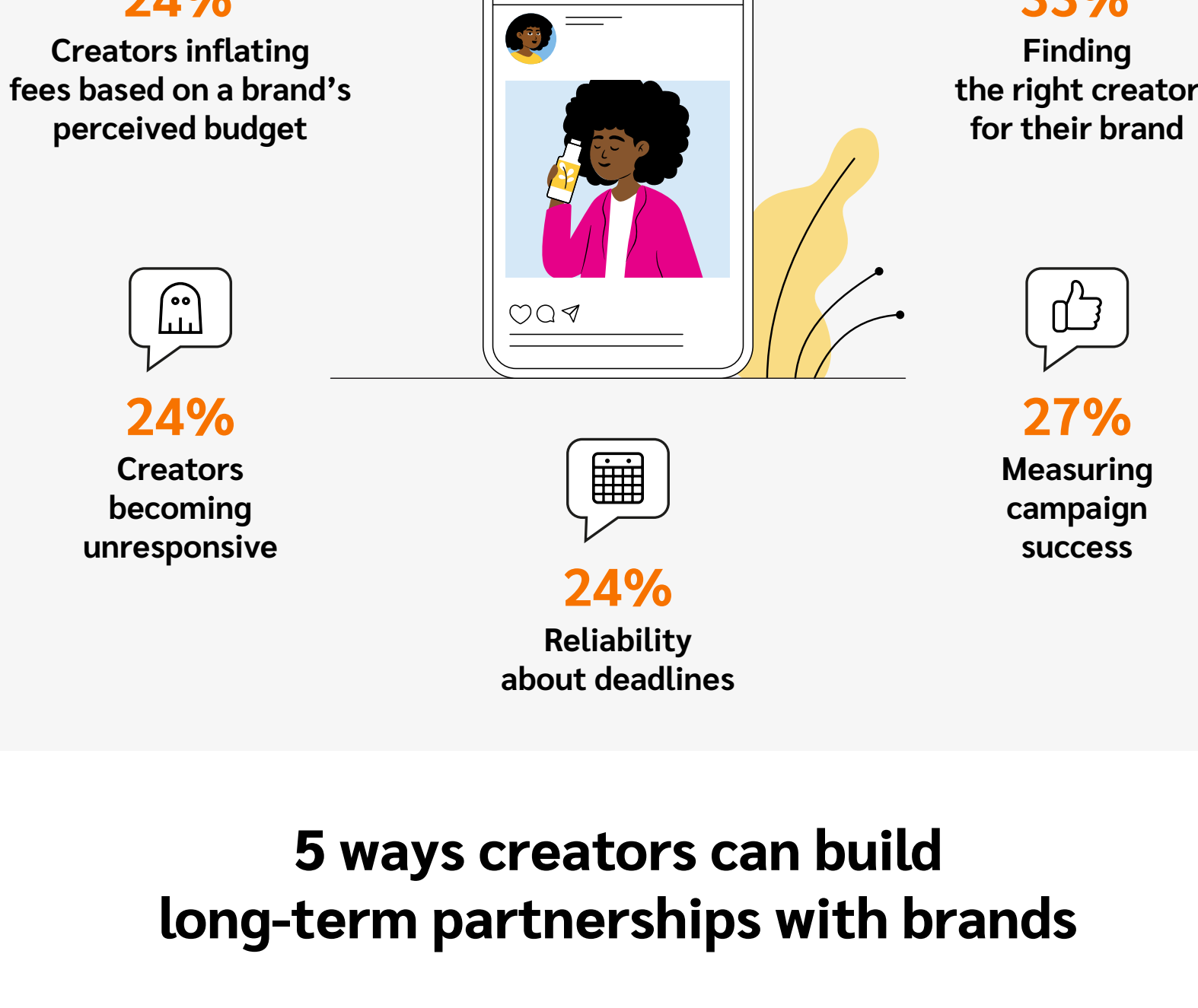


are investing in creating more content with existing creator partners.

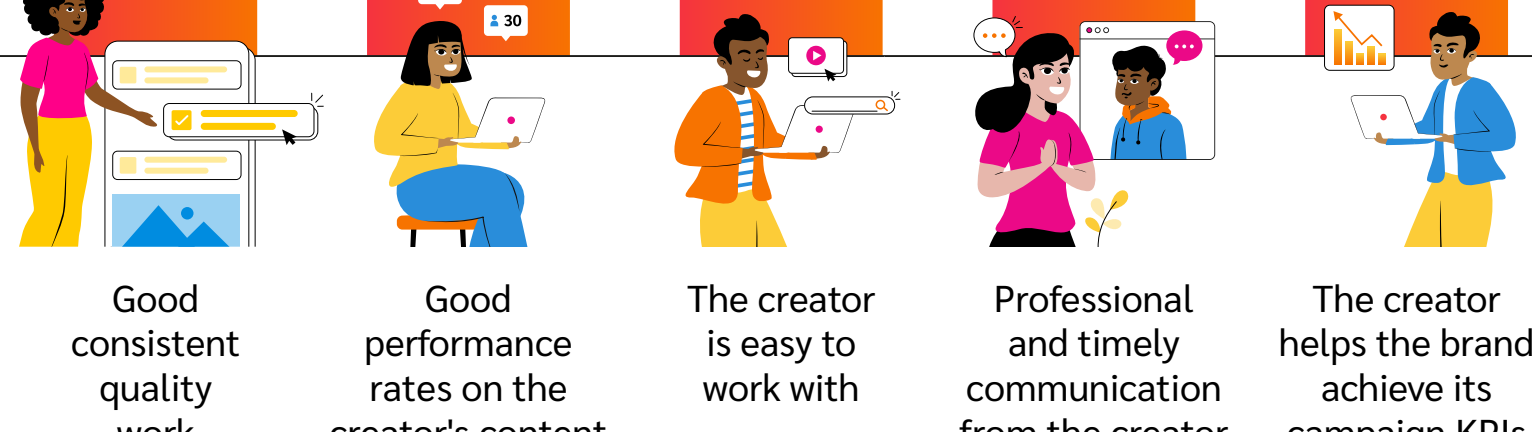
**63%** of brands are increasing their influencer marketing budgets for 2024 to support their expansion efforts.



## Top 5 challenges brands face working with creators



## 5 ways creators can build long-term partnerships with brands

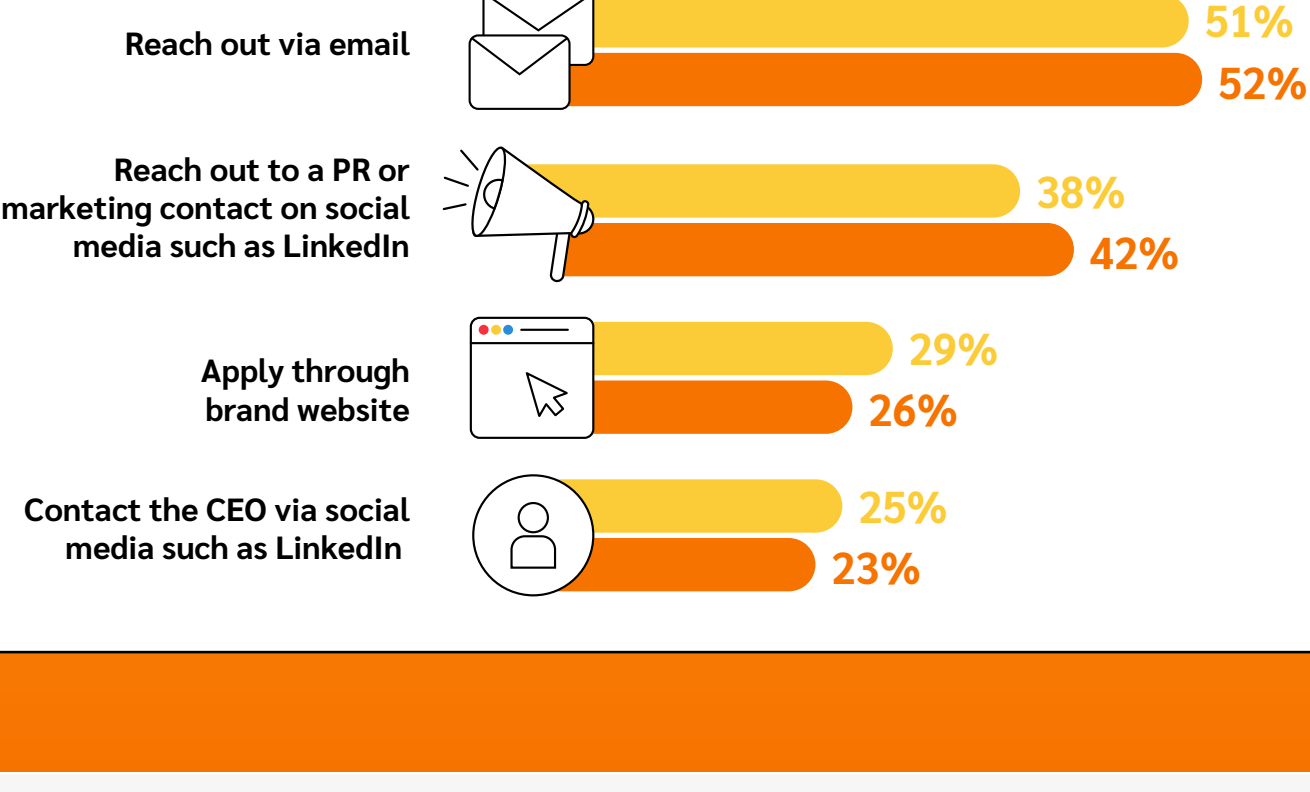


Question: What are the top factors that would make you as a brand commit to a long-term partnership with a creator?

## Engage with brands on their preferred channels

### Contacting brands for collaborations [top 5 ways]

● How creators contact brands most often for brand collaborations  
● How brands prefer creators to contact them for brand collaborations



## Brands want to get pitched with media kits

A brand's #1 challenge is finding the right creators. Spend your search with media kits showcasing your skills and motivating why you're the right fit for their brand [using this template](#).



## 5 ways to grow as a professional content creator [at any stage]

Now that you have the lowdown on how to build a successful partnership with brands, focus on enhancing your skills as a creator.

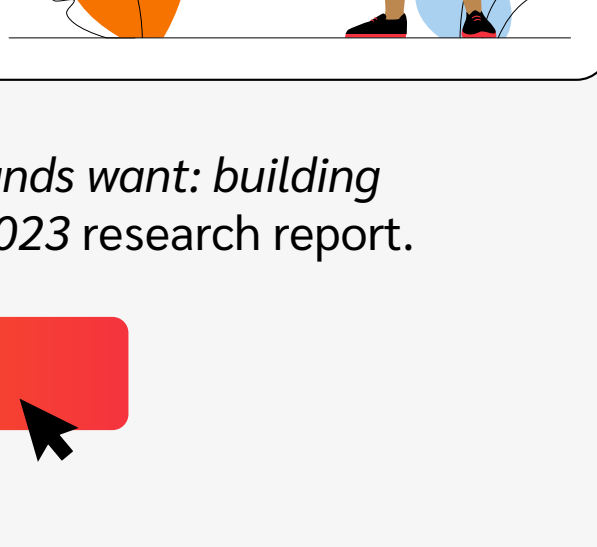
- 1** Reach out to brands you love and use, no matter the size of their programs
- 2** Suggest different ways to collaborate and build longevity with your content
- 3** Communicate clearly and often
- 4** Use a media kit to show brands why they should work with you
- 5** Analyze campaign performance to help brands hit their KPIs

## Get the right technology to grow your creator business

impact.com / creator

impact.com / creator offers the fastest payouts in the industry with flexible payment models. Plus, get access to top global brands, and much more!

Sign up for the impact.com platform and start reaching new clients today.



To learn more, download *What brands want: building successful creator partnerships in 2023* research report.

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