

CREATOR ECONOMY ECOSYSTEM MINDMAP

REPRESENTATION

CREATOR ENTERPRISES

Businesses or ventures built by individual creators or teams that leverage their personal brands, expertise, or content to generate income across multiple revenue streams such as selling digital or physical products, subscriptions, or hosting live events.

AGENCIES

Provide specialized services to help clients achieve their business goals, manage campaigns, and enhance their brand presence. There are general media agencies and agencies that specialize in creator marketing.

TALENT MANAGEMENT

Represent and support individuals and are responsible for tasks such as securing opportunities, negotiating contracts, and offering career guidance to their clients.

CREATOR TIERS

- Celebrity: 5M+ Followers
- Mega: 1M+ Followers
- Macro: 500k-1M Followers
- Mid: 50k-500k Followers
- Micro: 10k-50k Followers
- Nano: 1k-10k Followers

CREATOR REVENUE STREAMS

- Merchandising
- Courses
- Platforms
- Payouts
- Sponsorships
- Licensing & IP
- Amazon Live
- Affiliate marketing
- UGC video ads
- Subscriptions
- Live streaming revenue
- NIL (Name, Image, Likeness)

AUDIENCE BUILDING

GROWTH STRATEGIES

- SEO Optimization
- Cross-Platform Promotion
- Hashtags
- Collaborations
- Paid Advertising
- Email Marketing

FOLLOWER ENGAGEMENT TACTICS

- Interactive Content
- Live Streaming
- Community Challenges

CREATOR TEAMS

EXTERNAL

- Talent Managers
- Agents
- Creator Agencies

INTERNAL

- COO's
- Video and Thumbnail Editors
- Production Teams
- Strategies

CREATOR CONTENT

GROWTH STRATEGIES

- Podcasts
- Worlds
- Memes
- Images
- Streaming Video
- Long-Form video (10min+)
- Mid-Form video (Horizontal, 3-10min)
- Short-Form video (Vertical, <3min)

CHANNEL DISTRIBUTION

- Gaming and virtual worlds
- DOOH
- In-store signage
- Live Streaming
- Social
- Owned and operated
- CTV/OTT
- Mobile ad networks/mobile apps

CREATOR TOOLS

MEASURE CREATOR INFLUENCE

- Direct message automation tools
- Social listening & creator insight tools
- Scheduling & project planning tools
- Live streaming tools
- Video/photo tools
- Monetization tools
- AI tools
- Analytics and SEO tools

- User sentiment
- Viewer types
- Viewer retention/average watch time
- Traffic sources
- Impressions
- Subscribers/followers
- Video views
- Engagement metrics
- Follows

PLATFORMS

SOCIAL MEDIA

The primary channel for content creators to distribute content, engage with their audiences, and build their personal brands.

PODCASTING

Allows creators to generate revenue from host-read ads, sponsorships, and programmatic ads.

STREAMING

Streamers transform real-time engagement into sustainable income sources from subscriptions, donations, advertisements, and sponsorships.

GAMING & ESPORTS

Streamers, professional players, and content creators not only generate revenue through sponsorships, merchandise, and live events but also influence gaming culture and consumer behavior.

BRANDS

- Total Market Value: **\$480 Billion by 2027**
- Ad revenue: **\$64.9 Billion**
- **27 Million** paid creators in the U.S.
- **68%** of consumers recommend a product after seeing it in creator content

STANDARDS AND GUIDELINES

MEASUREMENT

CREATOR CONTRACT CHECKLIST

- ✓ Community Rules
- ✓ Privacy
- ✓ Audience Gating
- ✓ Competitive Content
- ✓ ICAs (Independent Contractor Agreement)
- ✓ Exclusivity
- ✓ Schedule
- ✓ Compliance
- ✓ Ownership; Grant of Rights
- ✓ Use of Name, Likeness, and Information
- ✓ Payment and Payment Terms
- ✓ Relationship of the Party
- ✓ Independent Contractor
- ✓ Indemnification
- ✓ Termination
- ✓ Miscellaneous
- ✓ Photo Release Form for anyone shown in the content that's not the Creator in the contract

SELECTING CREATORS

1. Create a Campaign Brief
2. Select a Creator
3. Create a Contract
4. Approve the Creator
5. Creator Content Draft Review and Approval
6. Post Content
7. Pay the Creator (sometimes full or partial payment can be upfront)
8. Campaign Measurement

STEPS TO ACTIVATE

- Direct outreach
- Social platform creator marketplaces
- Creator agencies
- Talent managers
- Creator discovery platforms

WAYS TO WORK WITH CREATORS

- Create Content (non-boosted)
- Create and Promote
- Create as Talent
- IRL Events/Experiential