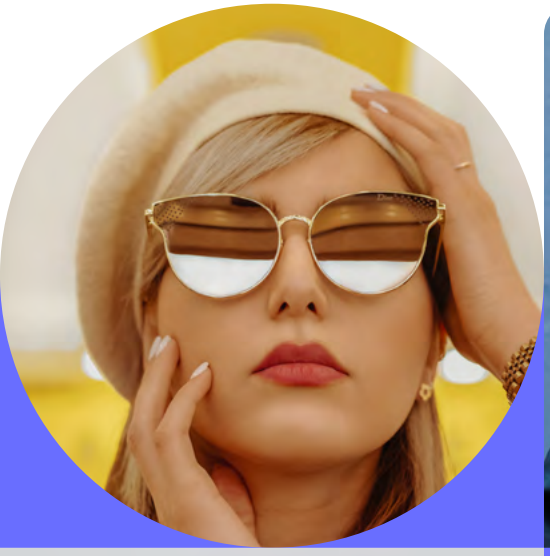
GRIN

Creator Management








How Brands Win in Today's Creator Economy

Creator Management



How Brands Win in Today's Creator Economy

Creator management combines all marketing that reaches the consumer through creators into a single framework and solution for your marketing teams.

Because when your marketing teams work together as one—centered around your most loyal advocates, influencers, and customers—you reduce customer acquisition cost, increase loyalty, and build brand value faster.

Why creator management?

When we launched GRIN in 2017, we saw that influencer marketing teams were struggling to hit their goals. This was because middlemen, like opt-in influencer networks and marketplaces, hijacked the collaboration process between brand and influencer.

In 2018, we created Authentic Influencer Marketing to address this problem—to empower brand teams to own their direct influencer relationships and cultivate honest endorsements to the consumer.

We knew that the key to generating trusted content from influencers was for the brand to build relationships directly, not through a middleman.

Brands needed to see influencers not as transactions but as real partners to deliver trust to the consumer.







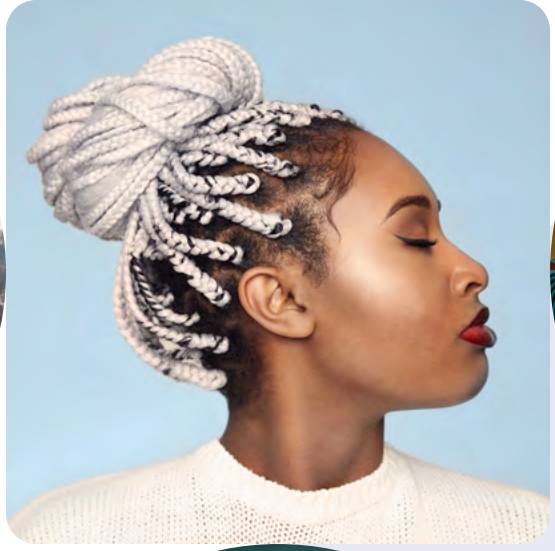
We now live in a **creator economy**

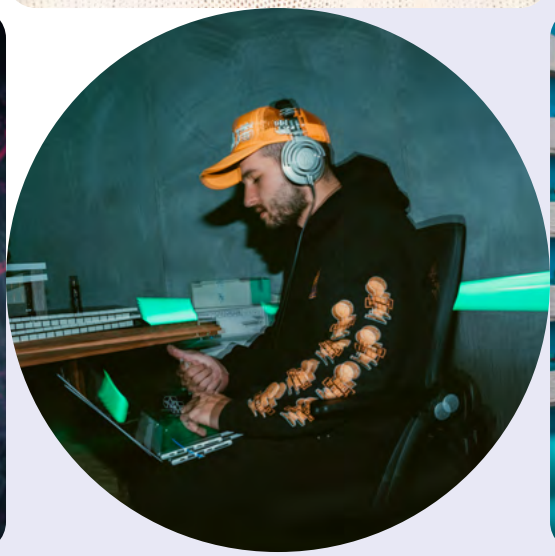


Consumers no longer tune into companies; they tune into people.

They spend their free time scrolling through feeds of content from friends, coworkers, athletes, artists, podcasters, and more—making it a whole new game for ecommerce.

As these things go, only the brands that adapt will survive.


Creators are the catalyst for the new billion-dollar brands

Today, brands don't become household names through old-school mass advertising—they're formed by partnerships with creators.

Brands that utilize creators as brand storytellers are now the names on everyone's lips. Their rise to fame results from authentic brand-creator partnerships (not just a pay-to-play transaction), which make for genuine, believable endorsements.

Who are these creators?

Creators make content that attracts online engagement and forms digital communities.

The creator economy is a vast industry encompassing bloggers, vloggers, crafters, photographers, thought leaders, athletes, coaches, professionals, and so much more. Anyone who consistently publishes compelling content falls within the category of "creator."

Creators are active predominantly on social media. They may choose to engage others from public social profiles, private instant messaging channels, or their own website or app. Most creators are active on more than one platform or medium for easier discovery and a wider reach.



What is a creator's role within influencer marketing?

In influencer marketing, brands seek partnerships with creators who have earned the full attention of their audience.

Instead of blasting their message to millions of consumers with competing interests, brands can zero in on engaged online communities with the same values, lifestyles, goals, and aspirations. When brands build relationships with the right creators, they gain instant access to the credibility built within that creator's entire community.







Are creators influencers?

Influencers are a type of creator, but not all creators are influencers.

There are many similarities between these two types. For example:

- **Both leverage digital content to engage others and nurture online communities.**
- **Both tend to be exceptionally skilled on the leading social media platforms.**
- **Both must resonate with large audiences (usually maintaining 1,000 or more followers on their preferred channels) and must produce *authentic* content to be successful.**

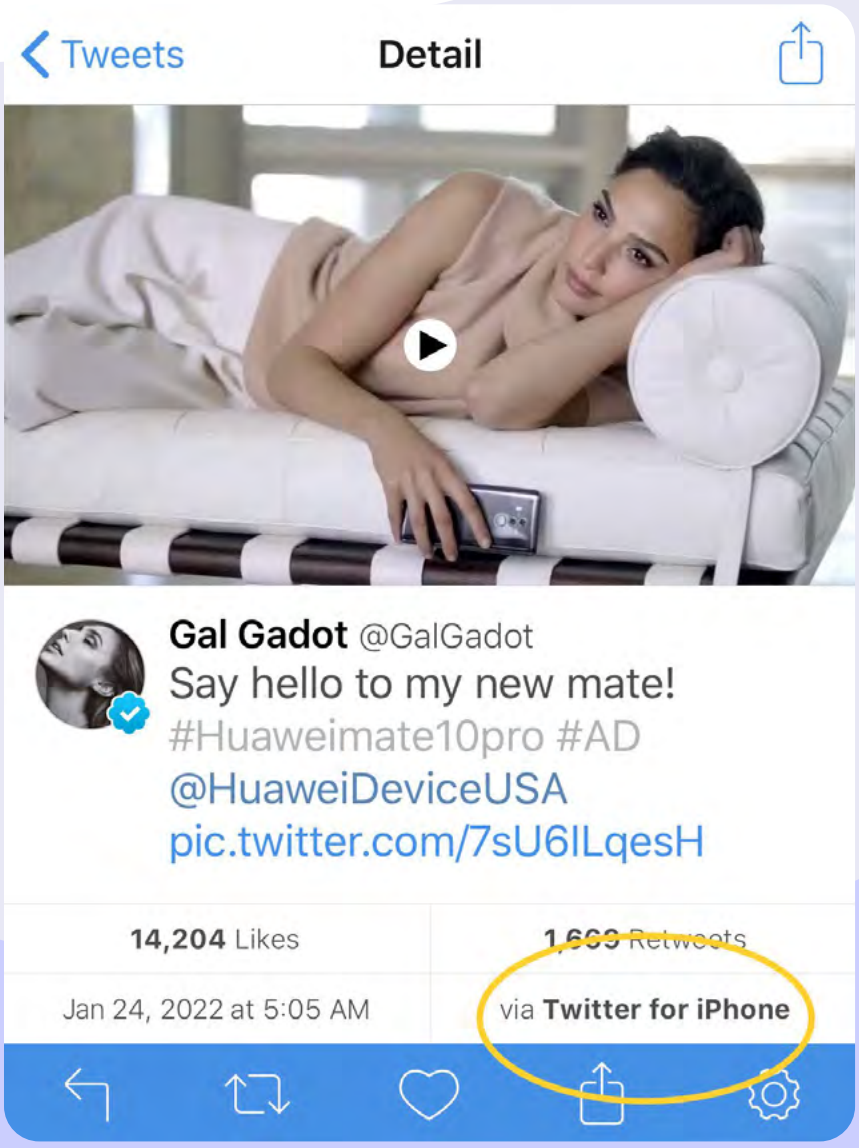
But the terms "creator" and "influencer" are not interchangeable. The key difference between the two is *purpose*.

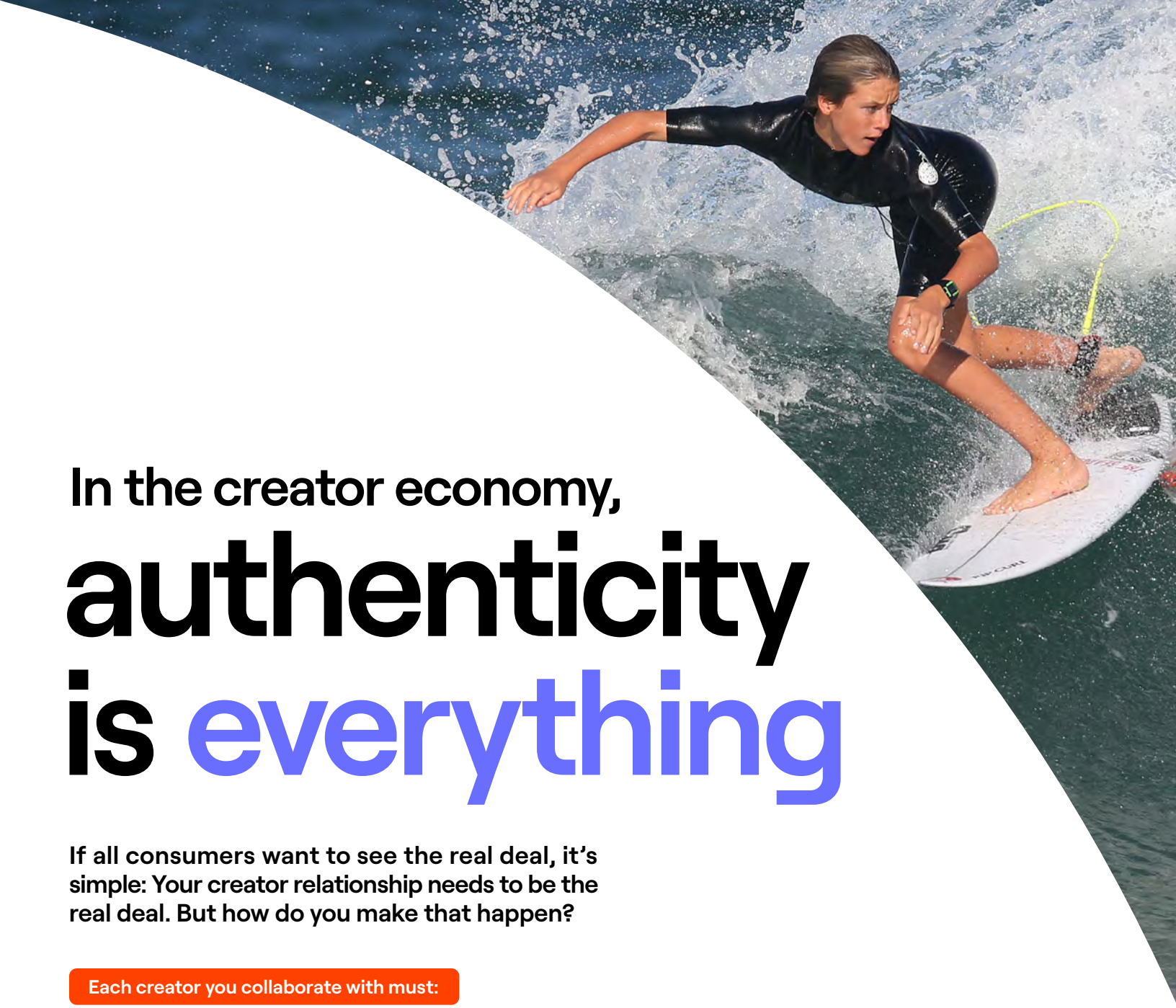
The ultimate goal of creators is to connect and engage people with similar goals, values, and lifestyles. While influencers do those things, they also prioritize their brand partnerships and leverage online communities to guide more informed buying decisions.

If a partnership feels phony, it's brand death

Not to sound dramatic, but it is that dramatic.

Today's consumers can spot a fake a mile away. In a world where authentic, pull-back-the-curtain content reigns, people can sense when a brand endorsement isn't genuine—and they'll publicly call you out for it. *Not exactly a winning marketing strategy.*





In the creator economy, authenticity is everything

If all consumers want to see the real deal, it's simple: Your creator relationship needs to be the real deal. But how do you make that happen?

Each creator you collaborate with must:

- **Feel like a trusted, empowered partner.** Creators need to feel like this is a genuine business partnership (because it is). That means giving them the freedom to come up with content ideas that make sense for their brand and community, as well as yours. You're in this together.
- **Know you personally.** To the creator, you must be more than a faceless email address. They've met you, they like you, and vice versa. You might even text and ask how their pets are doing. You know, real relationship stuff.
- **Believe in your brand.** The fact that a creator has 3 million followers cannot be your only criterion. They actually need to know and love your product or service—or their endorsement will reek of #theypaidmetosaythis, and your brand will be promptly shamed (if not … eek … canceled).

These are real connections you can't fake—or buy.

This changes the game for everyone on your marketing team

Your team needs to shift how they see their roles to get creator engagement right. They're not just marketers anymore... they're managers of authentic relationships.

It's a department-wide shift—not just for the people with "influencer marketing" in their title. Quality relationships are at the core of every aspect of modern marketing, from affiliate sales to customer advocacy.

Get your whole team on board with this mindset and watch all your marketing efforts change for the better.



Reach your marketing goals through creator management



Measure creator ROI

A key piece of creator management is knowing which partnerships are working. It makes little sense to invest in relationships that benefit neither the brand nor the creator.

To accurately measure creator ROI, marketers must define their campaign goals and break those goals down into actionable KPIs.

Some of the most common campaign goals are:

- **Increase brand awareness**
- **Drive sales/conversions**
- **Boost social sentiment**
- **Inform buyers**
- **Increase website traffic**
- **Maintain a library of high-quality content**

When building KPIs, brands must define what it means to reach a goal. For example, a campaign goal of brand awareness could easily accompany the following KPIs:

- **Reach # followers on brand IG page by [deadline]**
- **Reach # page views by [deadline]**
- **Get # engagements on branded posts**

The ideas above are by no means prescriptive—your goals and KPIs will always be unique to your brand. By setting goals and KPIs, you will see what's working, what isn't, and what steps you can take to refine your creator management process.

Say no to the middleman



Anyone who stands between your team and your creators is the enemy in the creator economy. You have to get rid of the middleman.

Connecting with creators through a middleman is a one-way ticket to cringe-worthy content. Without direct creator contact, you don't know who is directing them or what other brands they might represent. You're marketing your brand while blindfolded.

When you eliminate the middleman and work personally with creators, the process is beautifully transparent—and so is the content that comes out of it.

‘This all sounds a little messy and complicated’

We know what you’re thinking:

- How will we identify an army of creators aligned to our brand?
- How will we form close relationships with ALL of those people?
- How will we get products into their hands?
- How will we track the thousands of content pieces they produce?
- How will we pay all of these people who aren’t employees?

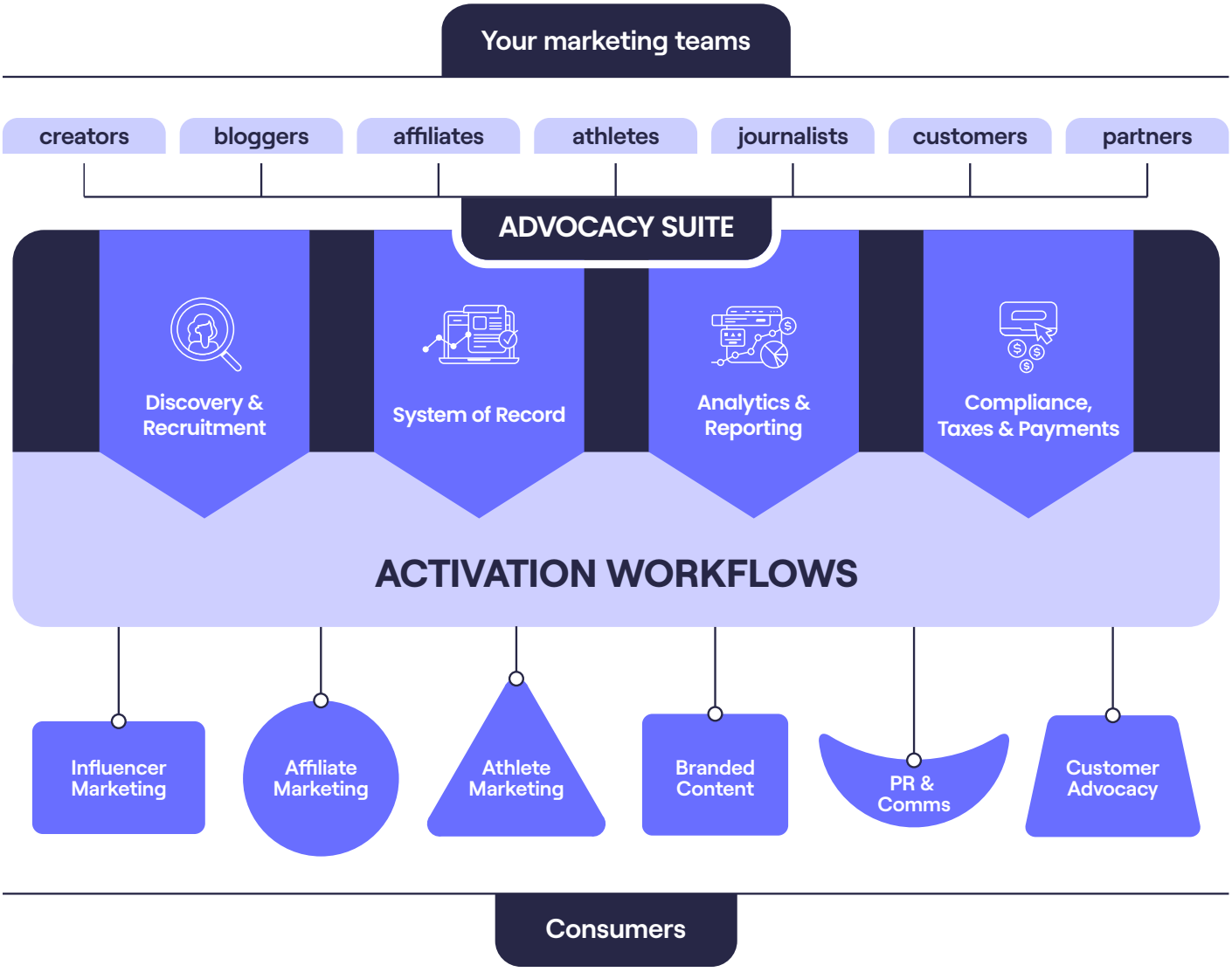




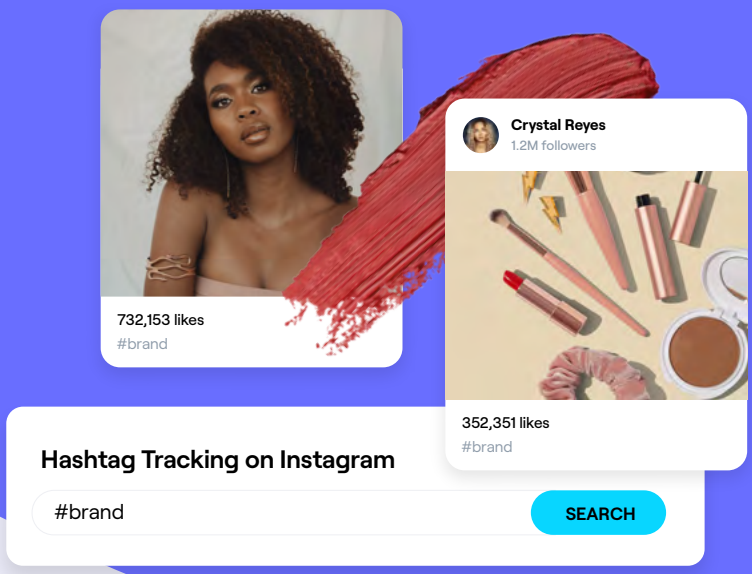
Deep breaths. This is exactly why we built GRIN.

Enter GRIN's Creator Management platform

From the influencer, affiliate, or content team to PR and athlete marketing, our all-in-one platform helps you manage every type of creator you work with. GRIN is an end-to-end system for creator management, enabling use-cases across every function inside your brand.



From recruitment to reporting, your team won't miss a beat. GRIN's software will help you with:



Creator prospecting

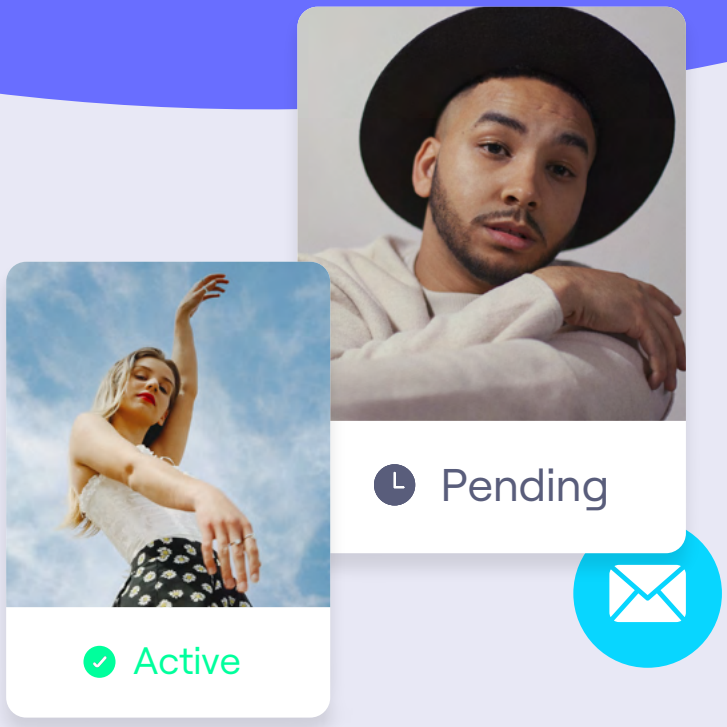
Many social media platforms have helpful discovery tools, such as profile and hashtag search capabilities. But once you're developing a robust creator "pipeline" to grow your team, those social tools won't be advanced enough to help you achieve your program goals.

With GRIN's Creator Management system, you can perform advanced searches with filters to help you find the right creator prospect faster. Additionally, GRIN's platform includes basic social listening features and creator look-alike tools (finding other creators like your top performers).

Creator recruiting & onboarding

After identifying your shortlist of possible creator partners, you will need a platform to help you systemize and improve your recruiting process. This includes managing email communications, contracts, brand introductory materials, and more.

If you have an established program, there are probably already some creators who love your brand and want to collaborate. GRIN helps you reduce the time it takes to take a creator from prospect to active status using various inbound request tools.

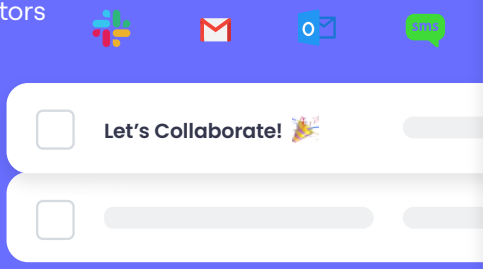


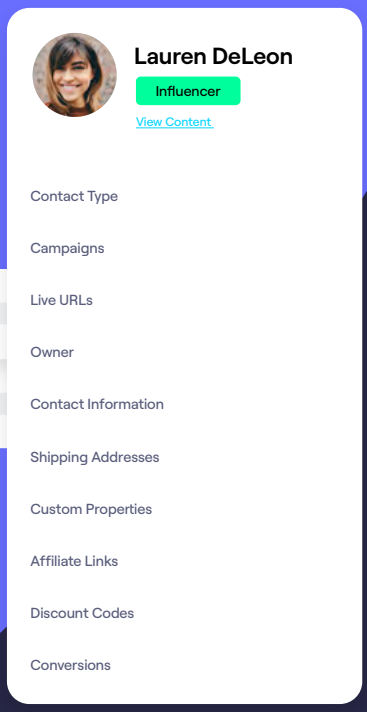
Relationship management

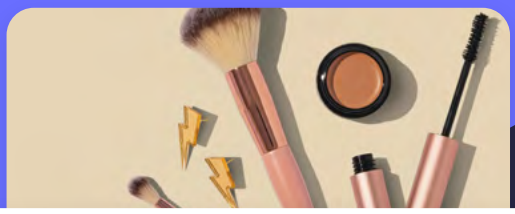
As you define goals for each partnership, GRIN enables you to keep track of all the necessary details for each relationship and partnership category.

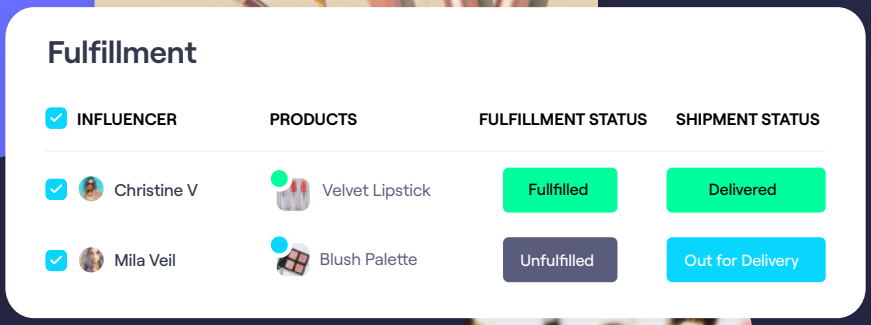
Maintaining strong relationships with your creators requires you to know and update things like:

- **Creator social handles**
- **Name, gender, industry, etc.**
- **Addresses (to ship products)**
- **Partnership terms**
- **Campaign goals/KPIs/deliverables**
- **Any unique detail that helps you personalize the brand-creator experience**











Product gifting & fulfillment

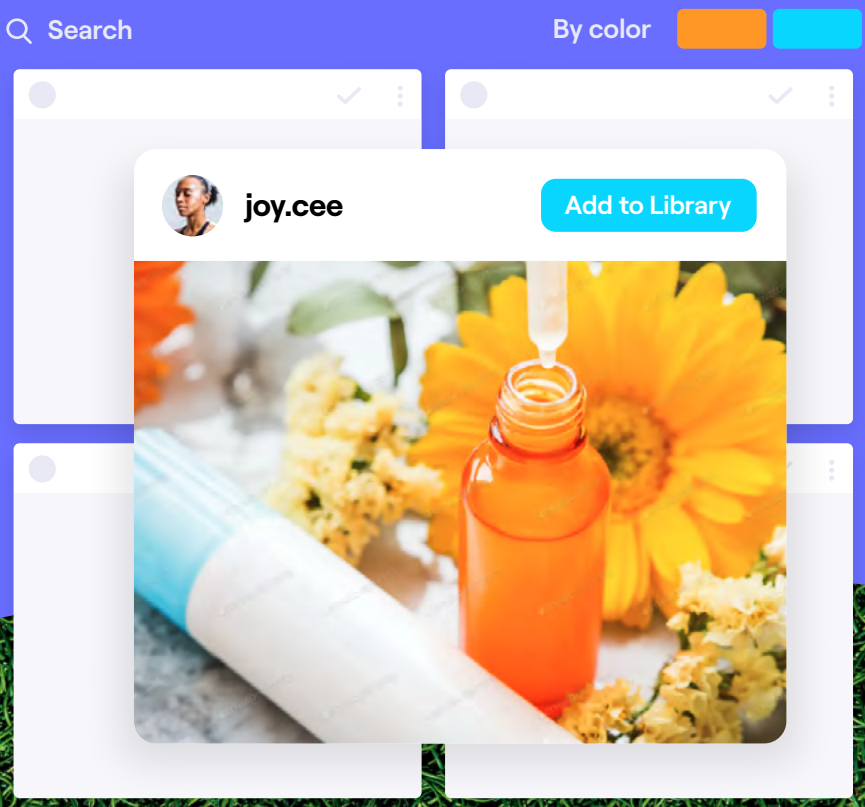
One essential part of any creator collaboration is ensuring that your creators receive product gifts promptly. On the surface, this may not seem like much of a challenge. But in reality, any number of issues—bad inventory management, wrong sizes, shipping delays, etc.—could derail an entire campaign and hurt your relationships with creators.

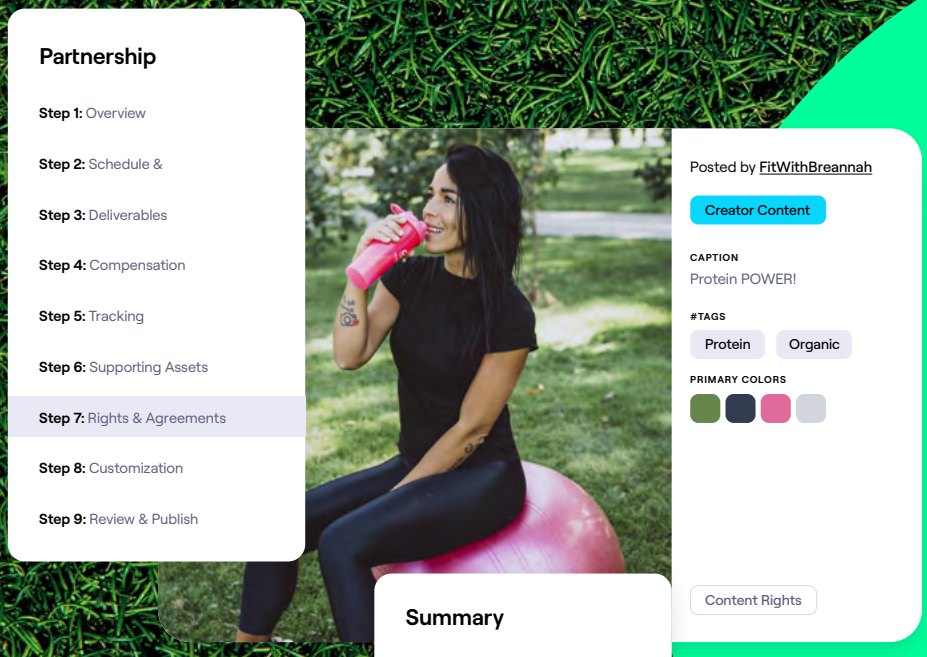
GRIN allows you to integrate your CRM with your ecommerce store. This feature ensures that inventory is updated in real time, simplifies the gifting process (you don't have to upload/send product cards manually), and doesn't interfere with your campaign timelines.

Content management

A common technique in influencer marketing is organizing creator content and reusing that content across multiple mediums, including paid ads, email newsletters, and websites. Not only can automation guarantee that your contracts include rights to content, but it will also pull campaign posts and organize them for future use.

Keeping track of your top-performing creator content is one of the most valuable things you can do as a marketer. Doing so will reduce your costs and increase the effectiveness of branded content across your owned and paid media channels.





Campaign workflow

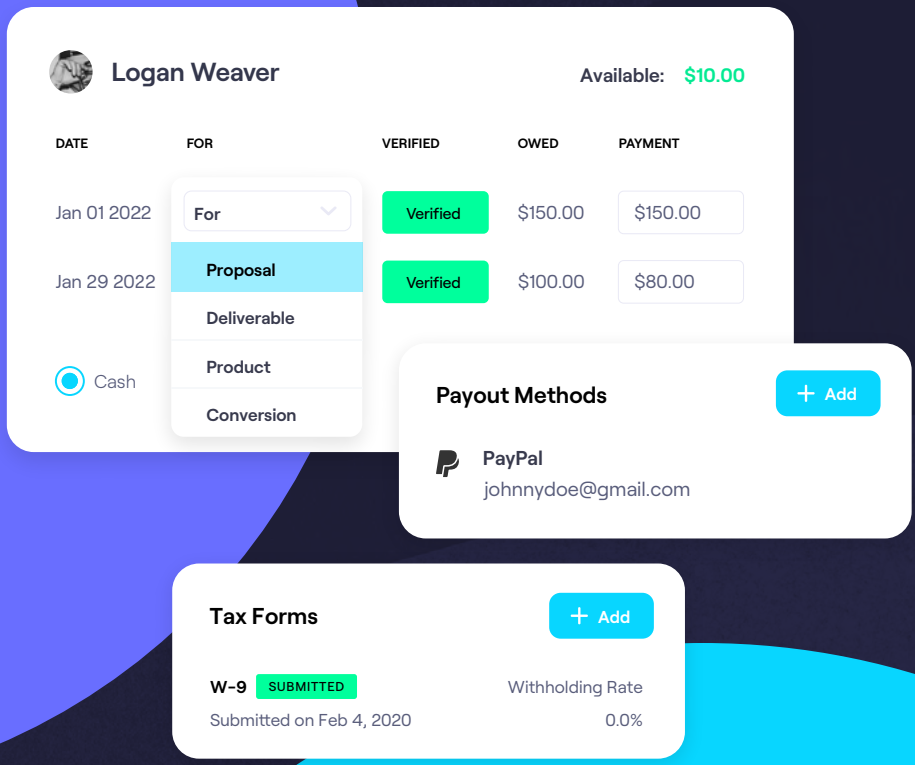
To run a well-coordinated campaign, you need your creators and marketing team to complete next steps to prevent bottlenecks. A quick turnaround is essential to achieving the best results in many cases.

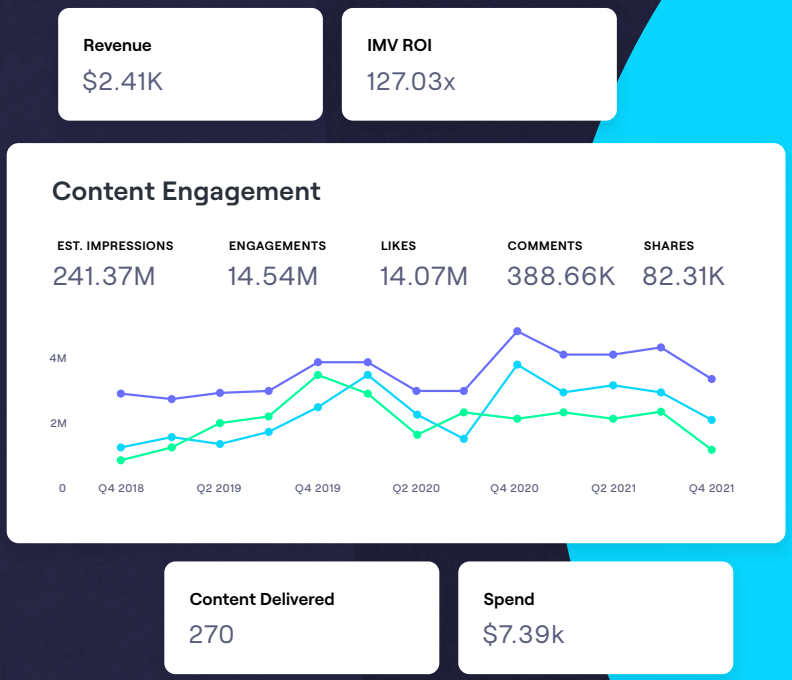
Your campaign workflows should keep critical tasks from falling through the cracks. GRIN automates tedious steps and promptly informs the right person when to take action.

Payments

Prompt and accurate payments to your creators maintain positive relationships and build trust. Additionally, tracking payments helps you establish program ROI and file taxes correctly.

With GRIN, you can send and monitor these payments, whether calculating commissions or figuring in the cost of gifted products.





Performance tracking & reporting

After setting goals and KPIs, it's crucial to assess the effectiveness of each campaign through accurate reporting. You need reports for yourself, your team, and your boss. But putting manual reports together is time-consuming when you don't have the numbers readily available.

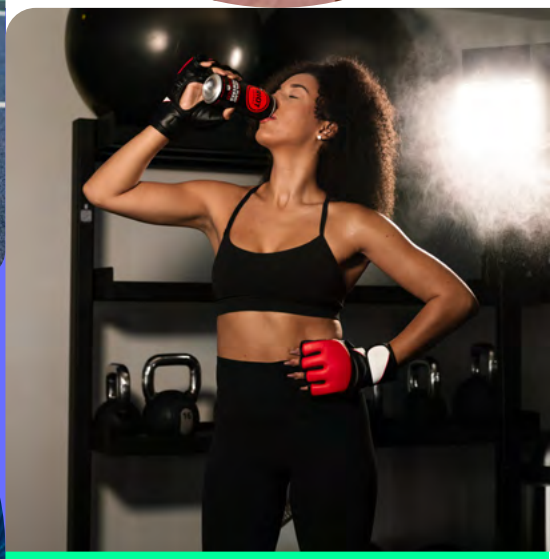
GRIN saves you time, improves the quality of your reporting, and stores every metric in one place for easy recall. GRIN's software doesn't just help you demonstrate program ROI—it also shows you how to improve each piece of your creator program.

Book a demo to find out how GRIN can help you take your marketing strategy to the next level.













GRIN