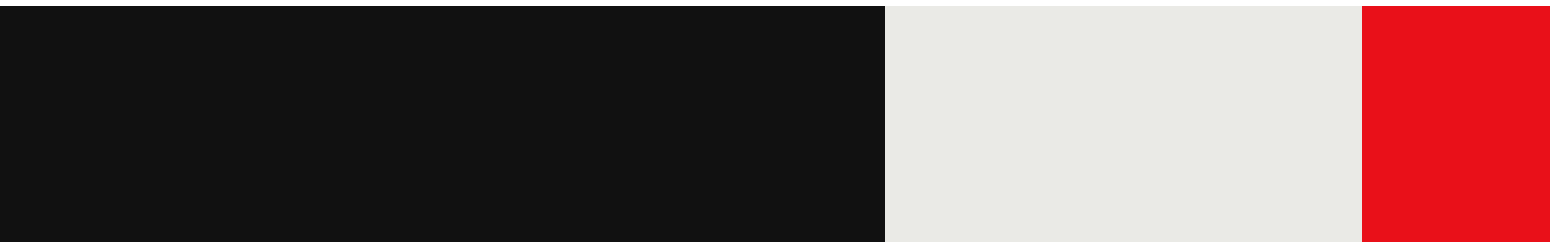



How brands can future-proof creator strategies

Article



Brands already know they should be working with [creators](#) with [diversified platform presences](#). But there are other ways brands can take a forward-looking approach to working with creators, especially as the creator economy evolves beyond [social](#) platforms.

From Super Bowl ads featuring creators to in-store and TV placements, brands are leveraging creator-driven content in new ways. Smart brands are using creators across multiple touchpoints—social, traditional media, and even retail environments.

Here are four ways brands can embrace these shifts and build sustainable career partnerships that thrive even as platforms, trends, and algorithms change.

1. Avoid trends that aren't a match for your brand

While trending signifiers like “demure” and “mindful” can seem like marketing gold, brands should be careful to only jump on trends that match with their brand identity so they don't seem inauthentic.

“Understanding why customers care about you is the first thing that you need to apply to any decision that you make,” said Sarah Crockett, senior vice president and CMO of DSW, speaking during the [EMARKETER Creator Summit](#). That means brands must make sure social media content and creator partnerships align with how customers see a brand.

“If a trend doesn't feel naturally right, important, or relevant to your audience, don't follow it just because of the trend,” Crockett said.

That doesn't mean brands should avoid trending content, but make sure it makes sense for your brand.

“Brands need to embrace trending content because an evergreen strategy can very quickly become a place for complacency or set it and forget it,” noted Nicole Weltman, head of social at Taco Bell.

2. Leverage creators to showcase and expand audience diversity

The creator economy's strength lies in its variety—brands can speak to niche audiences in an authentic way by partnering with creators who have unique audiences.

“You get so many different types of people who are creating content and really speaking to different communities and different audiences,” said our analyst Jasmine Enberg.

Be sure to use all of a creators' channels in order to reach audiences across platforms, and even off them. “Diversification is the name of the game, and you really can't rely on any platform,” said Bryan Reisberg, creator and CEO/cofounder at Little Chonk. Reisberg advised creators—and the brands partnering with them—reach audiences off-platform in places like newsletters or events.

3. Bring creators beyond the platform

Working with creators beyond social media platforms also means bringing them into other kinds of campaigns by featuring them in places like out-of-home, [connected TV](#), in-store, and traditional media campaigns.

Poppi's recent Super Bowl commercial did this by featuring creators Alix Earle and Jake Shane. By working with creators on a traditional campaign, Poppi was able to engage creators' audiences and win earned media attention.

4. Use TikTok as a testing ground

Even with the [threat of a potential ban](#), [TikTok](#) remains useful both for creating content and for social listening. Insights from TikTok often translate to other platforms, helping brands fine-tune messaging and strategize new creative.

“Use TikTok to discover what resonates with other platforms and people in general,” Crockett said.

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