

# How US brands leverage content creators

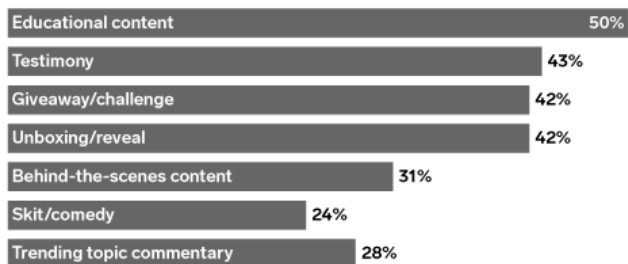
Article

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Content creators offer brands the opportunity to advertise in an inexpensive, targeted, and authentic way on social media. In order to focus on authenticity, **US social media marketers are most inclined to hire creators for educational content, testimonials, and product unboxings**, which allow followers to learn and discover alongside their favorite influencers.

## Types of Content US Social Media Marketers Hire Creators to Produce, May 2022

% of respondents



Source: Sprout Social, "Creator Economy Report," July 19, 2022

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eMarketer | InsiderIntelligence.com

**Beyond the chart:** The influencer marketing economy is bigger than ever, with US spend approaching **\$5 billion** in 2022. Among US companies with at least 100 employees, nearly **three-quarters** will use influencer marketing this year, and that figure will grow to about **90%** in 2026.

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