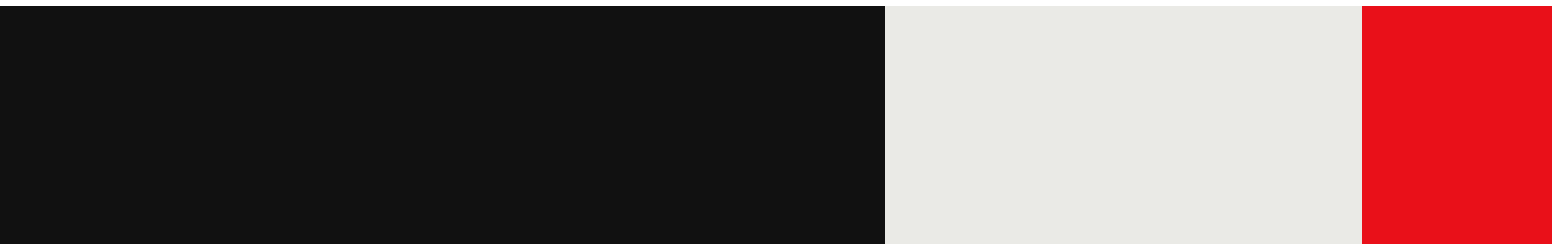


What brands and creators expect from a partnership: Resilience, feedback, and lasting relationships

Article



The uncertain future of [TikTok](#) and the changing [social media](#) landscape has made complicated partnerships and engagement [measurement](#) in the [creator economy](#). But creators are ready.

"At least every three years there's going to be a dynamic shift in all things creator, mainly on the social sphere," Rodney Mason, head of marketing in brand partnerships at LTK, said during [our EMARKETER Creator Summit](#). "But creators are really resilient. They understand that because they've been through so many dynamics... Whatever happens, creators continue to grow and they're very resilient."

This year, the creator economy will be a bigger force than ever for brands to connect with consumers.

- US influencer marketing spend will hit \$9.29 billion in 2025, a 14.2% increase from last year, according to our March 2024 forecast.
- 59% of total US consumers and 73% of [Gen Zers](#) make online purchases from creators, according to an August 2024 report from LTK.

Here are some of the ways experts see the creator economy expanding.

Finding creators who play the field

Brands prefer partnering with trustworthy creators.

- Almost 8 in 10 customers worldwide (79%) trust influencer recommendations, and 61% said they made a purchase via a link shared by an influencer in the last six months, according to the 2024 "Rakuten Advertising Influencer Survey."

To maximize this impact, experts insist creators [diversify](#) their audiences and not become beholden to one platform.

"At the end of the day, I want creators on my roster with communities that will follow them wherever they go," N'Yaisha J. Aziz, global social media lead at Uber, said during our summit. "I want to work with creators who can hold court regardless of these different shifts. And I say in order to do that, brands and marketers kind of have to get their hands dirty and get in the weeds."

Fiending for feedback

Influencer partnerships that were once campaign afterthoughts have become essential to a 360-degree strategy. As brands lean more on creator partnerships to extend their reach, creators have begun to learn more about their performance.

- Almost 9 in 10 (85%) creators never hear feedback from brands about how their content is evaluated or what brands think of their work, according to a spring 2024 Harris Poll survey.

The maturation of creator marketing has left creators seeking long-term partnerships for stabilization, hoping to hone their messaging with brand feedback.

"I think it gets a little bit tricky because a lot of marketers and a lot of brands are still in this one-off mindset with working with creators," Aziz said. "And I think if we stay in that mindset, it doesn't really allow for a debrief, because everyone just kind of wants to get the measurement and then just run and go about onto the next project. But having those long-term partnerships allow for more insights that you can then incorporate into future ones."

Year of the creator

Despite TikTok's thin ice, brands and marketers are bullish about the creator economy's future.

"This is pretty much the year of the creator, and I think it's only going to grow more," Mason said, praising the myriad ways in which creator marketing can merge to lift up a brand. "You're going to see more of this integration of all the media come together, and I think [AI](#) is going to be a big component of that as well, just from the tracking and looking at a campaign holistically."

[Watch the full session.](#)

This was originally featured in the [EMARKETER Daily newsletter](#). For more marketing insights, statistics, and trends, subscribe [here](#).