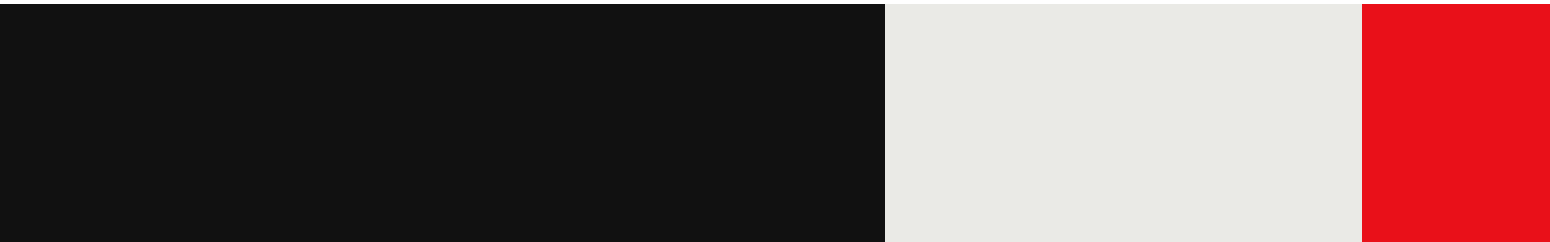



Why brands work with creators

Article

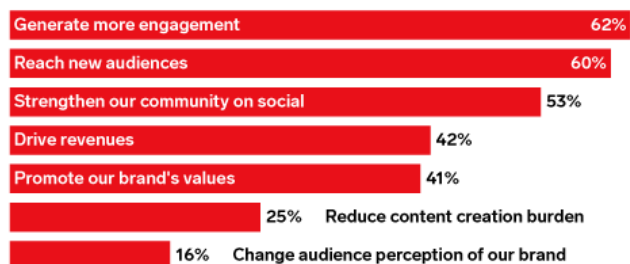


For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Brands working with influencers are focused on generating interactions and leads. More than **60%** of US social media marketers partner with creators primarily to increase engagement, and roughly the same share do so to reach new audiences.

US Social Media Marketers' Primary Goals When Working With Creators, May 2022

% of respondents



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

277033

eMarketer | InsiderIntelligence.com

Beyond the chart: July marked the [worst month](#) for US ad spending in two years, per MediaPost and Standard Media Index. But that's not necessarily bad news for creators. Budget cuts can lead advertisers to rely more on influencer marketing, which is often cheaper than traditional channels. Just **one-quarter** of social media marketers use creators mostly to reduce the burden of content creation, though that figure could grow if the economic downturn deepens.

More like this:

- Report: [US Mcommerce Forecast 2022](#)
- Article: [How US brands leverage content creators](#)
- Article: [TikTok is having trouble keeping up with its own growth](#)

Read yesterday's Chart of the Day [here](#).

Methodology: Data is from the July 2022 Sprout Social "Creator Economy Report." 516 US social media marketers were surveyed during May 19-25, 2022. Participants were recruited by Lucid and had previously or are currently planning on working with content creators within a three to six month period.