

How
to



collaborate
with
creators



Get **future** **ready** with creators

Collaborating with creators brings your brand value today and sets strong foundations for tomorrow.

Creativity

They embrace and interpret new tools and technologies that shape culture.

Connections

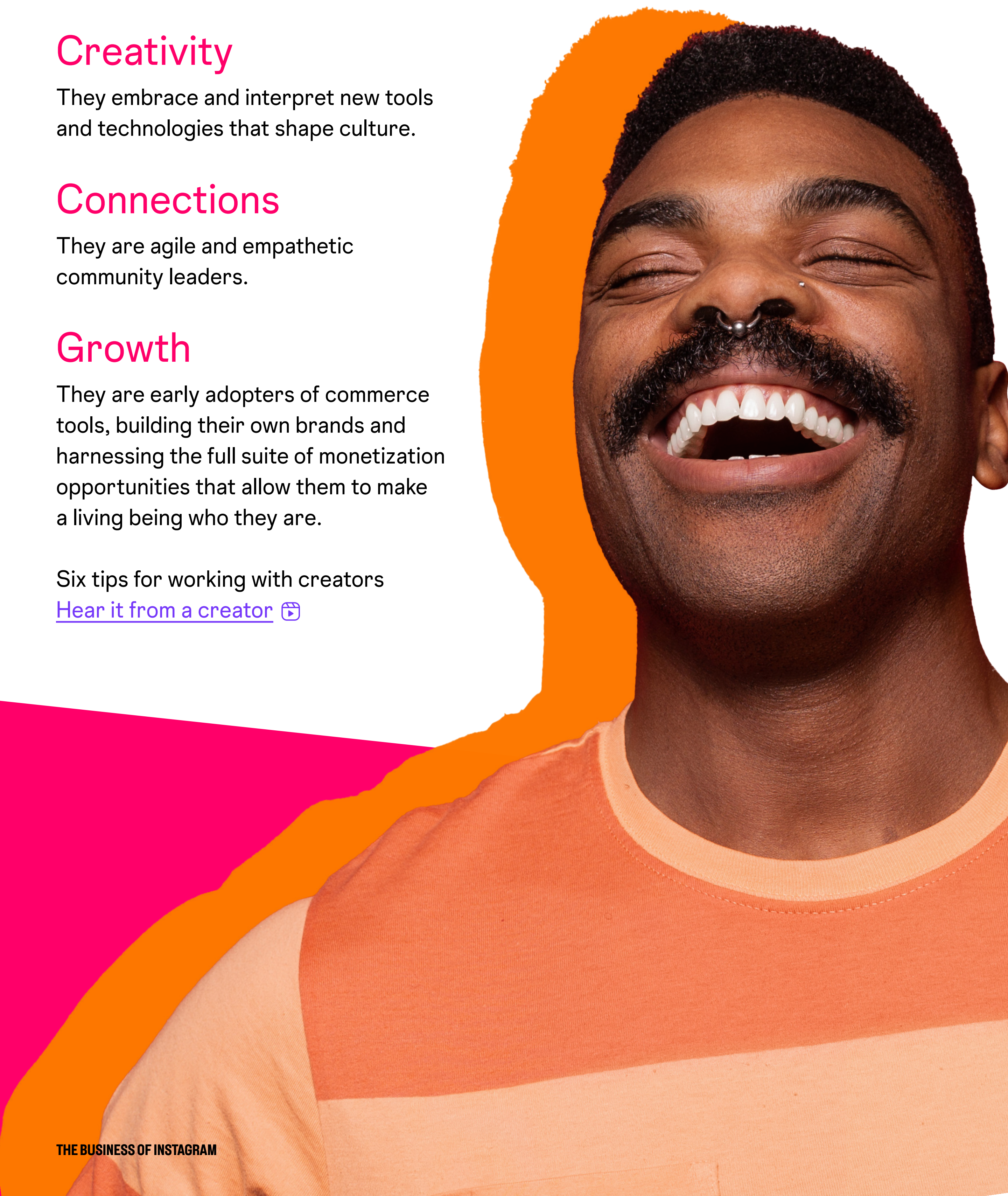
They are agile and empathetic community leaders.

Growth

They are early adopters of commerce tools, building their own brands and harnessing the full suite of monetization opportunities that allow them to make a living being who they are.

Six tips for working with creators

[Hear it from a creator](#) 



Rethinking the creator marketing opportunity

From

Creators as media channels

Organic reach from the creator's own community

Engagement rate as a priority KPI

Content that focuses too heavily on the creator or brand


To

Creators as strategic partners, creative collaborators and connectors to unique audiences.

Branded content ads allow advertisers to turn creator posts into ads, combining creator authenticity with Meta's powerful targeting and optimization capabilities to reach all the right people, including and beyond the creator's followers.

Measure and optimize the KPIs that drive your business (reach, brand awareness, conversion, etc.).

Content that blends the brand's identity and goals with the creator's expertise and creative expression.

How to make great branded content
[Hear it from a creator](#) 

Five steps for stronger creator partnerships

01. Define

Align on business objectives and desired outcomes upfront so brand and creator are clear on the goals.

02. Discover

Identify creators who share your brand values and can deliver desired impact.

03. Co-create

Brief creators with organic and paid in mind. Strike a balance between the creator's POV and your brand goals and be open to platform-native approaches like humor, stickers and text overlays.

04. Scale

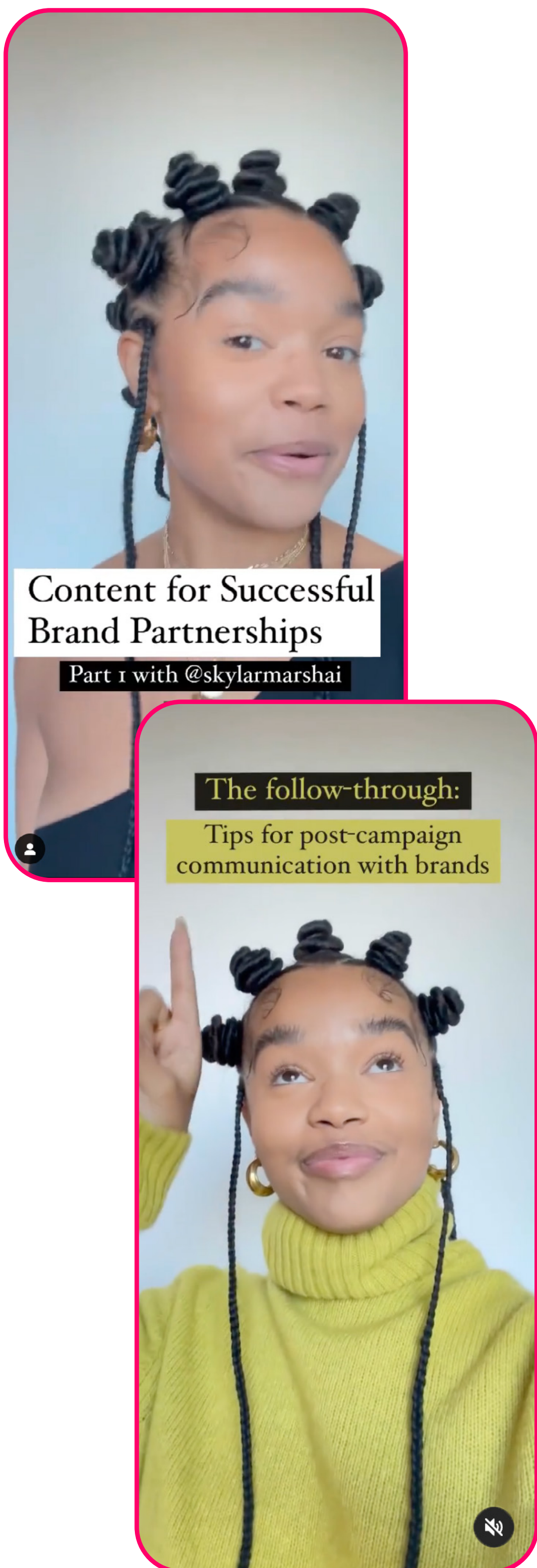
Add paid media to reach more people.

05. Measure

Measure, evaluate and use learnings for your next campaigns.

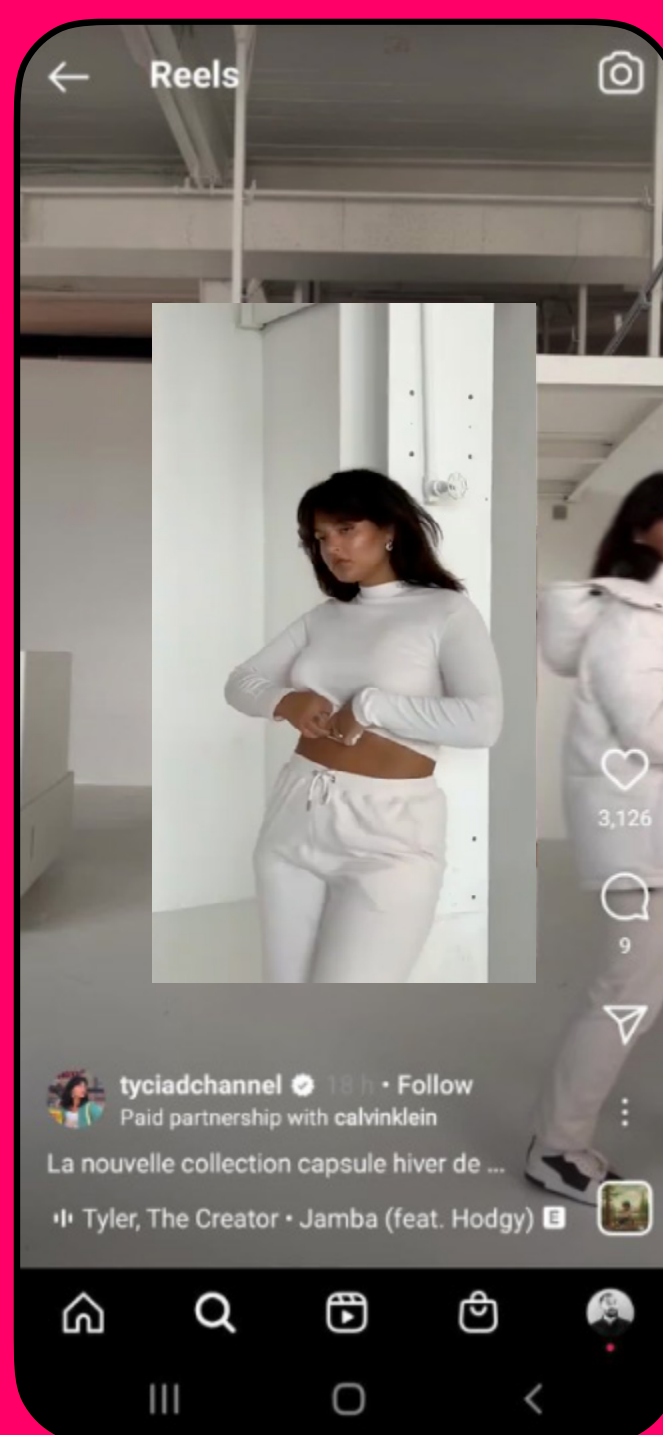
Post-campaign follow-through makes a strong partnership

[Hear it from a creator](#) 



Have fun

Live



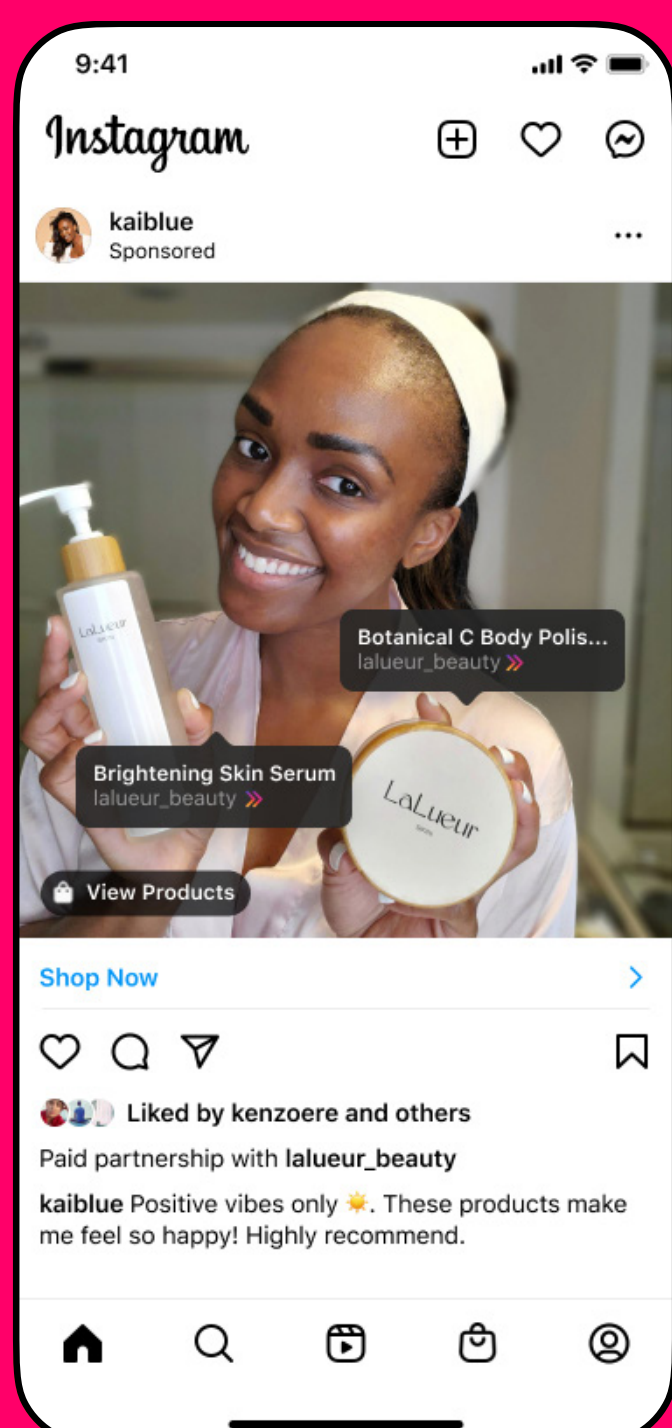
Reels

with

Stories



formats



Shopping

Instagram is a platform for creativity.

Level up your campaign by layering in different features and formats. Your creator partners are experts in their mediums — let them explore your brief in their own style.

Engaging your audience via Stories

Hear it from a creator 

People appreciate transparency and it delivers great results

Use the paid partnership label to disclose organic branded content.

To unlock scale, targeting and optimization opportunities, turn that same content into branded content ads.

53%

higher click-through rates

Mixed campaigns with both business-as-usual (BAU) and branded content ads on Facebook and Instagram had 53% higher click-through rates than campaigns with BAU only.



How to monetize using branded content
[Hear it from a creator](#) 🎧

Message us @instagramforbusiness for more
inspiration and tips. Use the keyword "creators"
for help on branded content campaigns.



Message us @instagramforbusiness for more
inspiration and tips. Use the keyword "creators"
for help on branded content campaigns.

from
 Meta