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SMALL BUSINESS

Choosing A Content Creator That Reaches And Resonates With Your Audience

By **Dylan Duke**, Former Forbes Councils Member.

for **Forbes Business Council**, **COUNCIL POST** | Membership (fee-based)

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*Forbes 30 Under 30. Founder and CEO of **Glewee**, the all-in-one influencer marketing platform.*



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Brands and organizations have been quietly aligning with content creators for years to help them make a statement on social media. But only recently have I witnessed the majority of brands discovering the necessity of working with creators.

The word is out in marketing, and content creators are now in [high demand](#).

That once small, up-and-coming marketing tool known as influencer marketing is now an integral part of the marketing matrix and has become the loudest strategy in the room. Globally, the influencer market, valued at \$13.3 billion in 2021, is expected to reach [\\$109.37 billion](#) by 2028.

The proliferation of brands aligning with content creators is giving [rise to the creator economy](#). Creators are increasingly working with agencies and talent managers who help them manage the business side of their brand. Brands are even moving toward

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...and real-time reactions in the creator's unfiltered comment sections.

As marketers recognize the power of digital platforms to bring personalization, relevant content and authenticity to their brands, it's important to find the right content creators that can help tell these stories.

The Difference Between Content Creators And Influencers

While the terms are commonly used interchangeably, content creators and influencers have similarities, but there are some key differences.

Content creators align with brands to create engaging, unique content delivered to their audience, which may only sometimes focus on financial sales. Content creators can be seen as ambassadors who can launch products or brands.



In contrast, influencers may only post a brand's sponsored content, spreading awareness of brands and products to their community. Both content creators and influencers are widely sought after by brands looking to make a strong impact online.

Creators use their personal narratives or creative ideas in their work. Brands should choose creators that produce material that engages the audience they want to attract.

This is why brands and creators must match in terms of embodying the same principles, creative vision and social awareness.

A solid content creator strategy goes beyond attracting followers; it's about building a community of like-minded people who share common ideologies.

Choosing Between Organic And Viral Influencers For Your Brand Strategy

The influencer marketing industry is segmented into two types of content creators: organic and viral.

Depending on your brand strategy, business goals, budget and audience profile, working with one or the other or both can make sense. Organic creators tend to have smaller communities and lower views online. They also fit into the nano- or micro-influencer category, reaching anywhere from 1,000 to 50,000 followers online.

Organic creators and micro-influencers typically have an emotionally invested audience, resulting in exceptionally high engagement. This audience segment is more likely to act on the creator's recommendations. Many brands, agencies and companies rely on organic content creators for growth as they introduce brands to a curious and motivated audience.

As I've described in [more detail](#) in a previous article, the middle tier of content creators are known as mid-tier or macro-influencers. This category of content creators can be the sweet spot for brands looking to go beyond launch and recognition and move into driving sales.

Viral creators, mega-influencers and celebrities, typically with over 1 million followers on any one platform, will be the most expensive brand ambassadors and sometimes charge millions for just one post. These trendsetters have a considerable audience reach with their massive online following and ability to generate buzz.

When deciding between organic and viral creators, brands must consider the difference in cost, visibility and connection. Brands can partner with organic creators at a lower price point to connect with a smaller, yet engaged audience authentically. When choosing viral creators, brands pay more for unparalleled visibility but do not always connect with the most relevant consumers for their product or service.

Vying For Audience Reach

The type of creators your brand works with depends on multiple factors including your target market and budget. Content creators can help grow your business, but only if they're aligned with the brand you've created.

Brands should look for creators with relevant experience, a strong portfolio and creative thinking. You also want to look for someone with strong communication skills and a strong work ethic. This type of content creator should be better able to collaborate with your team.

Overall, social media platforms, technology and influencer marketing are constantly changing and evolving. As consumer behaviors on these platforms shift, it's vital to use reliable data to analyze what's working and what needs tweaking. Experimenting with new tactics, collaborating with different types of creators and measuring success can keep your brand marketing and content strategy living its best life.

One of the most important aspects of content creation is the ability to tell a brand's story. I believe the right content creator can do a lot to help your brand's narrative arc. It's about finding the right fit.

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