

# SCALING CREATOR PROGRAMMES

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# FRAMING THE PROBLEM

When we scale, we often experience a similar pattern:

**Investment increases > Creator lists grow > Output accelerates**

...then we start to see the impact of that growth:

**Quality drops, creators lose passion, teams lose control and what once worked, begins to plateau**

It’s about building the right structure to support growth without breaking

# SCALING UP

What breaks first when scale is approached tactically?

- Control.
- Quality.
- Trust.



# SCALING UP

In reality, you need clarity, not volume.

One of the biggest misconceptions in creator marketing is that scale comes from size —

bigger audiences,
bigger lists,
bigger spend.



# SCALING UP

Creator programmes need roles,
not bigger lists...

| TRUST | ELEVATE | DRIV E |
| --- | --- | --- |
| True Ambassador | Culture & Perception | Traffic & Conversion |



# FASHION BRAND CASE STUDY

**Celebrity / Face Of** | **Influencers** | **Influencer Affiliattes**

## TRUST

Law Roach - 2.3M
IG @LUXURYLAW



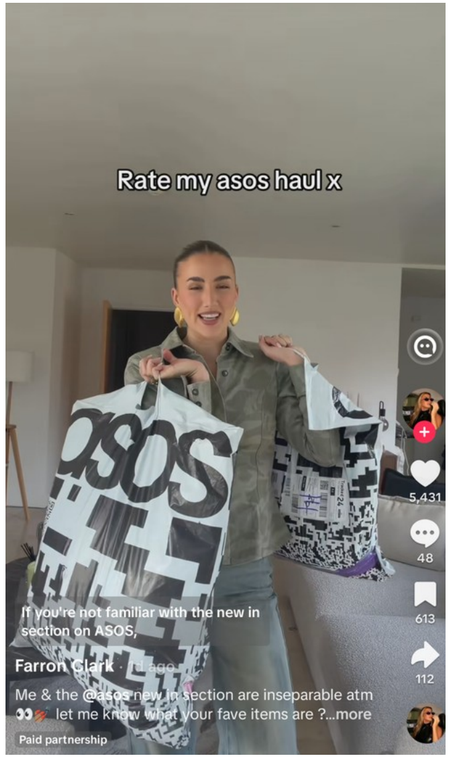

## ELEVATE

Ava Black - 256k
IG @AVABLACK



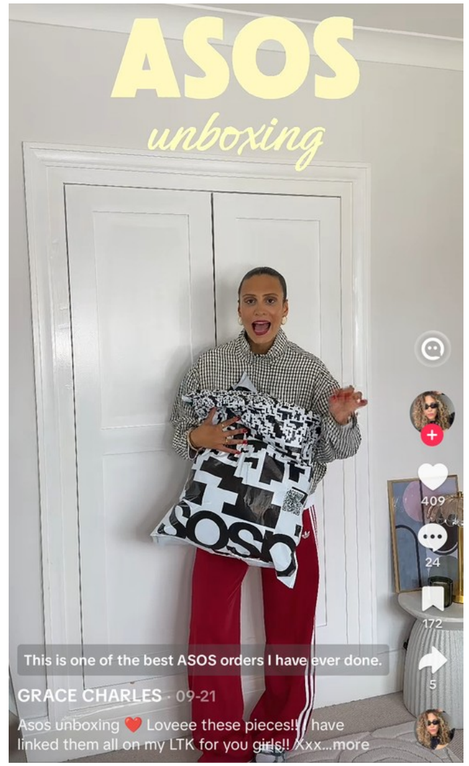

## ELEVATE & DRIVE

Farron Clark - 231k
TT @FARRON__




## DRIVE

Grace Charles - 26k
@GRACECHARLESSTYLE



# ENABLEMENT

One of the most overlooked levers in scaling creator programmes is enablement.

Enablement builds confidence, loyalty and creative momentum.

And those are the things that unlock sustainable scale.



# Multiple briefs and KPI's to a creator economy that could flex to any ask

FASHION BRAND CASE STUDY

From working across multiple briefs, categories and the request for a constant churn of content, we knew we had to work smarter and try something different.

We partnered with our influencer agency on a six-month trial, investing time in building relationships, defining clear roles and objectives, and sharing learnings back into the business.

That trial became so successful that scaling became possible and this model became the strategy for the brand.

# TEST & LEARN

6 MONTH PERIOD

DEFINE ROLES & KPI'S

OBSESSIVE COMMUNICATION

ESTABLISH THE GOAL. FIND THE RIGHT TALENT. TEST. MONITOR RESULTS.

LOW-RISK TRIAL WORKING WITH 10 TALENTS FOR 6 MONTHS

DURING THIS PERIOD WE DELIVERED (INCREMENTAL TO PAID DELIVERABLES):

+5M IMPRESSIONS (45% OF TOTAL IMP)
+1M ENGAGEMENTS
+£230K ADDED EMV

+33 ADDITONAL FEED POSTS
+209 ADDITIONAL STORY FRAMES

WE ALSO IDENTIFED A NEW TALENT 'ROLE' AND REVENUE OPPORTUNITY FOR THE BUSINESS WHICH LED US TO LAUNCHING ON LTK

ALL OF THIS AT NO ADDITIONAL COST

FASHION BRAND CASE STUDY

# KEY TAKEAWAY

True scale in the creator economy isn’t about more creators or more content.
It’s about building infrastructure that allows creativity, performance and trust to grow together — without breaking under pressure.

When scale is role-based, partnership-led and enablement-driven, creator programmes don’t plateau — they compound.

And that’s the difference between simply running a creator programme, and building one that lasts.