# SCALING CREATOR MARKETING WITH AI

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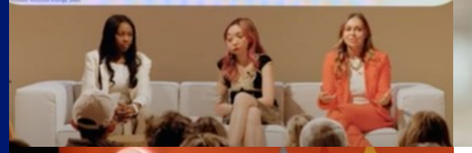
# Hello!
# I’m *Emily* 



# 10+ YEARS OF INDUSTRY

BRAND · AGENCY · PLATFORM · CREATOR

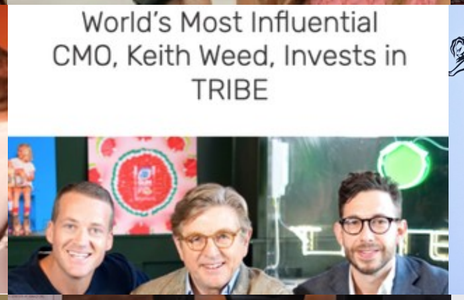








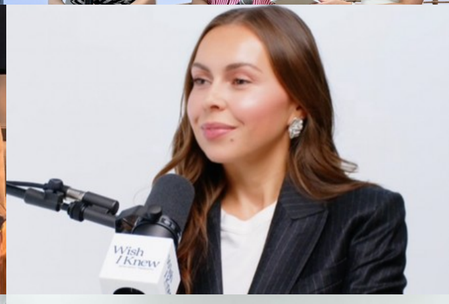





























EXPERIENCE

# THE AGE OF INFLUENCE

**(FROM $1.7B IN 2015 TO $32.55B IN 2025)**

*2010–2016 (**THE REACH ERA**): CREATORS TREATED AS DIGITAL PR OR LOWER-COST AD INVENTORY.*

*2017–2022 (**THE CHANNEL ERA**): INFLUENCER MARKETING BECOMES A STANDALONE SOCIAL MEDIA BUDGET LINE ITEM.*

*2023–PRESENT (**THE INFRASTRUCTURE ERA**): ENTERPRISE BRANDS SHIFT FROM TRANSACTION-BASED INFLUENCER POSTS TO UPSTREAM CREATOR PARTNERSHIPS.*

***MARKET EVIDENCE:** MAJOR FMCG ENTERPRISES (SUCH AS UNILEVER) ARE SHIFTING MASSIVE MEDIA INVESTMENTS TOWARD CREATOR-FIRST PRODUCTION AND SOCIAL COMMERCE INFRASTRUCTURE TO CAPTURE AUDIENCES.*



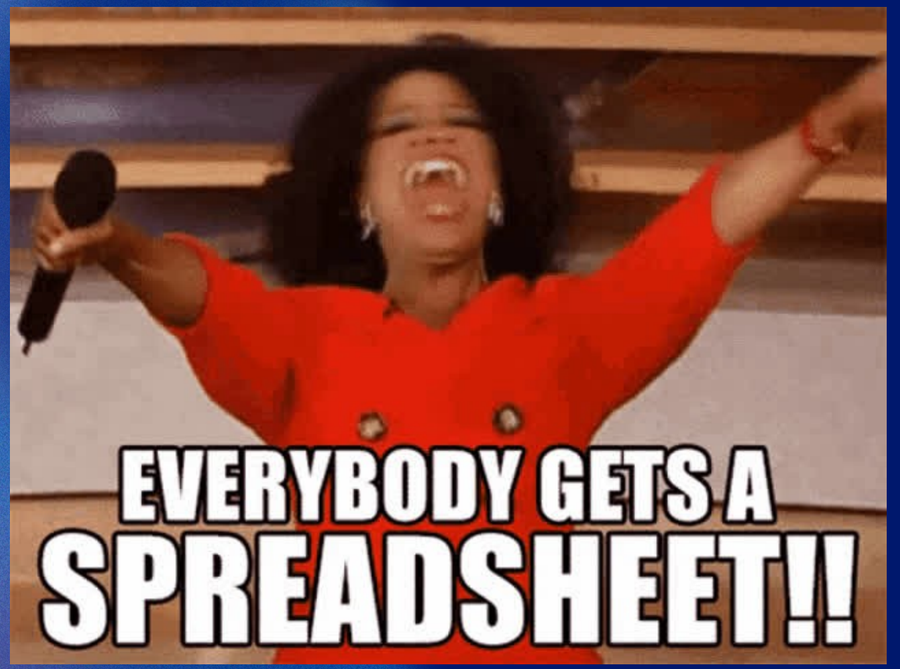
NOW

**GLOBAL INFLUENCER MARKETING GREW +1,815% FROM 2015 TO 2025.**

Source: Influencer Marketing Hub, 2025

# CREATOR MARKETING HAS SCALED, THE WAY WE OPERATE IT HASN'T.

# 85% OF MARKETERS USE SPREADSHEETS TO MANAGE CAMPAIGN




Source: PR Newswire

Still gotta come up with a creative prompt 🙄 it’s the same thing as me telling a graphic designer my idea, AI just does it better ;)

If you use AI to create it, you're not a creative. Sorry.

Using ChatGPT doesn't make you a strategist babe.



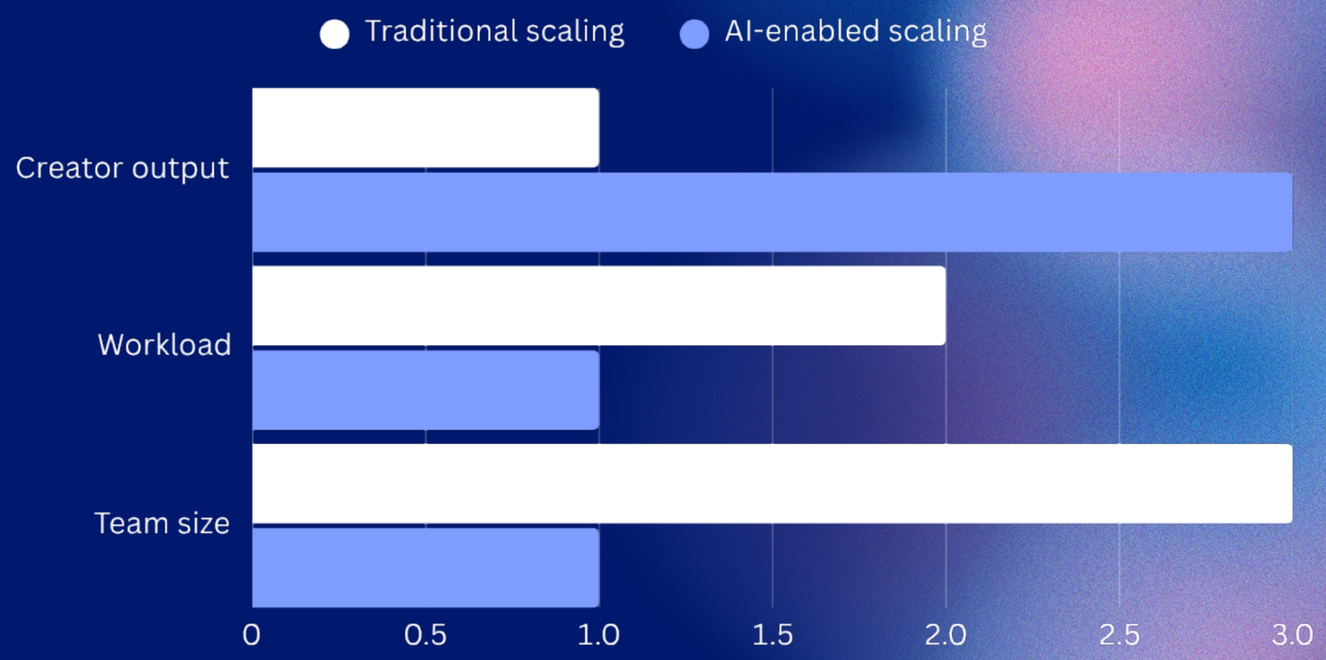
# WHEN DID BEING EFFICIENT BECOME *CHEATING?*



Take some time with the tools. Genuine creativity is required to understand how to get the AI to actually make the thing that they want it to.

Yeah let’s gatekeep creativity and tell people who are having fun with creativity that they’re uncreative because they use AI. Real cool.

# AS INVESTMENT IN CREATOR MARKETING GROWS,



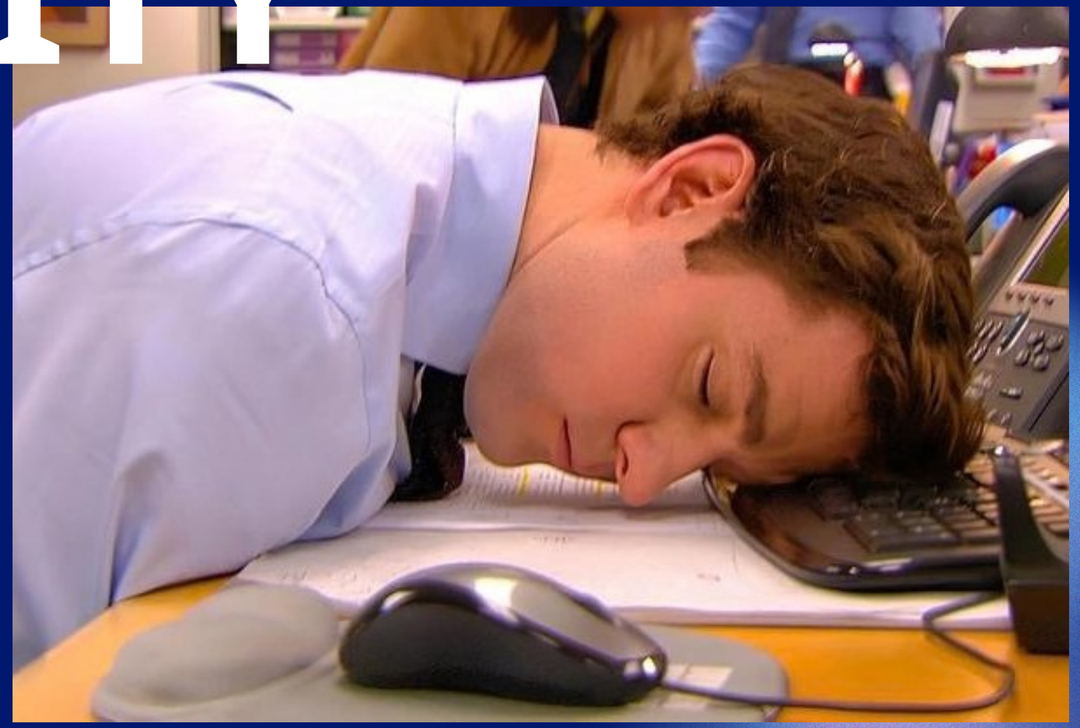
# THE CHANNEL EXPECTED TO DO EVERY OTHER CHANNEL'S JOB.



# EXPECTATION VS. REALITY



Creative strategy. Cultural influence. Big ideas.



Updating creator stats. Chasing approvals. Version 27 of the deck.

We came for the creativity. We stayed for the spreadsheets.

# AI CHANGES THE ECONOMICS OF SCALE.

**MORE OUTPUT**

**BETTER OUTCOMES**

**GREATER EFFICIENCY**

More impact. Without a matching increase in resources.

# AI SHOULDN'T SCALE THE CREATOR.

# IT SHOULD SCALE EVERYTHING



# THE AI ENABLED CREATOR MARKETING OPERATING MODEL




Automate the Work. Not the Judgement.

# FIND · DISCOVER MORE

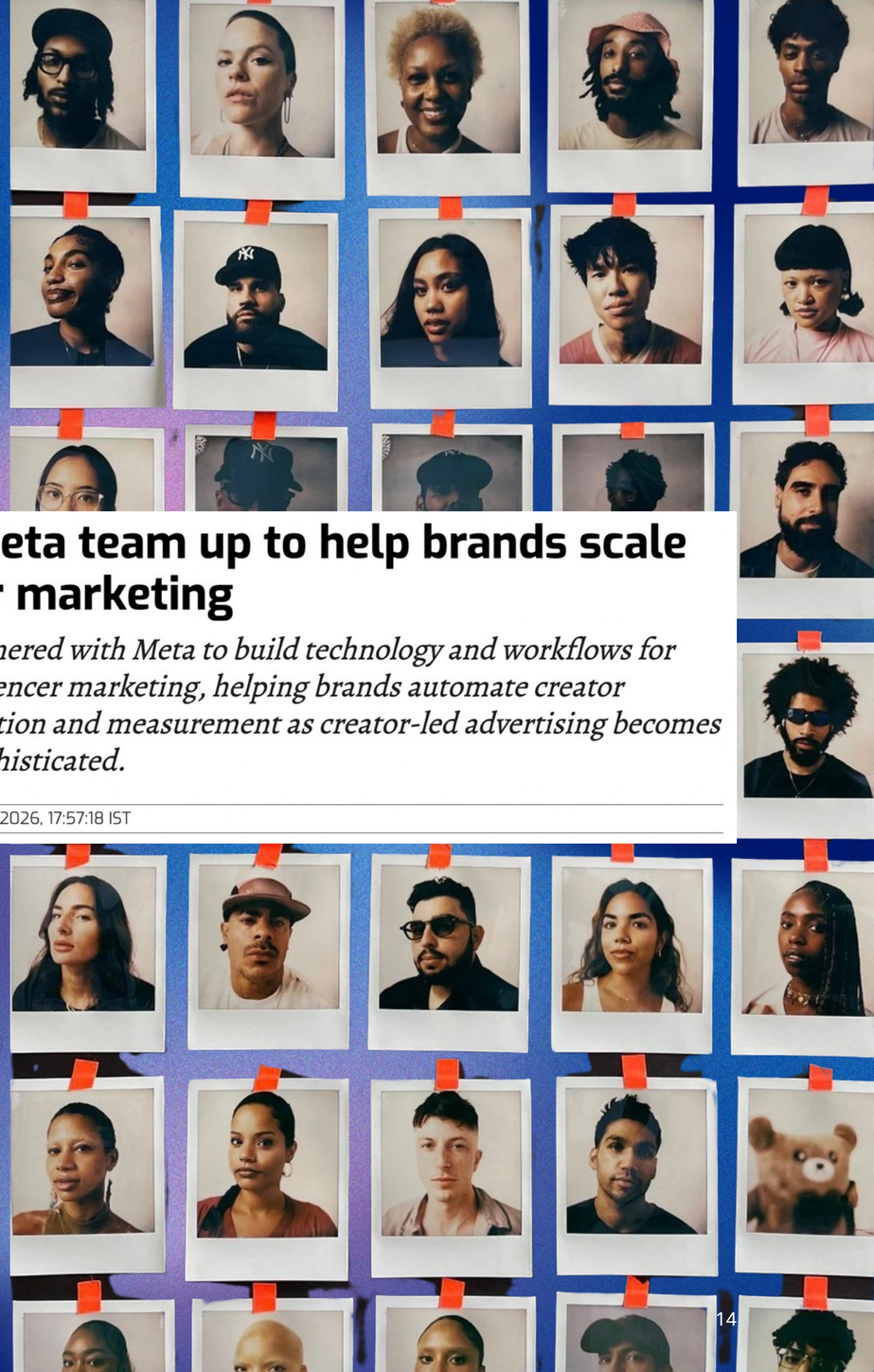
**TODAY**
Manual searches. Familiar faces. Surface-level metrics.

**WITH AI**
Analyse audience content interests and brand fit at scale.

**NOW POSSIBLE**
Discover more relevant creators, faster and beyond the obvious.

**STILL HUMAN**
Taste. Cultural relevance. Credibility. Reputational judgement.

**IN PRACTICE - DENTSU / CREO**
Dentsu / Elizabeth Arden: +14.3% unaided ad recall.
Creo: 30-40% more creators per campaign.



## Dentsu, Meta team up to help brands scale influencer marketing

*Dentsu has partnered with Meta to build technology and workflows for large-scale influencer marketing, helping brands automate creator discovery, activation and measurement as creator-led advertising becomes increasingly sophisticated.*

By STORYBOARD18 | July 7, 2026, 17:57:18 IST

Source: Digiday, 30 Mar 2026

# BUILD · BRIEF BETTER

**TO-DATE**
One brie[illegible]

**BUILT W[illegible]**
Creator r[illegible]sea[illegible], t[illegible]ored bri[illegible]s, ideat[illegible]n and [illegible]calisa[illegible]on [illegible]scale - multi-language/regions.

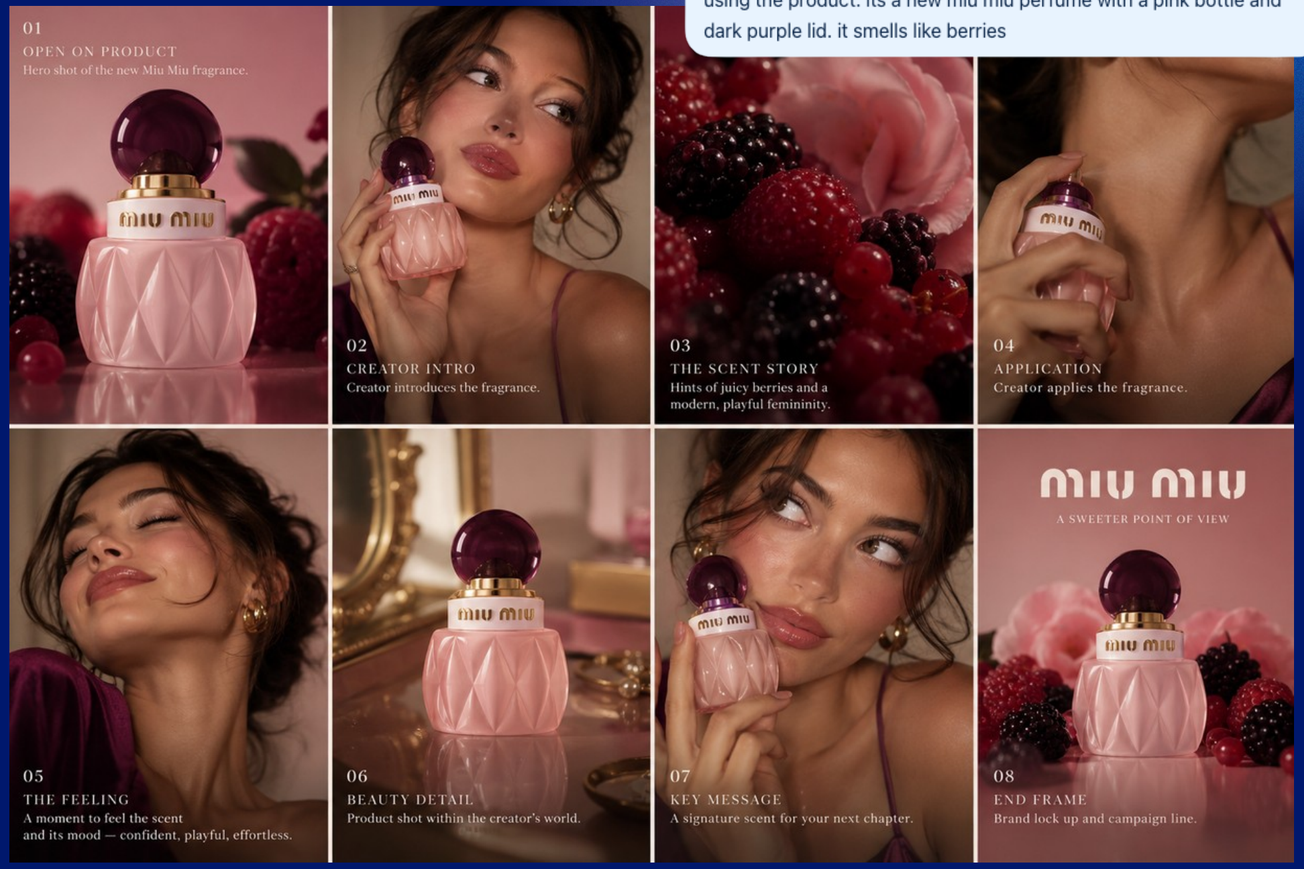
**RESULT?**

**BESPOKE**
Create bespoke custom briefs for each creator, within minutes.

**VISUAL**
Creators are visual people - leverage AI to develop mood boards, mock-ups etc.

**STILL HUMAN**
Creative instinct. Cultural nuance. Authenticity. Freedom to create.

develop some mock up images as a storyboard for a beauty creator that I'm working with for a beauty campaign. I want the images to feel premium, with the product front and centre and the creator will be using the product. its a new miu miu perfume with a pink bottle and dark purple lid. it smells like berries




Source: Unilever, 2025

# RUN· MOVE FASTER

**TO-DATE**
**More creators → More admin → More resource.**

**BUILT WI[illegible] AI**
**Automat[illegible]orkflows – approval tracking, reporting a[illegible]ordination.**

**NOW POSSIBLE**
**Scale campaigns without scaling teams at the same rate.**

**STILL HUMAN**
**Build relationships. Negotiate. Solve problems. Make the judgement calls.**

**IN PRACTICE - UNILEVER**
**AI-assisted Smart Briefing reduced preparation time in Unilever's Closeup pilot.**













Source: Unilever, 2025

# LEARN· EVOLV E CONTI NUOUS LY

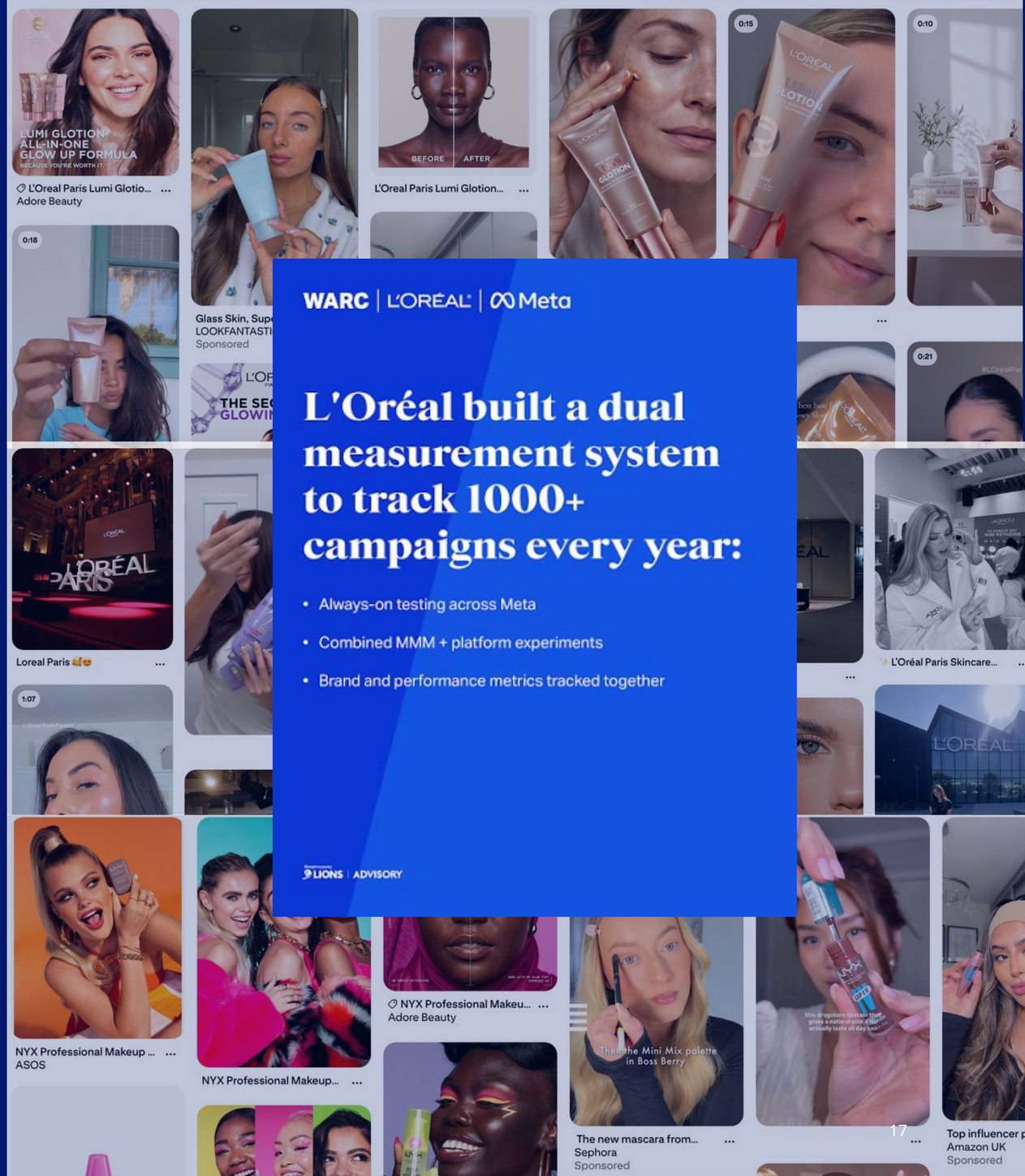
**TODAY**
Campaign → Report → Start again.

**WITH AI**
Identify patterns across creators, content, audiences and markets at scale.

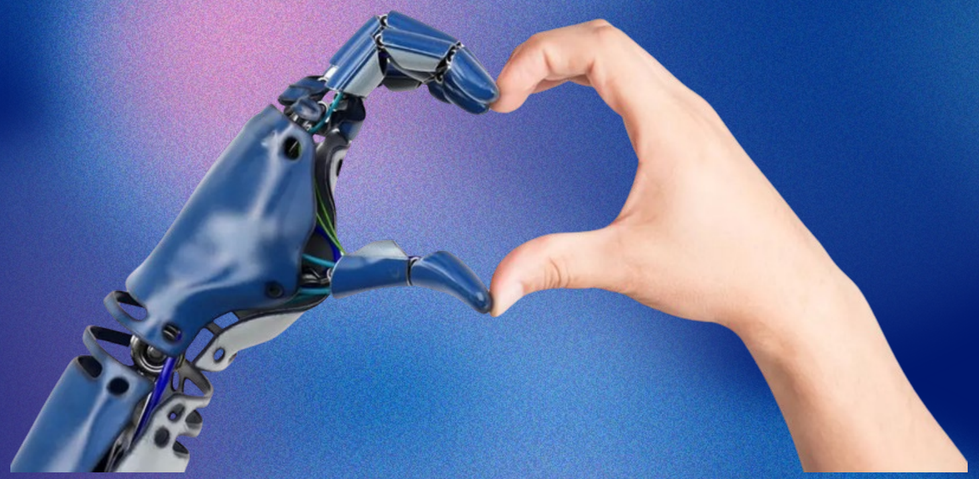
**NOW POSSIBLE**
Campaign → Learn → Optimize → Repeat.

**STILL HUMAN**
Interpret the insight. Build the relationship. Make the decisions.

**IN PRACTICE L'ORÉAL + META**
35% better brand-lift performance when combining branded content and creator advocacy.




Source: WARC × L'Oréal × Meta, 2026



# The *Sweet Spot?*

# HUMAN + AI



# WHAT ABOUT CREATORS?



# AI HELPS CREATORS RESEARCH, IDEATE, EDIT AND RUN THEIR BUSINESSES.

# OVER-RELY ON IT AND EVERYONE STARTS



# 71% OF CONSUMERS WOULD QUESTION A CREATOR'S RECOMMENDATION IF AI MADE THE CONTENT.

# AS CONTENT GETS EASIER TO




Source: Clutch, Sep 2026 (US, n=601)

# ADOBE 2026 CREATORS' TOOLKIT REPORT — GLOBAL SURVEY OF 16,000+ CREATORS ACROSS EIGHT COUNTRIES.




| Name | Role | Focus |
|---|---|---|
| Adam Bosley | Illustrator & Designer | Bold colors, mental health art |
| Andrea Valeria | Content Creator | Remote work resources and empowerment |
| Ben Courtice | Graphic Designer | Boring Friends studio |
| James Barnard | Logo Designer & Educator | Branding tutorials and design tips |
| Jennifer Priest | DIY & Creator | Organic marketing, Smart Fun DIY |
| Lucas O'Keefe | Educator & Creator | Small business marketing |
| Marlene Vega | Artist | Whimsical art inspired by Mexican culture |
| Matthew Solie | Photographer | Editing tutorials (Ayitsphotography) |
| Neal Schaffer | Author & Speaker | Digital marketing and fractional CMO |
| Nikki McWilliams | Designer | Playful homeware |

**58%**

Say AI has strengthened their ability to compete with larger teams or studios.

**87%**

Creative AI users say it has accelerated business or audience growth.

# THOSE WHO CAN BALANCE TECHNOLOGY + CREATIVITY + TRUST WILL WIN

**93%**

Production professionals say creative AI helps accelerate content production

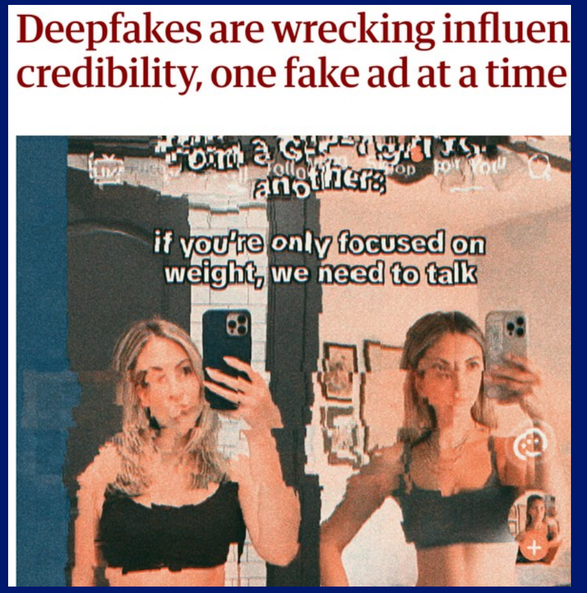
Source: Adobe, Jun 2026 (16k+ creators)

# AI CAN SPOT THE PATTERN.

# CAN IT



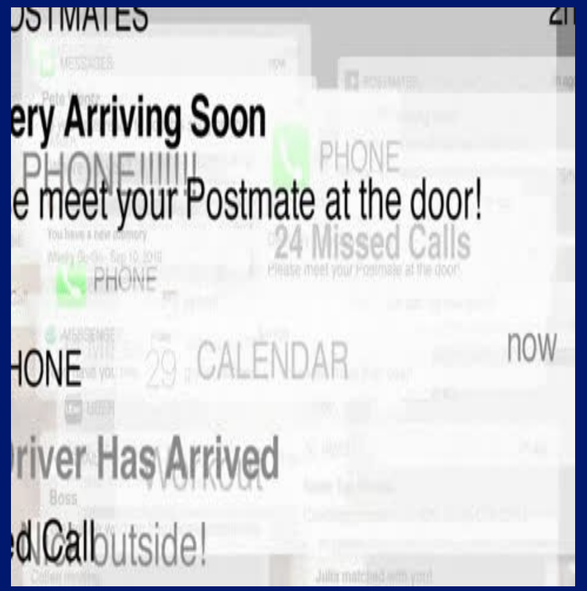

Love Island x Ariana Maddix
October 2026




Emily Schuman x Meroda
September 2026




Fanta
September 2026




The generic outreach emails
Every single day 2026

# JUST BECAUSE AI CAN, DOESN'T MEAN IT *SHOULD.*



# 5 THINGS YOU CAN DO WITH AI TODAY

01

**KILL ONE BORING TASK**
Automate the repetitive job everyone tolerates but nobody should still be doing.

02

**GET OUT OF YOUR CREATOR BUBBLE**
Use AI to explore new communities, identify emerging creators and challenge your usual shortlist

03

**STOP SENDING THE SAME BRIEF TO EVERYONE**
Use AI to research each creator and tailor the starting point. Leave the creative decisions to them.

04

**MAKE YOUR DATA WORK HARDER**
Spot patterns across creator content, performance and comments.

05

**PROVE IT BEFORE YOU SCALE IT**
Run a 30-day experiment. Measure time saved, output quality and what still needs a human.

# SCALING INFLUENCE ISN’T ABOUT AUTOMATION - IT’S ABOUT AMPLIFICATION

# USE TECH TO DO WHAT HUMANS *CAN'T*, AND HUMANS TO DO WHAT TECH SHOULDN'T

# THANK YOU!

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