

# Unleash creators to power your owned channels

Influencer marketing has exploded over the last few years with more and more brands looking to fans of their products to drive more customer engagement. However, as popular as influencers are today, many companies are turning to digital content creators for a more authentic experience and collaboration. Younger Millennials and GenZ have started to move toward less staged and filtered to more realistic influencers who really understand and live the brand. For instance, TikTok's popularity in many ways is due to people being tired of highly produced content. TikTok strips away the polished and shiny and focuses on the expertise of the creator and the connection to their community.

Some brands need help understanding the best way to locate and utilize creators and extending that success to other channels. "We help brands find true storytellers through a closed vetting process," said Gabriel Harrietha, Associate Partner Manager from #paid. "We not only source creators but also support creation of organic campaigns and turn influencer marketing into results creators but also support creation of organic campaigns and turn influencer marketing into results through a brand's owned content."



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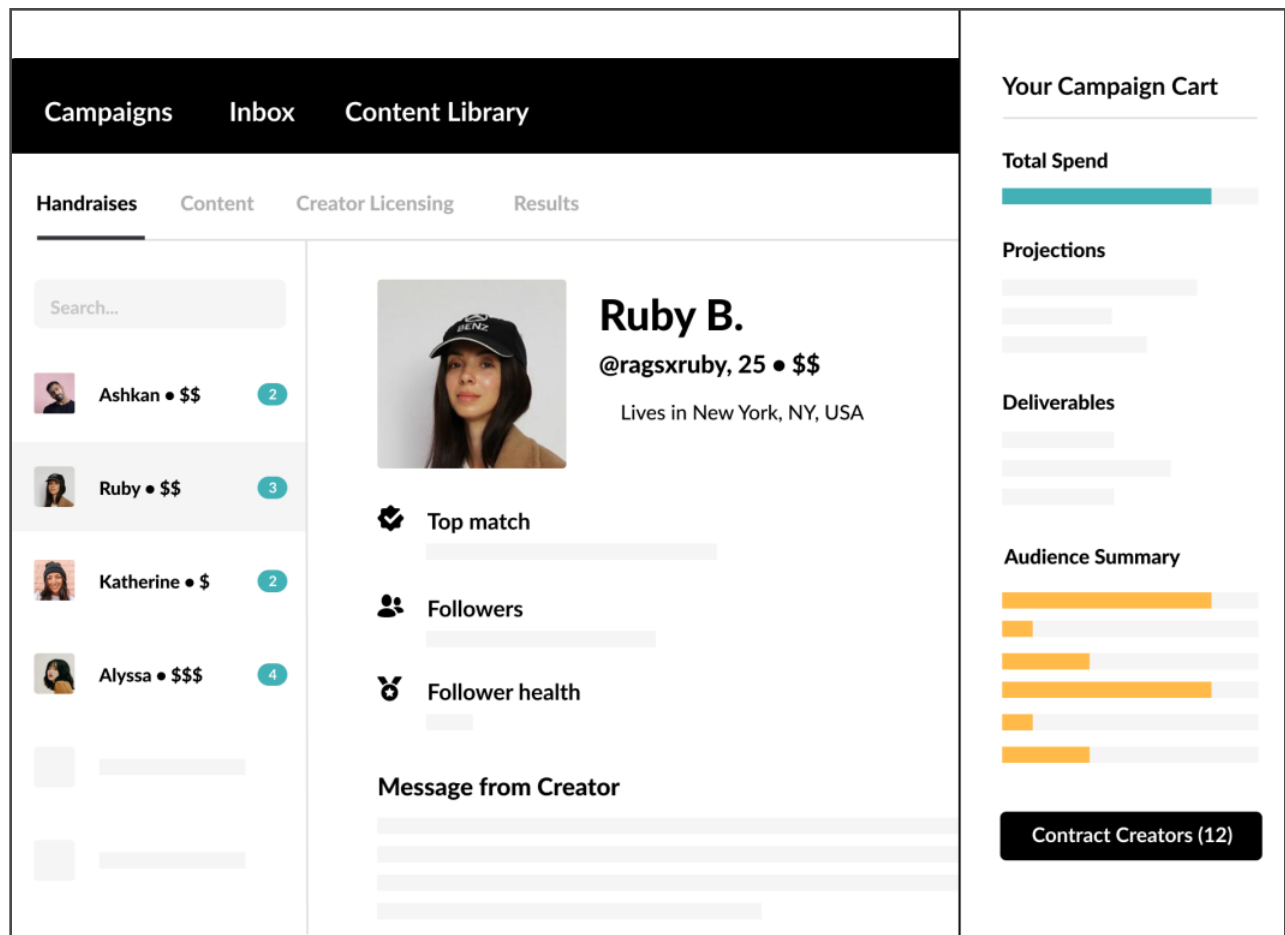
Gabriel Harrietha, Associate Partner Manager, #paid

## #paid

Get consumers talking about your brand and buying your products with creator marketing. #paid helps to drive growth at every stage of your customer journey, by connecting you with creators that are excited to work with your brand.



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In a new cookie-less world, brands are investing by doubling down in their owned, controlled channels like email and SMS. “We have brands running multiple campaigns with a call-to-action newsletter signup that convert later down the funnel,” said Harrietha.

Incorporating a high-level engagement strategy with specific creator content and customized landing pages can move customers across channels. Seeing the creators not only through social sites and on the brand’s website, but also in an array of distribution channels helps ease the customer journey through familiarity and trust. Recognition of these creators can nurture and lead to higher conversion rates.

**For more information on how you can power results  
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