



Bulba

CREATOR MARKETING AUDIT

The 25-Point Creator Marketing Audit Checklist

Score your creator program in 15 minutes and find where the budget leaks. Built from work with 300+ D2C brands.

25

checks · 5 areas · 50 points

WHY AUDIT FIRST

Most brands don't have a creator problem. They have a leaky process.

Wrong creators

Audiences that don't match your buyers, picked by follower count.

Missing rights

Winning videos you can't run as ads without paying twice.

No amplification

Great content that never gets money behind it.

HOW TO USE IT

Score each check 0, 1 or 2

0

Not in place

We don't do this, or don't know.

1

Partly

We do it sometimes, or it isn't written down.

2

Done well

It's standard practice on every campaign.

25 checks × 2 points = 50. Be honest: a "1" you can fix this month is worth more than a generous "2".

THE FIVE AREAS

Five areas, five checks each

01–05

Strategy & goals

Is there a plan, or just posts?

10 points

06–10

Creator selection

Are you paying for the right audience?

10 points

11–15

Briefs & contracts

Are expectations and rights in writing?

10 points

16–20

Content & amplification

Is good content getting money behind it?

10 points

21–25

Measurement & reinvestment

Do you know what worked, and act on it?

10 points

Strategy & goals

Is there a plan, or just posts?

#	Check	What good looks like	Red flag	Score
01	One clear goal per campaign	Sales, content or awareness: one primary goal, written down	<i>“Let’s get some creators talking about us”</i>	0 1 2
02	Targets set before outreach	Target CPA or ROAS, cost per asset and timeline agreed up front	<i>Success defined after the campaign ends</i>	0 1 2
03	Ideal creator profile documented	Niche, audience location, size tier, content style and values	<i>Creators picked from whoever replied</i>	0 1 2
04	Budget split across buckets	Gifted, paid, production/rights and ads each have a number	<i>All money goes to creator fees, none to ads</i>	0 1 2
05	Always-on, not one-off	A monthly rhythm of new creators, tests and rebooks	<i>One big launch push, then silence</i>	0 1 2

Area score: ____ / 10

Creator selection

Are you paying for the right audience?

#	Check	What good looks like	Red flag	Score
06	Audience matches your buyers	Creator insights show your top countries, ages and gender split	<i>Big following in markets you don't ship to</i>	0 1 2
07	Engagement quality over followers	Saves, shares and real comments above the creator's norm	<i>Choosing by follower count and likes</i>	0 1 2
08	Fake-follower check done	Growth curve, comment quality and follower sample reviewed	<i>Sudden spikes, generic emoji comments</i>	0 1 2
09	Conflicts and past deals reviewed	No competitor posts in the last 60–90 days	<i>Promoting a rival brand last week</i>	0 1 2
10	Balanced tier mix	Mostly nano and micro creators, one or two mid-tier	<i>Whole budget on a single macro creator</i>	0 1 2

Area score: ____ / 10

Briefs & contracts

Are expectations and rights in writing?

#	Check	What good looks like	Red flag	Score
11	One-page brief with hook options	Goal, key message, 3 hook ideas, do's and don'ts, creator keeps their voice	Word-for-word scripts that sound like ads	0 1 2
12	Deliverables and dates in writing	Format, length, number of posts, go-live dates, one revision round	Agreed on a DM thread, nothing confirmed	0 1 2
13	Usage rights and ad access	60-day paid usage plus partnership-ad access in the first contract	Paying again to run a video that already won	0 1 2
14	Disclosure handled	Paid-partnership label or #ad on every paid or gifted post	No disclosure on gifted or paid content	0 1 2
15	Payment and file terms clear	Payment timeline, raw footage delivery and fees agreed	Late payments, no raw files for re-edits	0 1 2

Area score: ____ / 10

Content & amplification

Is good content getting money behind it?

#	Check	What good looks like	Red flag	Score
16	Hook lands in 3 seconds	Product or payoff shown fast; text hook on screen	<i>Slow intros, logo first</i>	0 1 2
17	Native to the platform	Vertical, captions on, trending audio where it fits	<i>Repurposed TV-style or landscape ads</i>	0 1 2
18	Partnership ads running	Best creator posts run as ads from creator + brand handles	<i>Creator content only lives organically</i>	0 1 2
19	Variants per winning asset	2–3 hooks and CTAs cut from each strong video	<i>One version per video, never re-edited</i>	0 1 2
20	Retargeting in place	Video viewers and site visitors see an offer	<i>Warm audiences never followed up</i>	0 1 2

Area score: ____ / 10

Measurement & reinvestment

Do you know what worked,
and act on it?

#	Check	What good looks like	Red flag	Score
21	Tracking per creator	Unique UTM link and discount code for every creator	<i>Sales lumped together, no attribution</i>	0 1 2
22	Ad metrics per asset	Hook rate, hold rate, CTR and CPA tracked for each video	<i>Judging by views and likes alone</i>	0 1 2
23	True cost per asset known	Fees plus product, shipping, rights and team time counted	<i>Gifted posts treated as free</i>	0 1 2
24	Winners rebooked	Top creators get a paid series; budget moves to proven ads	<i>Every campaign starts from zero</i>	0 1 2
25	Content library and scorecard	All assets, rights expiry dates and results in one place	<i>Files lost in DMs, rights expired unnoticed</i>	0 1 2

Area score: ____ / 10

YOUR SCORECARD

Add up your score

Area	Checks	Your score	Biggest gap
Strategy & goals	1–5	____ / 10	#____
Creator selection	6–10	____ / 10	#____
Briefs & contracts	11–15	____ / 10	#____
Content & amplification	16–20	____ / 10	#____
Measurement & reinvestment	21–25	____ / 10	#____
Total		____ / 50	

What your score means

40–50

Engine

Your program compounds.
Focus on scaling winners
and refreshing hooks.

25–39

Leaking

Good pieces, gaps in
rights, tracking or
amplification. Fix your 3
lowest checks first.

0–24

Rebuild

Pause new spend. Set
goals, a creator profile and
a contract template
before the next campaign.

FROM 300+ D2C BRANDS

The five gaps we see most often

#13	No usage rights or ad access	Winning videos can't be run as ads without a second negotiation.
#18	No partnership ads	Creator content lives only on the creator's feed and fades in 48 hours.
#21	No per-creator tracking	Nobody can say which creator drove sales, so nobody gets rebooked.
#7	Picking by follower count	Big numbers, weak saves and comments, and audiences in the wrong country.
#23	Treating gifted as free	Product, shipping and chasing time hide the real cost per post.

A 30-day fix plan

WEEK 1

Set the foundation

- Write one goal and target CPA
- Document your ideal creator profile
- Split the budget into buckets

WEEK 2

Fix the paperwork

- One-page brief template
- Contract with usage + ad access
- UTM links and codes per creator

WEEK 3

Recruit better

- Audit current creators' audiences
- Shortlist nano and micro creators
- Gift first, pay the proven

WEEK 4

Turn on amplification

- Run top posts as partnership ads
- Cut 2–3 hook variants
- Set up retargeting



Want us to run the audit for you?

Bulba helps D2C brands find the right creators, lock in rights and run partnership ads, all in one place.

Find creators with AI

Invite campaign-relevant creators fast

Run partnership ads

Directly from Bulba

bulba.app

Self-serve, plans from \$139/month