

The 2022

# CREATOR REPORT



# YOUR CAREER. YOUR INDUSTRY. YOUR FUTURE.

It doesn't matter which platforms you're on or how many followers you have: If you produce and seek to monetize content, **you're a creator.**

Being part of a new growing economy like ours can leave you with a lot of questions. That's why – backed by our industry, our own data, and the input of more than 9,500 creators – we kicked off an investigation to start surfacing the answers. Dive into what it means to be a creator today, and what it takes to make it on the web.

[Check out the Creator Report online](#)

## CHAPTER 1

Meet your fellow creators

## CHAPTER 2

The common ground we share

## CHAPTER 3

The future for creators

# MEET YOUR FELLOW WEB-COHABITING CREATORS

From gamers and streamers to NFT-makers and artists, creators are part of both the passion economy and the creator economy. But, what's the real size of the opportunity you share with your fellow creators?



4.2B

Social Media Users

~500M

Passion Economy Users

~200M

Creators

## The Creator Economy's **TOTAL ADDRESSABLE MARKET**

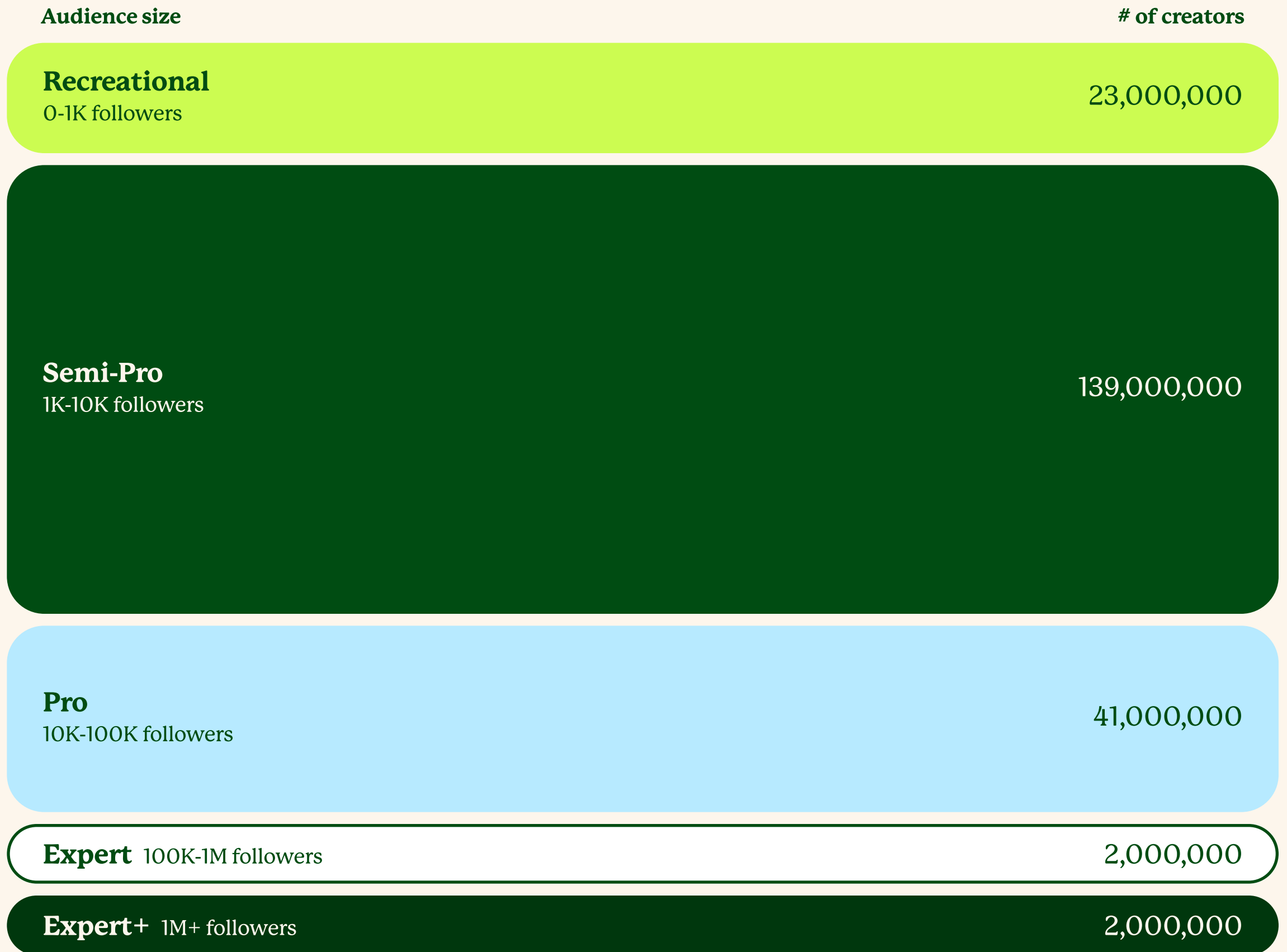
If every single person who could potentially find value in social media, the passion economy or the creator economy acted on it today, how big would these markets be? That's how we calculate Total Addressable Market (TAM). It's the maximum potential size of the opportunity we're looking at.

- **Social Media Users**  
Total market size for the global social media network
- **Passion Economy Users**  
People who engage in any activity to monetize individuality and non-commoditized skills supported by digital platforms
- **Creators**  
Individuals who use their influence, creativity, or skills to aggregate and monetize their audience



# CREATOR BREAKDOWN

Globally, by audience size



## FROM THE SOURCE

“It’s a fun job that brings a lot of cool opportunities. **Creators are more relatable and genuine** than brands, so people gravitate towards them.”

[linktr.ee/luiscapecchi](https://linktr.ee/luiscapecchi)



**BoyNamedLuis**  
1.7M followers on TikTok



“We live in an amazing time where the ordinary person gets to become a creator and find success with social media. **It’s the wave of the future.**”

[linktr.ee/psychicstina](https://linktr.ee/psychicstina)

**Psychic Stina**  
213.6K followers on TikTok

# THE COMMON GROUND WE SHARE

Creators defy a one-size-fits-all definition, but they still have a few things in common. For starters, it turns out content creation isn't the main hustle for many in the creator economy.

**66%**

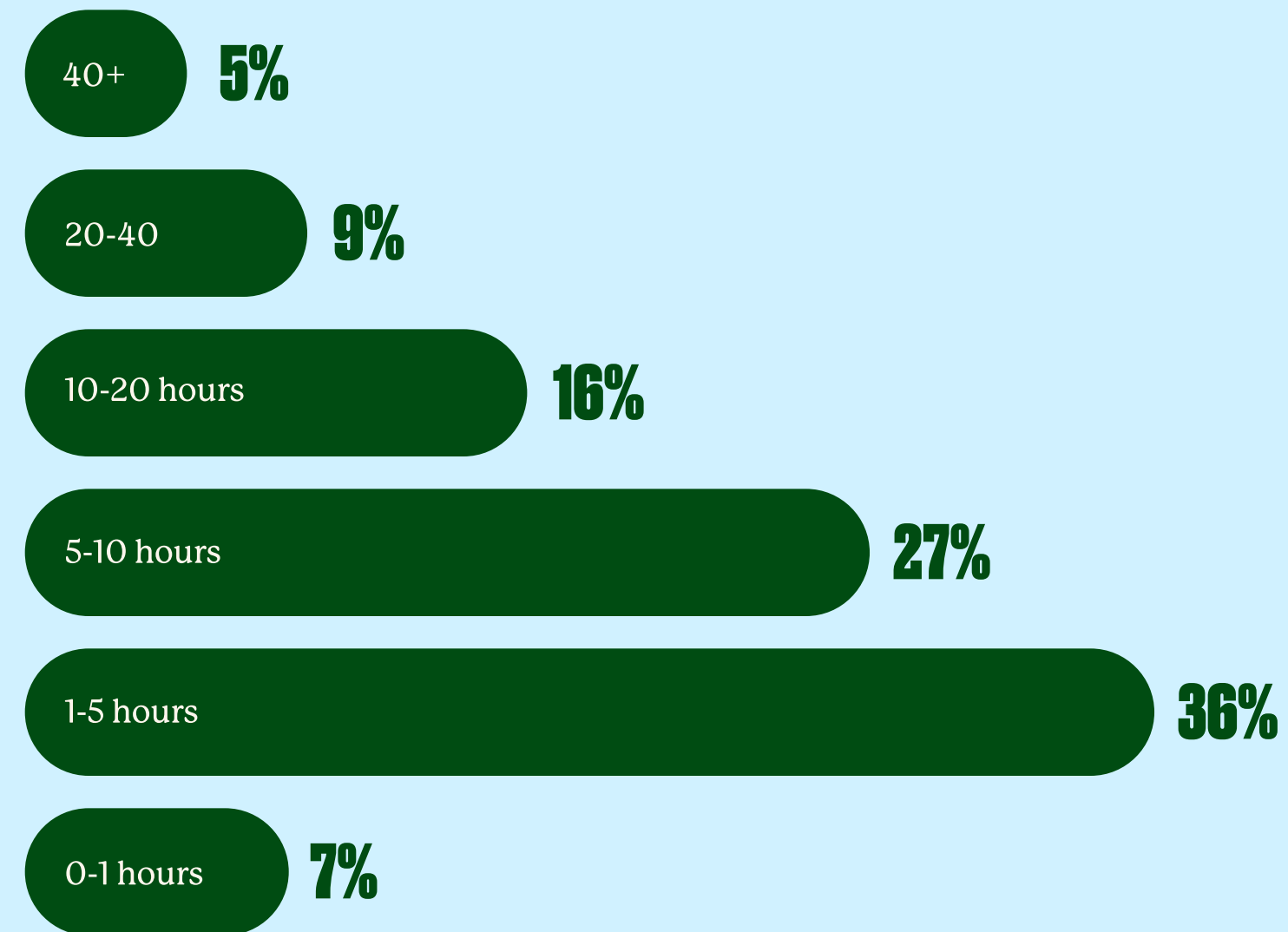
of creators consider themselves **part-time creators**



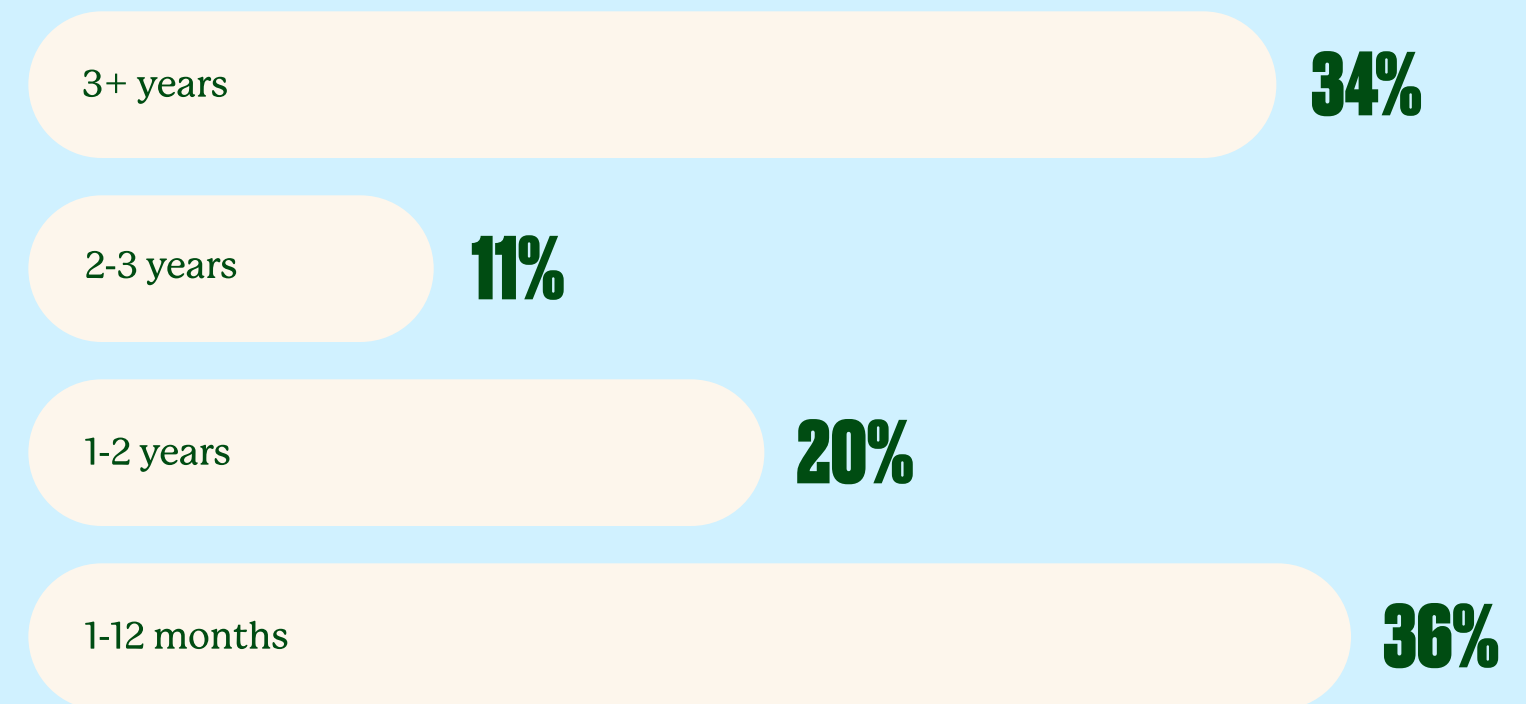
# OVERVIEW OF TIME SPENT<sup>3</sup>

on content creation

Average hours spent making content each week:



How long have folks been creating content for?





# ANNUAL INCOME AND TIME SPENT<sup>4</sup>

on content creation

The relationship between how much creators work and how much revenue they make isn't an exact science.

**53%**

of creators who make  
**less than \$100 a year spent less than  
5 hours a week** on content creation

**32%**

of creators who make  
**\$100-10K a year spent more than  
10 hours a week** on content creation

**52%**

of creators who make  
**\$50K-100K a year spent less than  
10 hours a week** on content creation

**48%**

of creators who make  
**\$100K-500K a year spent more than  
10 hours a week** on content creation

# BEGINNER\* CREATORS AND MONETIZATION

When people first dip their toes into the creator economy, they struggle to monetize.

## Annual Income

- \$0-100
- \$100-1K
- \$1K-5K
- \$5K-10K
- \$10K-50K
- \$50K-100K
- \$100K-500K
- \$500K+

**59%**

of beginner\* creators haven't monetized yet

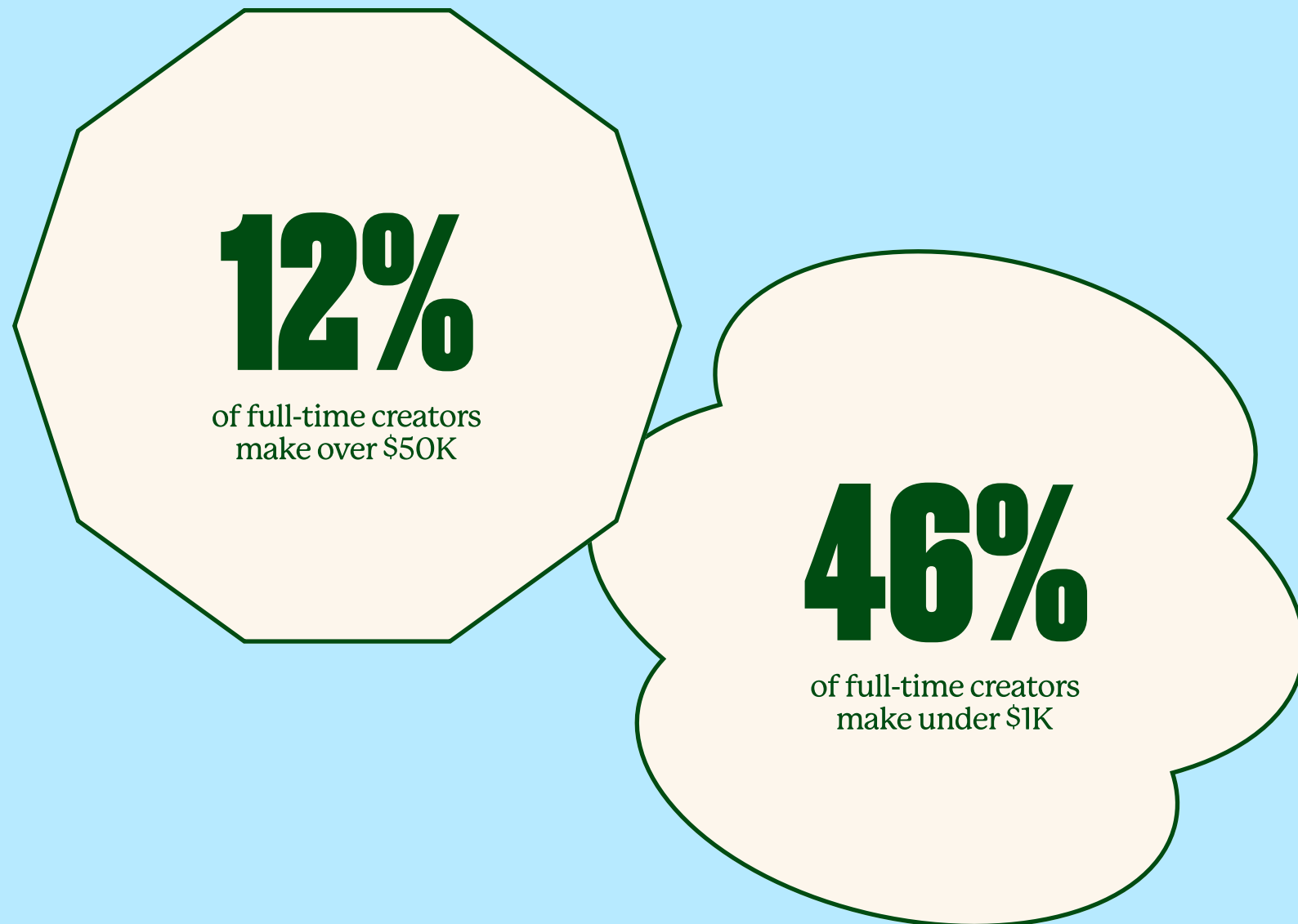
**35%**

of beginner\* creators have monetized but earned below what can be considered a "livable income"

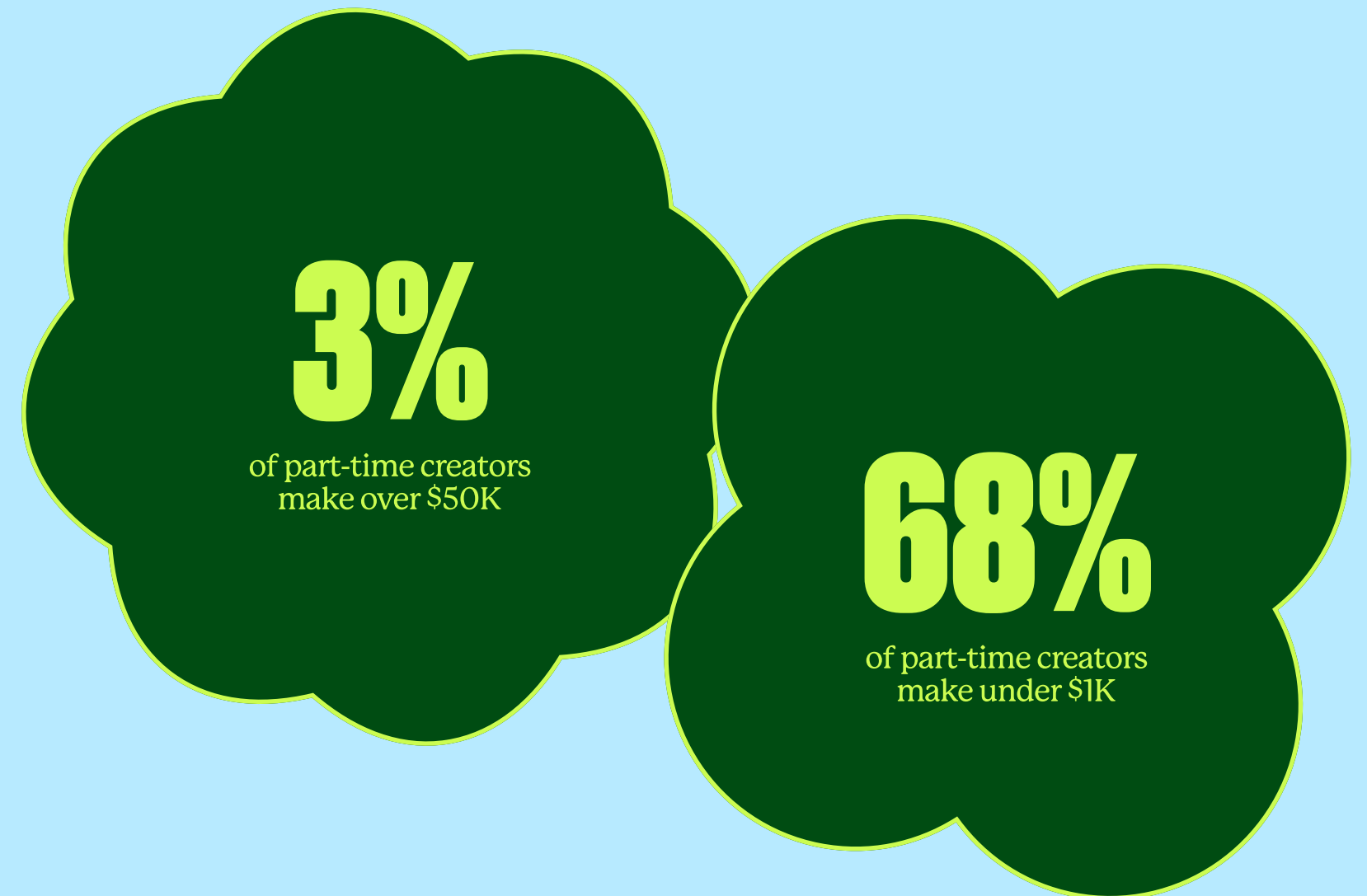
**6%**

of beginner\* creators have earned over \$10K

Annual revenue for  
**FULL-TIME CREATORS**



Annual revenue for  
**PART-TIME CREATORS**



# CREATOR-REPORTED STRESS LEVELS

Creators say they feel stressed regardless of income, but full-time creators tend to feel more fatigue than part-timers.

- Full-time creators
- Part-time creators



## FROM THE SOURCE

“It’s hard to know what your brand is worth until you start getting multiple deals. **You’ll need experience negotiating.**”

[linktr.ee/mechanicallyincleyend](https://linktr.ee/mechanicallyincleyend)



**Mechanicallyincleyend**  
1.8M followers on TikTok



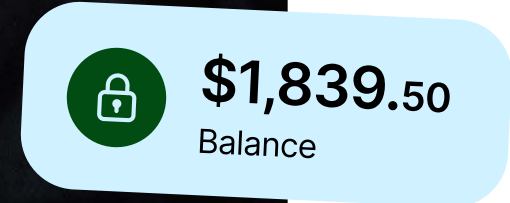
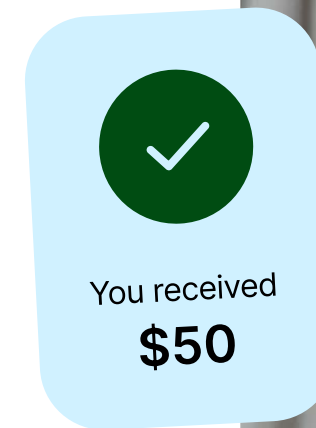
“Giving away **free content** can help with **monetization**. My sales are highest when I host free webinars that inspire people to continue learning with me.”

[linktr.ee/missexcel](https://linktr.ee/missexcel)

**Miss Excel**  
749.K followers on TikTok

# WHAT THE FUTURE LOOKS LIKE FOR CREATORS

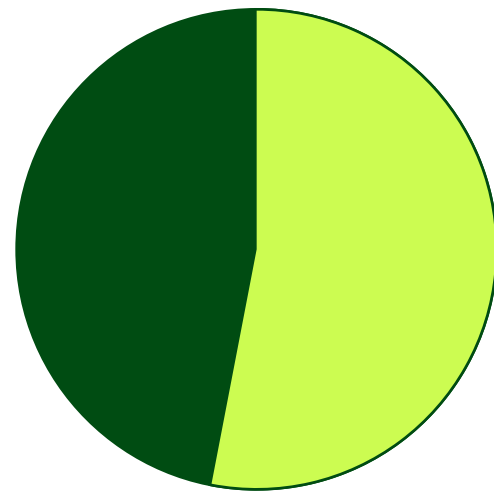
No matter what you're creating – or who you're creating for – we've got tips that can help you take your content, communities, and monetization to the next level.



Tip 1

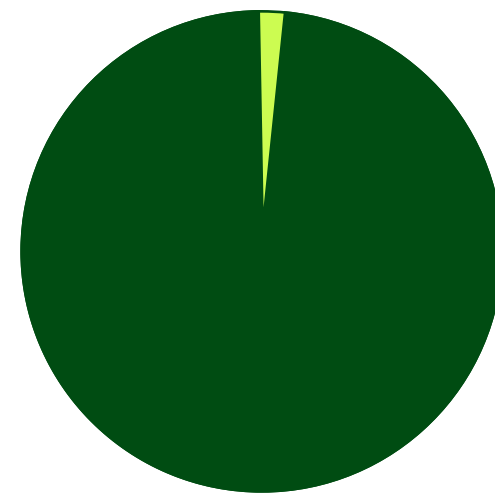
## SEEK OUT QUALITY AUDIENCES OVER QUANTITY

You can monetize small, engaged audiences that know and love your work. Rather than chasing bigger follower counts or brand collaborations, focus on growing your owned platforms.



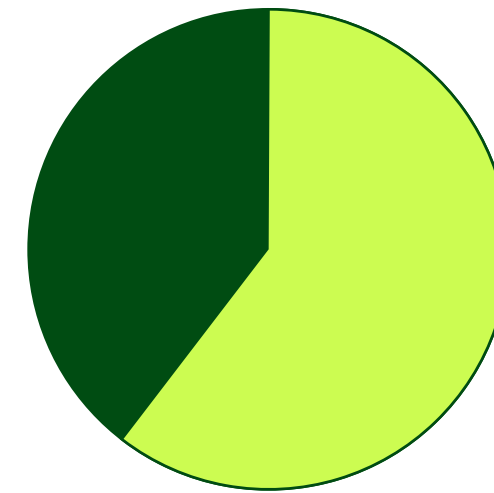
**53%**

of creators say they earned less than or equal to \$100



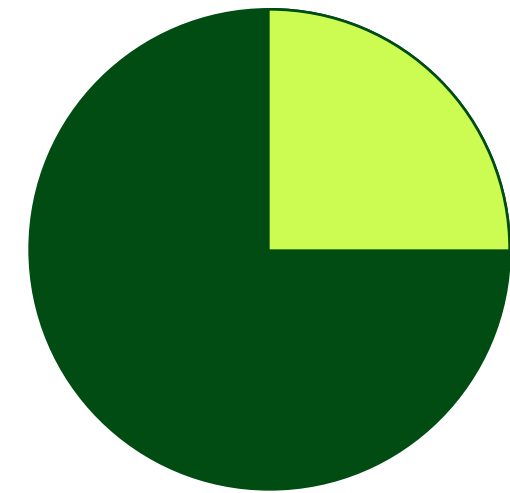
**2%**

of creators' **largest audience** is on their website/blog



**67%**

of creators say they've **never collaborated** with a brand on their social channels



**25%**

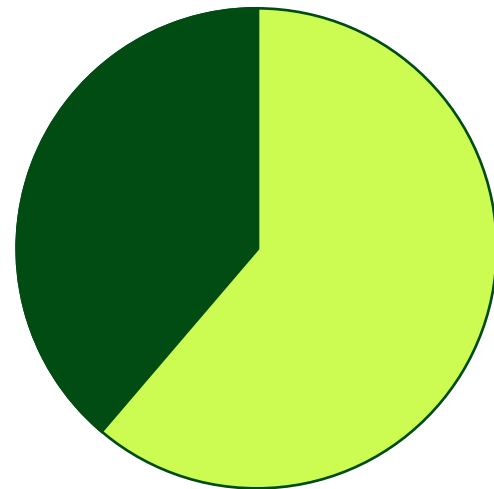
of creators earn the **most income** on their website/blog



Tip 2

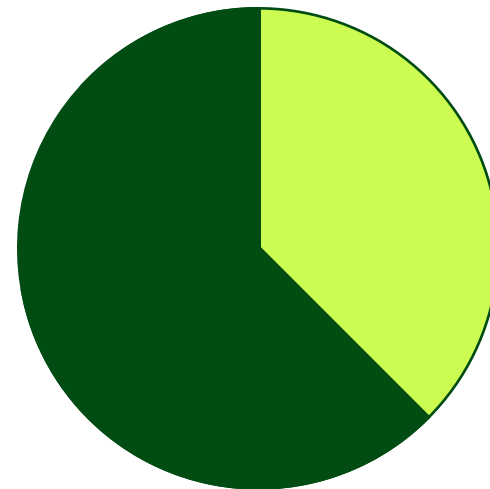
## INVEST IN NICHE CONTENT CREATION

If you want to connect with new audiences, going mainstream isn't your only option. Find superfans by choosing to specialize.



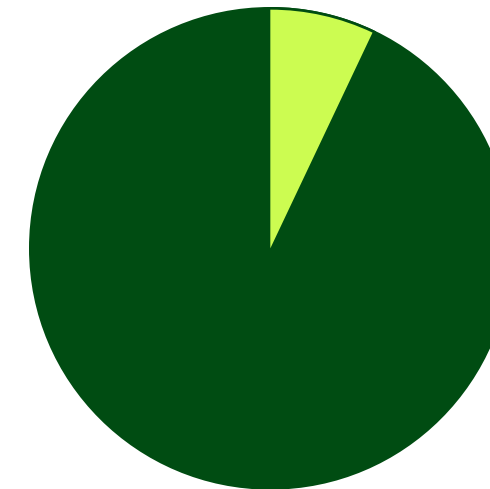
**62%**

of niche creators think specializing is helpful for **engagement and reach**



**37%**

of niche creators have **engaged in a brand collab** at least once (vs. 26% of non-niche creators)



**7%**

of niche creators earn **greater than \$100K per year** (vs. 5% of non-niche creators)



## Niche content creation's **IMPACT ON MONETIZATION**

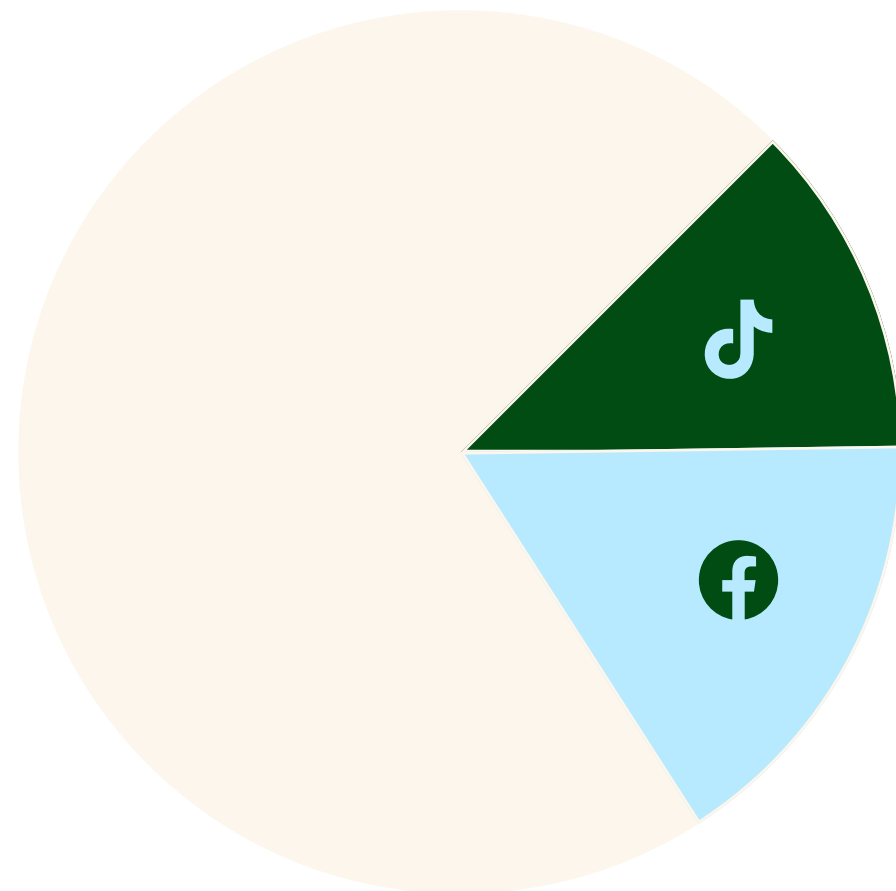
Channels that earn creators revenue	Niche creators	Non-niche creators
Premium newsletters	<b>3%</b>	<b>2%</b>
E-courses	<b>10%</b>	<b>3%</b>
Paid downloadable resources	<b>10%</b>	<b>5%</b>
Affiliate marketing (excl. Amazon)	<b>15%</b>	<b>10%</b>
Ads	<b>13%</b>	<b>9%</b>
Influencer marketing	<b>14%</b>	<b>9%</b>
Own physical products	<b>23%</b>	<b>18%</b>



Tip 3

## SWITCH UP CHANNELS AND FORMAT TYPES

Emerging channels like Twitch, OnlyFans, and TikTok, and long-time favorites like Reddit and Snapchat, all offer growth opportunities. Beginners\* are more likely to have their largest communities on these platforms than experienced\*\* creators.



12%

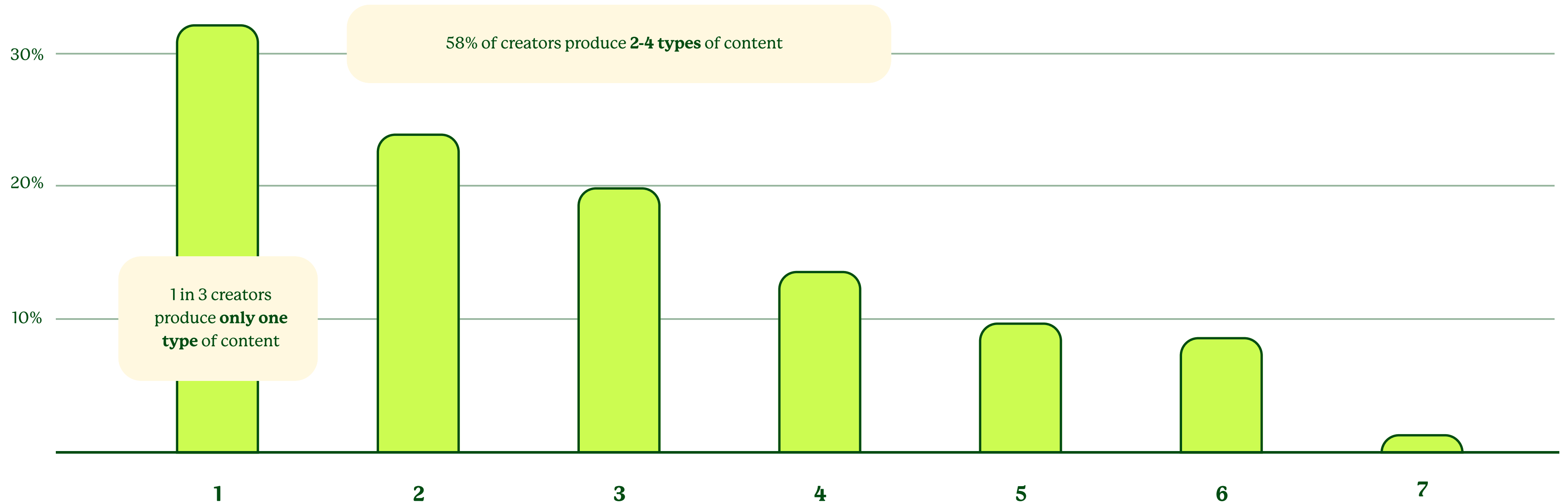
of beginner' creators consider **TikTok** as their biggest platform (vs 6% of experienced creators)

16%

of beginner' creators consider **Facebook** their biggest platform (vs 22% of experienced creators)

# NUMBER OF CONTENT FORMATS CREATORS DEVELOP

Platforms' popularity tends to ebb and flow, so show up where your audience is with content that's tailored to their favorite channel. Most creators are already producing multiple formats, such as long-form video, podcasts, and apps.



## FROM OUR SOURCES

“Diversifying platforms gives you **more opportunities** to get bigger. Not everyone uses the platform you’re on the most.

[linktr.ee/tommydraws](https://linktr.ee/tommydraws)



**TommyDraws**  
1.1M followers on TikTok



“We all have that one app we love, but **join the latest trending ones** too. Who knows, you may just become the best account on that platform!”

[linktr.ee/earlyretirementsq](https://linktr.ee/earlyretirementsq)

**Early Retirement Squad**  
212.2K followers on TikTok

# THANKS FOR READING

## ABOUT LINKTREE

Get Started for Free

The creator economy is an exciting space to be in. Linktree is making sense of this evolving economy by working with the people who lead it: the creators. We're the go-to partner for creators, and thanks to this one-of-a-kind relationship, we can connect the rest of our industry to their world.

From partnerships with key players to unique interactive tools that can't be found anywhere else – **everything we do and make exists to help creators thrive.**

### Footnotes

\*Beginner creators: < 12 months of experience

\*\*Experienced creators: 3+ years of experience

### Sources

Chapter 1: Linktree, Creator Economy Research, 2021.

Chapter 2-3: Linktree, Creator Survey, n=9,576, 2021.

### Methodology

#### Linktree Creator Economy Research (2021)

Referenced internal Linktree data and external data from Statista, Omnicore Agency, Global Media Insight, and the social media platforms referenced. Total active users for each platform were broken down by the number of followers. TikTok analysis did not include Douyin.

#### Linktree Creator Survey (2021)

Surveyed 9,576 Linktree users. The survey had a 95% completion rate. Response rates to individual questions varied due to open-ended questions and qualitative data. Percentages for all quantitative data were rounded to the nearest tenth or the nearest whole number as fit.

#### Linktree Creator Outreach (2021)

Emailed select creators on Linktree with interview questions. Responses were tweaked for flow and length with respondents' permission and approval. Follower counts noted are from early February 2022.

