

The Creator Economy Opportunity For Enterprise

A whitepaper by Enparadigm - Future of Work series



How Did We Get Here?

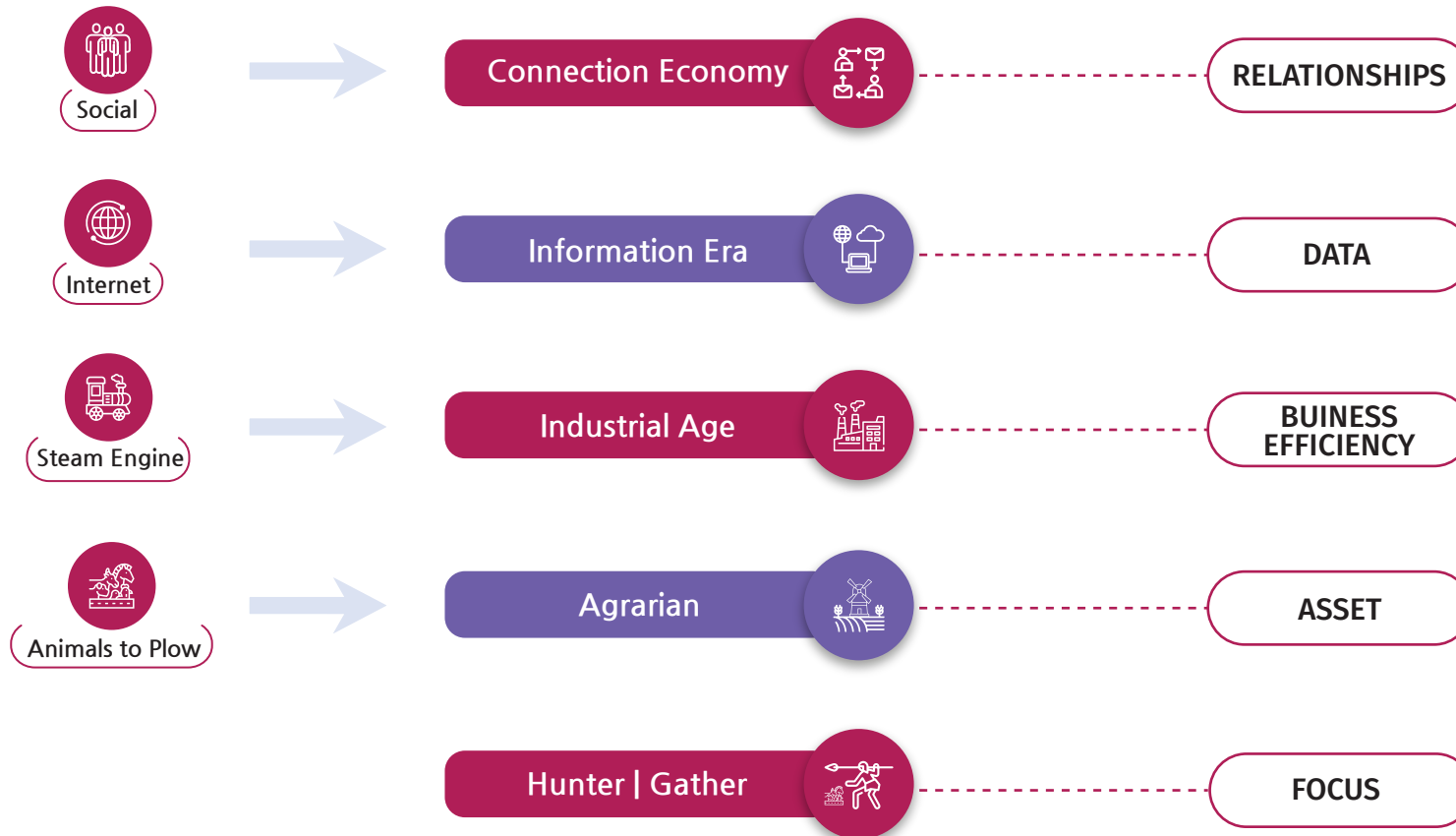
Web3.0 solves for the storage problem inherent in web2.0 and opens up new possibilities around:



Decentralization



Community Creation



The Creator Economy: The Why

Behavioural Shifts



Focus on Individuality and ownership



Reduced Attention Spans



Desire to form strong communities



Craving for Authenticity



Self-Curation of Content

Digital India



Lowest Data Rates
\$0.68/GB (global average \$4.21/GB)



Tsunami of Smartphones
637M smartphone users in India.
(900M by 2026)



Time spent on smartphone 4.6 hrs/day
(third highest globally)

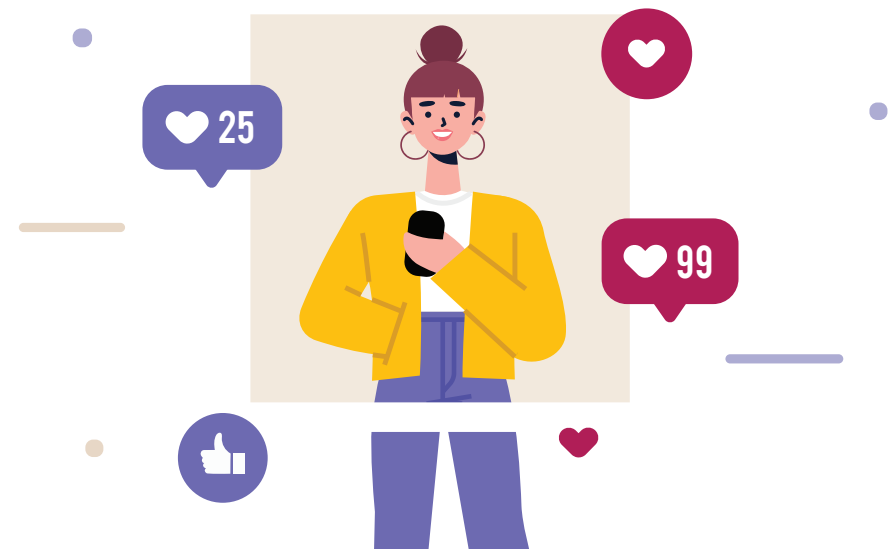
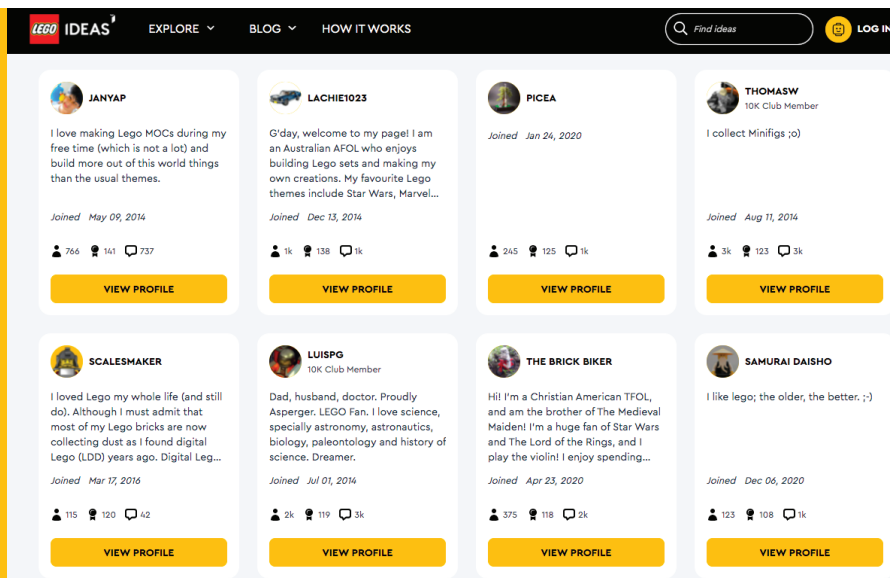


Rise of Social Media
Over 448M users in India
(650M by 2026)

The Creator Economy: The Power/Impact

LEGO Journey:

- From bankruptcy to a brand revenue of \$8 billion
- Profits during the pandemic rose by 11%
- Driven by a dedicated community of over 1 million+ members
- Highly engaged community portals
- Successful online marketplace with 10,000+ sellers in over 70 countries.



The Creator Economy Overview

\$104.2B

Total size of the global creator economy

80M

Creators and knowledge professionals in India

150,000

Professional content creators in India who are able to monetize their services effectively

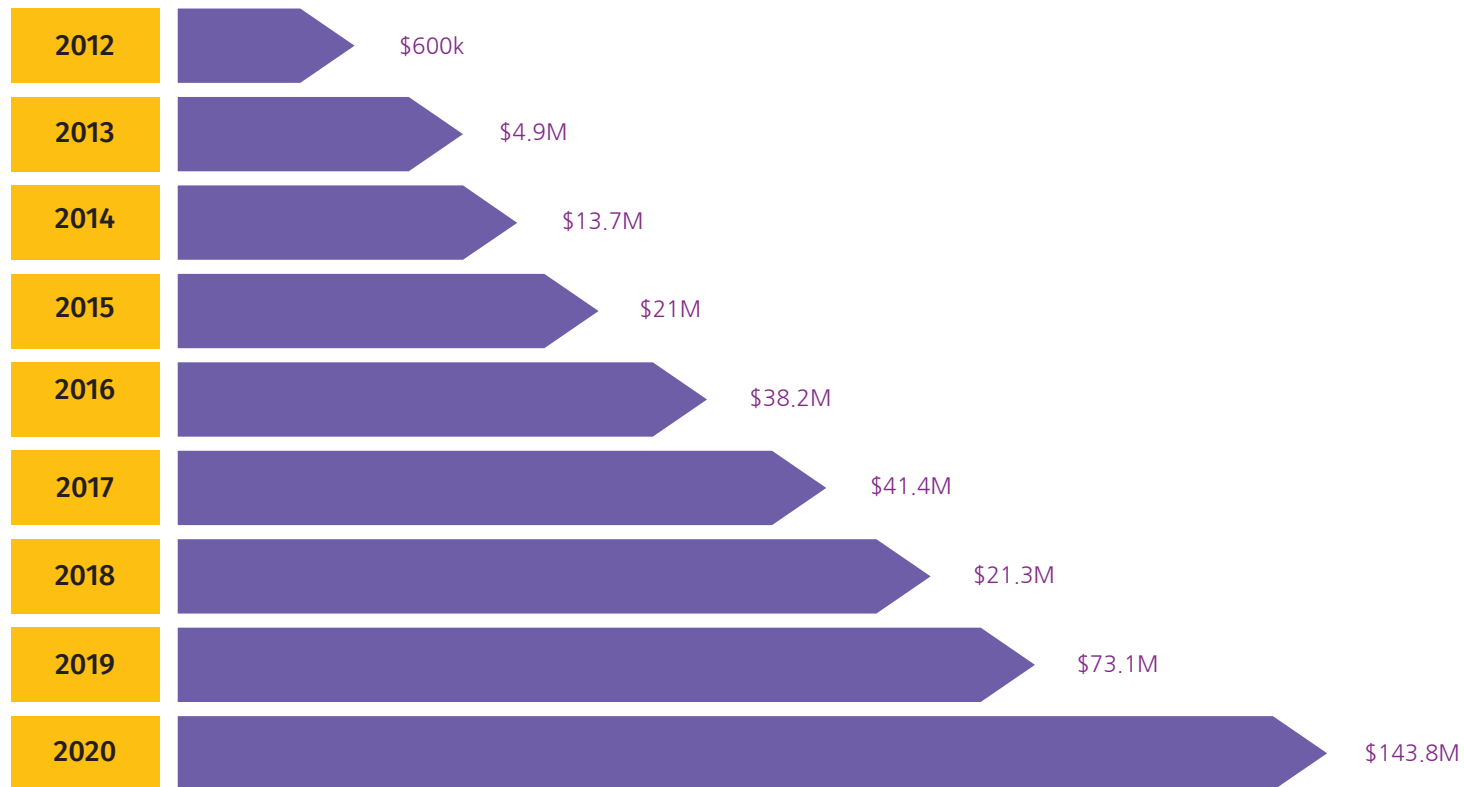
50,000

Professional creators on regional short-form video platforms. Over 60% of their audience comes from outside metros, with regional content driving consumption

~\$200

Average monthly earnings for the majority of long-tail professional creators

The creator economy is here to stay



- Top-performing YouTube channels reaped \$211M between June 2019 and June 2020
- Famous Instagram influencers like Huda Kattan or Eleonora Pons can net up to 6 figures per post.
- The top writers on Substack can rake in as much as \$1M annually.
- Since 2011, Gumroad's creators have earned more than \$460M selling their content on the platform.

The Creator Economy: Who|What|How

Who are they?

- Writers
- Broadcasters
- Artists
- Game developers
- Game streamers
- Models
- Designers
- Teachers
- Coaches
- Fitness Instructors
- Photographers
- Musicians
- Podcasters
- Chefs
- Collectors
- Makers
- Nutritionists
- Counselors
- Lifestyle bloggers
- Moms/ parents

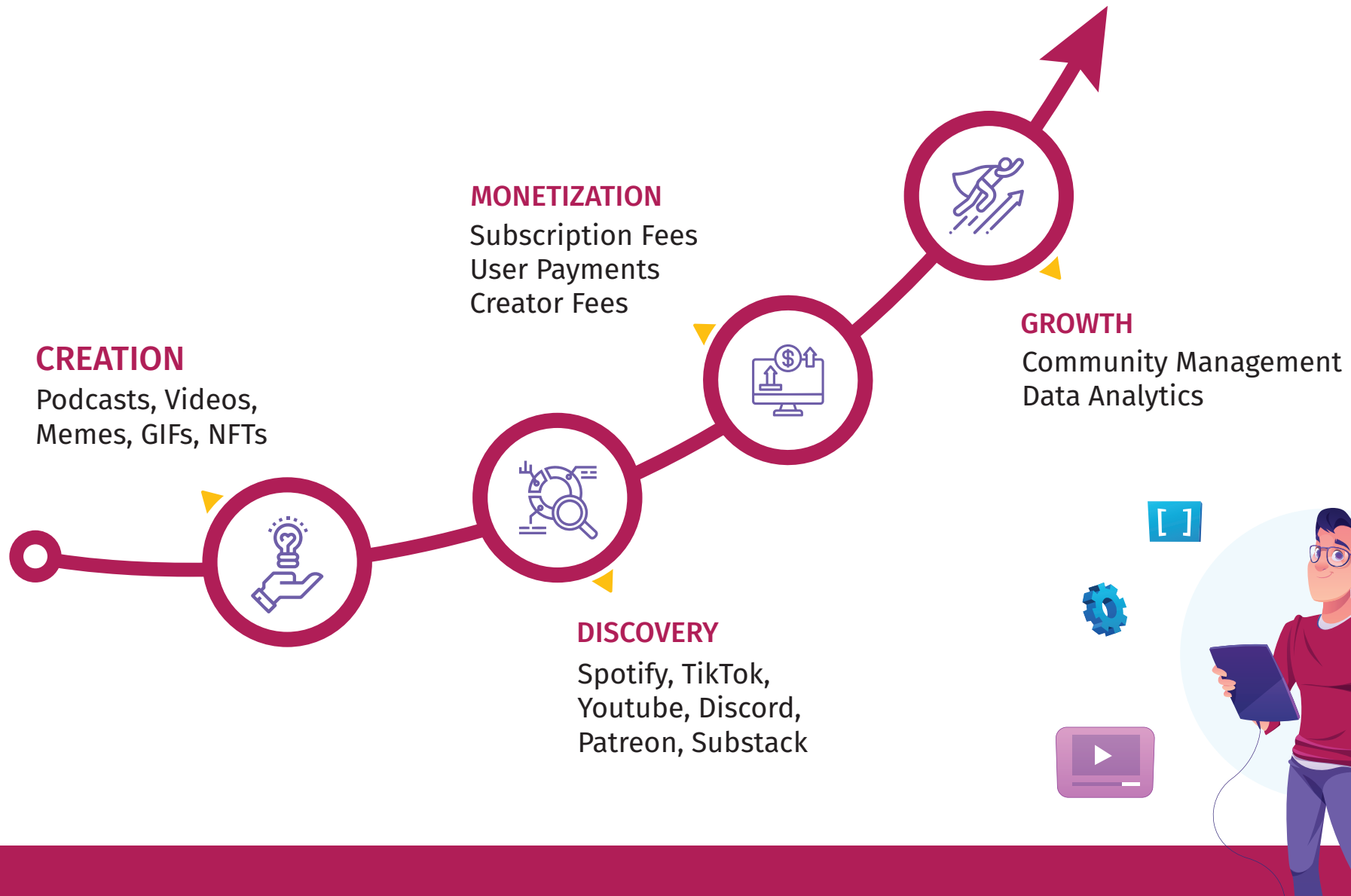
What do they produce?

- Media
 - Photos
 - Art
 - Newsletters
 - eBooks
 - Blogs
 - Video streams (live and recorded)
 - 1:1 sessions
 - Audio/ Podcasts
 - Music
- Collectibles / NFTs
- Online Courses
- Curated communities
- VR/ Immersive content

How do they monetize?

- Advertising/ revenue shares
- Sponsored content
- Product placement
- Tipping
- Paid subscriptions
- Digital content sales
- Merchandise
- Shout-outs
- Live and virtual events
- VIP meetups
- Fan clubs

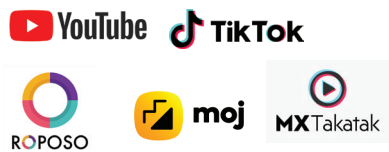
The Creator Lifecycle



Mapping The Creator Economy

Discovery Platforms

Video



Audio



Graphics



Writing



Monetization Tools

Influencer Marketing



Direct Monetisation



Influencer-led commerce



Online Courses



Independent Product Marketplaces



Creator Tools

Design & Creation



Finance



Data Analytics



Web Builders



Community Management



CRM



Enterprise & New-Age Media



The media landscape today demands every enterprise to have a cross-platform approach with multiple touch-points for connecting with consumers

01

Amazon's acquisition of Washington Post & MGM

02

AT&T acquiring Warner Bros & Discovery

03

Apple's launch of Apple TV+

04

Spotify acquiring Gimlet Media



Why is this happening?

72%

of the B2B decision makers used social media to research a purchase solution

57%

connect directly with potential solution providers on social media

83%

of Instagram users say they discover new products on the platform

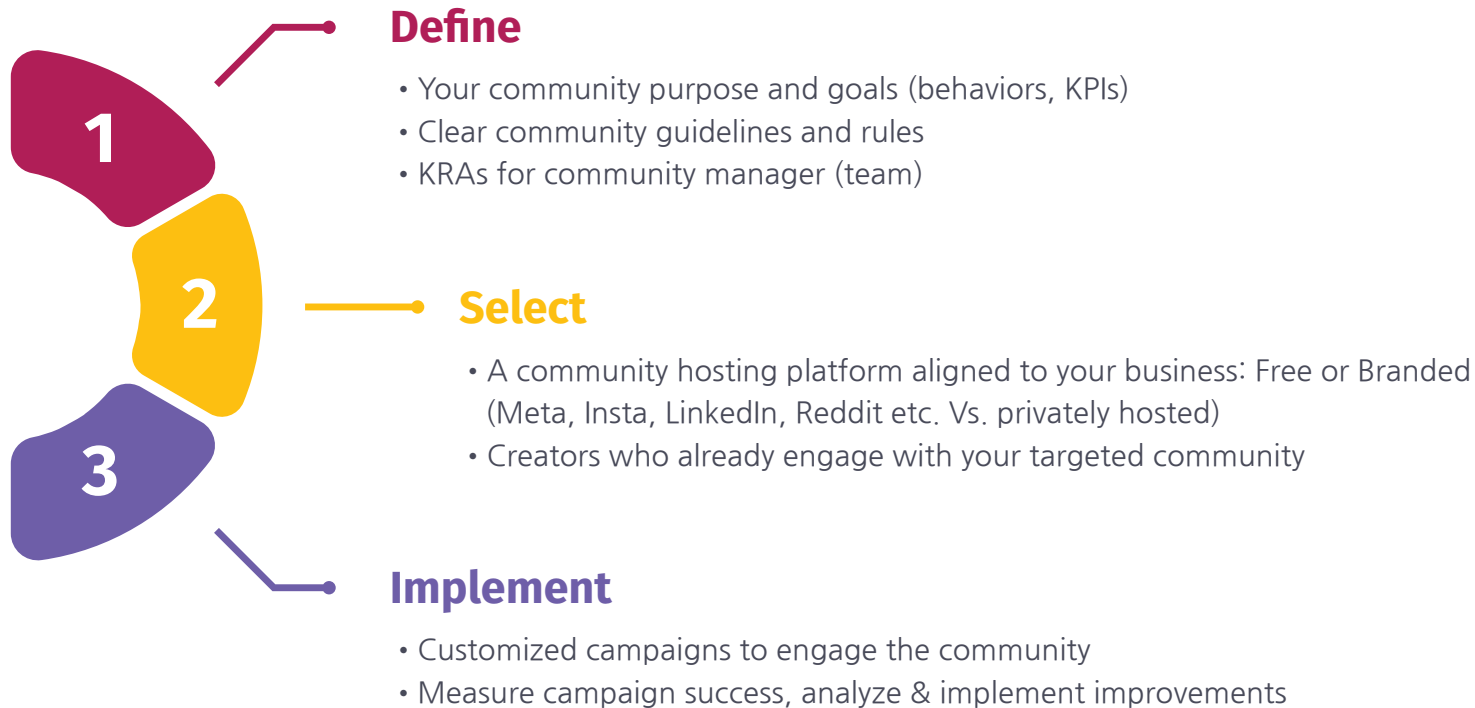
70%

of social media users log into their accounts at least once per day

Enterprise Opportunity

	Enterprise Opportunity	New Models
Discovery	Where is your customer present & what is he consuming?	What are the new business opportunities for your brand?
Monetization	Building integration with new age channels for targeted bang on the buck	Are you reacting or shaping the flux around you? (Think NFTs!)
Creator Tools	How can you empower your Creators so that they can build value for you?	Is their scope of new products that you can create for the ecosystem?

DSI MODEL for Growth hacking a community for your enterprise



Tips to build sustained community engagement:

- Build genuine relationships through spearheaded by community manager (team)
- Give Influencers Creative Freedom
- Align creators with your value system (provide training and support)
- Compensate Your Creators Fairly
- Design Specific Creator Partnership programs (Think YouTube or Netflix)

Case Study

WARBY PARKER

Speaking Directly To Your Customers

1

Define

Purpose: Own the customer relationship through community engagement

KRA: Answer each message on social media in a personalized manner

2

Select

- FB & IG chosen as the platforms of choice
- Selected individuals with unique and inspiring stories signed to the non-traditional brand image

3

Implement

- #wearingwarby series to bring out user stories
- Creation of more than 56,000 user-generated videos



IMPACT

- Launched with **\$2,500** as seed money in February 2010 at Wharton
- Revenue of almost **\$400 million** in 2021 with a valuation of **\$6 billion**

#WEARINGWARBY IG INFLUENCERS

Franklin Leonard - 7,800 followers

Molly Yeh - 348,000 followers

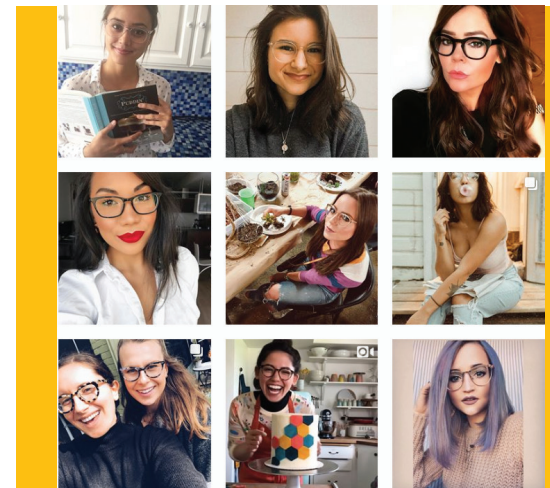
Edith Young - 17,000 followers

Marley Dias - 51,700 followers

Parker Kit Hill - 363,000 followers

Sophia Chang - 61,900 followers

Samantha Irby - 39,000 followers



Case Study



Growth Through Creator Partnerships

1

Define

Purpose: Drive in-store sales by using creator led campaigns

2

Select

- TikTok chosen as the platform for engagement with a younger TG
- Focused on niche influencers like Charlie D'Amelio, the youngest TikTok star with 84 million followers

3

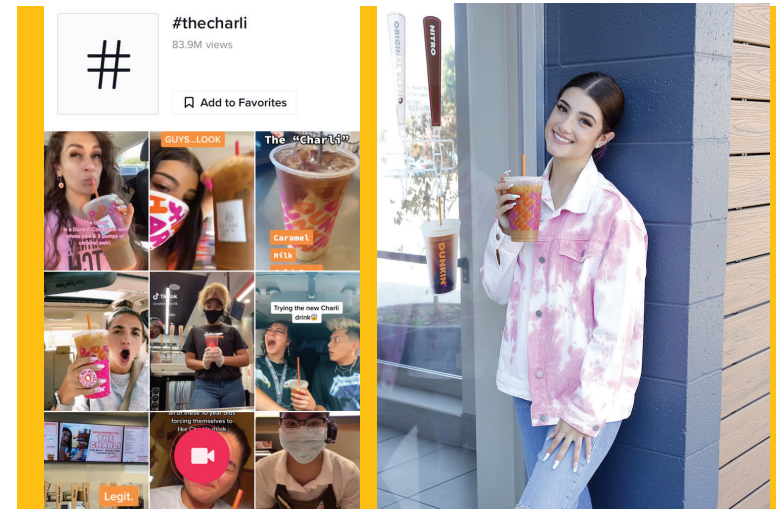
Implement

- #thecharli campaign launched on TikTok
- 57% increase in app downloads



IMPACT

- Boosted Dunkin' cold brew sales in general by 45% within days of campaign launch
- The #thecharli hashtag on TikTok garnered 83.9 million views



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