



CREATOR RELATIONS WHITEPAPER · SEPTEMBER 2026

What Creators Want From the Brands That Pay Them

Cold emails, briefs, rates, payment terms and the reasons creators say yes, say no or say nothing.

30+ industry surveys · transaction data on 250,000+ creator payments · 100+ creator voices from Reddit, newsletters and trade press

For anyone who works with creators

talentir.com

Brands and creators are describing the same relationship and reaching opposite conclusions.

This paper closes that gap with evidence. It pulls together creator-side surveys from Kolsquare, CreatorIQ, Later, HubSpot, Tipalti, Snap and Influencer Marketing Hub, transaction data from Collabstr, Lumanu and CreatorIQ, rate benchmarks from four continents and more than one hundred verbatim creator comments collected between 2024 and September 2026. Each chapter ends with what to do differently on Monday.

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HOW TO READ THE EVIDENCE

Every statistic carries a superscript that points to the numbered source list at the end, with the sample size where the publisher disclosed one. Rate tables carry a confidence label: **HIGH** is transaction data or a large disclosed-method survey, **MEDIUM** is a rate card with a stated but narrow method, **LOW** is an aggregator guide whose ranges disagree with other sources. Where sources conflict, the conflict is shown.

Ten things creators keep asking for

Across every dataset and every thread, the same requests come back. None of them are expensive. Most are about respect for time, clarity and money arriving when it was promised.

01 Outreach that proves you looked.

Their real name, one line showing you watched the work, and the offer. Personalised email converts at roughly three to five times the rate of a templated blast.¹

02 The number, or at least the range, up front.

Half of creators call rate negotiation their biggest challenge with brands.² A budget range removes three rounds of email and wins the deal when everything else is equal.

03 A brief that transfers context.

58% prefer clear guidelines to total freedom, yet only 10% say they have real creative control.^{3,4} Give them the goal, the audience and the must-say facts. Leave the execution alone.

04 Revisions that are defined and capped.

31% name excessive revisions as a top pain point.³ Two rounds is the norm. A new script, angle or setting is a reshoot, and a reshoot is a new fee.

05 Brand fit before budget.

68% of European creators rank shared values ahead of pay⁵ and 53% of US creators gatekeep on brand alignment.⁶ Pay opens the door. Fit decides whether they walk through it.

06 Usage rights that are priced and time-boxed.

Thirty to ninety days of paid usage is the market norm and it costs 20% to 50% on top of the base fee.⁷ Perpetuity is the single most rejected clause in creator forums.

07 Fair and timely payment as the top priority.

62% rank it their number one priority, ahead of creative freedom and long-term potential.⁸ Between one third and nine in ten creators have been paid late.^{9, 10}

08 Net-30 or 50/50, never net-90.

Talent managers now see 60, 90, 120 and even 180-day terms.^{11, 12} Creators read net-90 as a brand using them as a free loan, and 74% who felt undervalued stopped working with the brand.⁹

09 Their currency, their method, without a 10% haircut.

52% of creators are paid from outside their home country¹³ and cross-border payouts routinely lose 5% to 12% to FX spreads, PayPal fees and correspondent-bank charges.^{14, 15}

10 A second campaign.

72% want long-term partnerships and only 54% have one.³ 91% say smooth communication is the main reason they would work with a brand again.⁶ The cheapest creator you will ever book is the one you already paid on time.

Nothing on this list requires a bigger budget. Nine of the ten items cost a brand time, clarity or a change of process.

The state of the relationship in 2026

Brand deals are the creator economy's main income line, the money is growing fast, and it is concentrating at the top. That combination is why creators are both more professional and more sensitive to being treated as a media buy.

The money is real and it is still growing

\$33bn

global influencer marketing spend in 2025, more than triple the 2020 figure

Statista¹⁶

\$43.9bn

forecast US creator-economy ad spend in 2026, up from \$37.1bn

IAB + Advertiser Perceptions¹⁷

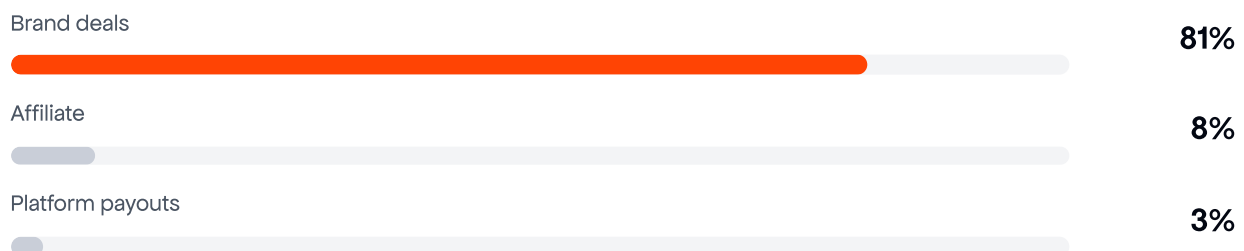
€175k

median influencer budget among 613 European brands and agencies

Kolsquare¹⁸

Brand deals are the paycheck

For the creators you email, your campaign is not a side income. Later's 2026 survey of 609 creators found 82% draw their primary income from brand partnerships.¹⁹ #paid puts brand deals at 81% of creator income, against 8% for affiliate and 3% for platform payouts.²⁰ Among 5,095 creators surveyed by CreatorIQ, 35% name the lack of consistent brand deals as their number one growth barrier.²¹



Share of creator income by source. #paid, Creator Signals 2026.

Most creators are not rich, and the gap is widening

The average is misleading. CreatorIQ’s payment data shows a mean campaign payment of USD 11,400 against a median of USD 3,000, and the top 1% of creators took 21% of all payments in 2025.²² Influencer Marketing Hub found over half of creators earn less than USD 15,000 a year.²³ In Europe only 28% work full time.⁵

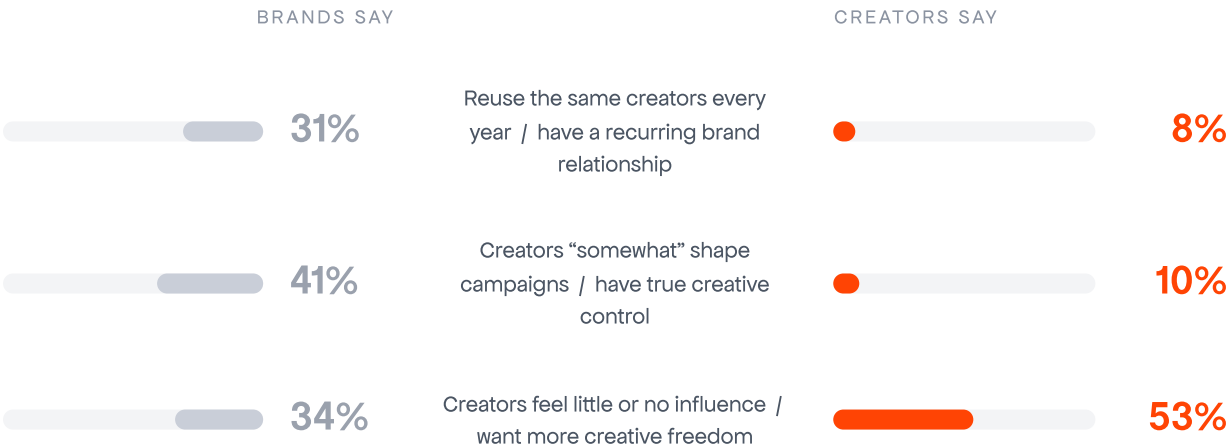


62% of all creator payments went to the top 10% of creators 38% to everyone else

CreatorIQ, payment data for 14,400 creators, January 2026. The top 10% share was 53% in 2023.²²

A USD 300 invoice paid 90 days late is a rounding error on a brand’s balance sheet and a rent problem for the person who made the video. Most of the frustration documented in this paper is proportional to that asymmetry.

Same relationship, two stories



Later, creator autonomy research. n = 403 creators and 222 brands, fielded October 2025.⁴

SO WHAT

The creators you are trying to book are more dependent on your money than ever, more professional about contracts than ever, and more willing to walk when the relationship feels extractive. Every chapter that follows is a version of one instruction: treat the creator as a supplier you want to keep.

The cold email creators actually answer

Creators with any audience receive brand outreach daily and most of it is deleted unread. The emails that get a reply share four traits: they use the creator's name, they prove the sender watched the content, they state the offer, and they are short.

5-10%

reply rate for templated outreach, against 15–25% personalised and 25–40% deeply personalised

Janney AI, vendor benchmark, method undisclosed¹

54%

of creators prefer to be contacted through social platforms; 44% prefer email

Snap + Publicis Media / Ipsos, 1,120 creators²⁴

24.4%

of US creator deals still come from direct brand outreach, ahead of platforms at 21.8%

The Influencer Marketing Factory²⁵

The inbox you are competing in

A creator with 450,000 TikTok followers told Fortune she receives ten brand emails a day and that “they’re all really, really sketchy.”²⁶ Creators on r/NewTubers estimate that “90% of emails, if not more, are scams.”²⁷ Because so much fraudulent outreach imitates brand outreach, legitimate brands inherit the suspicion. A named human on a company domain, linking to a real campaign page, has already separated itself from most of the inbox.^{28, 29}

“It’s always obvious when people copy and paste buzzwords from my IG bio. This doesn’t read as genuine, it reads as lazy.”

Creator and newsletter author, Substack, June 2025³⁰

“It’s all products that have nothing to do with what I do. It’s like, ‘You’re a dancer, what about this vacuum cleaner?’”

Creator with 1.2M TikTok followers, Fortune, March 2024²⁶

What gets a reply, and what gets deleted

CREATORS RESPOND TO

- + Their actual first name, spelled correctly
- + One sentence proving you watched specific content
- + The product, the deliverables and the budget range in the first message
- + A named human sender on a company domain
- + A realistic timeline, ideally four or more weeks out
- + A soft ask: “would you be open to a call this week?”
- + Short emails. The shortest ones get the most replies³¹

CREATORS DELETE

- Blank merge fields, @usernames, “Hello dear”
- Products unrelated to their content
- “Exposure”, “great opportunity”, “in perpetuity”
- “DM us for collab!” comments and mass DMs
- Asking for rates with no budget signal
- Emails followed by silence after they reply
- Anything that asks them to pay, buy or ship first

Speed and lead time are both selection criteria

An agency veteran admitted on r/influencermarketing that “we literally chose creators based on who responded first when everyone else was comparable.”²⁷

Creators apply the same test in reverse, and the most common complaint about outreach is what happens after the reply. If you are not ready to move within a week of a yes, do not send the email yet.³²

27%

cite late outreach as their biggest obstacle

32 → 24%

share comfortable with only three to four weeks of lead time, in a year

14 → 22%

share that now wants two to four months of lead time

Later, 2026 holiday planning research, n = 354 creators.⁸

TEMPLATE · FIRST-TOUCH EMAIL THAT RESPECTS THE CREATOR

Subject: Paid partnership: [Brand] × your [specific series or format]

Hi [First name],

I run creator partnerships at [Brand]. I watched your [specific video, and what you liked about it] and it is the format we want for [campaign goal].

The ask: [one 30 to 45 second TikTok plus one Instagram Reel], posted between [dates], with [30 days paid usage on Meta and TikTok, no exclusivity]. Product ships in advance.

Budget: we have [EUR X to Y] for this scope, paid [50% on signing, 50% within 15 days of posting]. If your rate sits outside that, tell me and we will see what fits.

Would a 15-minute call on [two options] work? If email is easier, reply here and I will send the brief.

[Name, role, company domain email, LinkedIn]

Under 150 words. Name, proof of viewing, deliverables, usage terms, budget and payment schedule are all visible before the creator has to ask. Everything they would otherwise have to negotiate for is offered.

“A rate that’s a range, not a mystery, is what gets a creator picked. ‘DM me for rates’ gets skipped, not because of the number, because it adds a step.”

Brand-side screener of UGC applications, r/UGCcreators, September 2026²⁷

“Sometimes they contact me, I say that I’m interested, and they ghost me.”

Europe-based UGC creator, r/UGCcreators, February 2026²⁷

SO WHAT

Send from a company domain with a human name. Put the specific reason you picked them in the first line and the budget range in the fourth. Give four or more weeks of lead time. Then answer every reply within two business days, including the ones you are turning down.

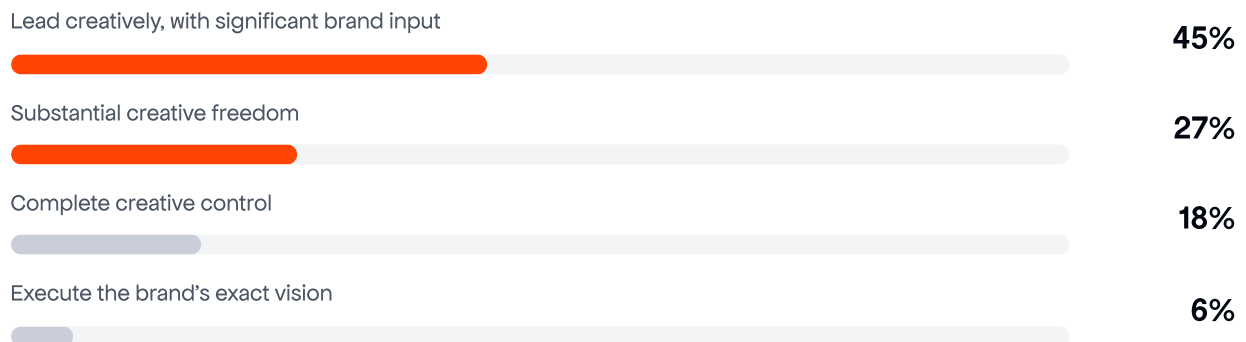
The brief: structure without scripts

Creators do not want a blank page and they do not want a script. They want the goal, the audience, the facts that must be true and the lines that cannot be crossed. Then they want to be left alone to make the thing you hired them for.

The control paradox

Only 10% of creators say they have true creative control and 53% want more of it.⁴ Yet 58% prefer clear guidelines to full freedom and only 21% want complete creative license.³ HubSpot's survey of 311 creators resolves the contradiction.

How much creative control creators actually want

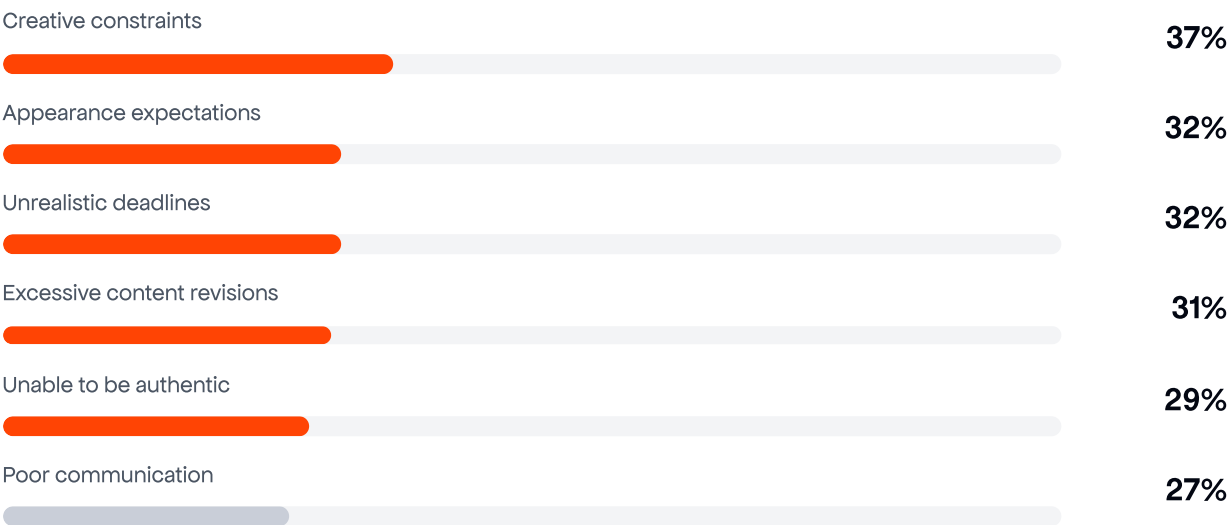


HubSpot, Creator & Influencer Trends Report, n = 311 creators, January 2026.³³

"A brief is not a script. It is a transfer of context. The scripted opening line overrides the one judgement you paid for."

Vamp, creator briefing guide, September 2026³⁴

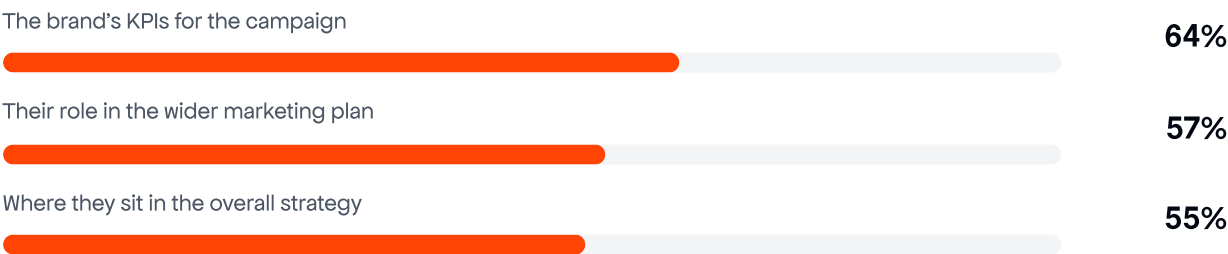
Five of the six top pain points are brief problems



Influencer Ltd + Crowd DNA, “Creator Perspectives: A Playbook for Brands”, n = 500 creators, March 2025.³

What creators want to be told

Asked what information they want from a brand, creators answer strategically. The brief is where they find out whether they are a supplier or a partner.



Influencer Ltd + Crowd DNA, n = 500 creators.³ Two of three marketers interviewed by Modash admitted their own briefs are too long to be read, and 74% of enterprise marketers now use AI to draft them, which makes length cheaper to produce and easier to skip.^{35, 36}

“Brands will often say ‘make it feel organic’ or ‘share it in your own words’, but the reality is that many briefs dictate nearly every aspect.”

Campaign manager, Illuminate Social, Netinfluencer, July 2026³⁷

“It’s insane how much they want to micromanage creators and lose relationships.”

Marketer, r/UGCcreators, July 2026²⁷

Define the word “revision” or pay for it

REVISION • INCLUDED

A tweak to what was already agreed: a caption edit, a trimmed intro, a swapped CTA, a colour correction. Two rounds is the norm.

RESHOOT • BILLABLE

A change to the script, the angle, the product or the setting. It is a new deliverable with a new price, and the contract should say so.

Definition adopted from r/UGCcreators, August 2026, and consistent with published UGC rate guides.^{27, 38}

A brief that survives contact with a creator

PAGE ONE, ALWAYS READ

- **Goal** in one sentence, with the KPI you will measure
- **Audience:** who they are and what they already believe
- **Deliverables:** format, length, count, platform, posting window
- **Three must-say facts**, numbered. Nothing else is mandatory
- **Cannot-say list:** claims, competitors, disclosure wording
- **Money and rights:** fee, schedule, usage window, revisions

PAGE TWO, OPTIONAL

- What has worked before, framed as inspiration
- What has not worked. Just as useful and rarely shared
- Product context: how it works, what surprises people
- Feedback process: who reviews, how fast, what counts as a revision
- A commitment to send performance data back within two weeks

SO WHAT

Write the brief as a transfer of context. Put the goal, the audience, three must-say facts and the money on page one. Define “revision” in the contract and cap it at two rounds. If you find yourself writing an opening line for the creator, delete it. You are paying for their judgement about what their audience will watch.

04 DECISION DRIVERS

Why creators say yes, no or nothing

Money gets a brand into the consideration set. Fit, communication and terms decide the outcome. The surveys agree on this across the US and Europe, and the forums explain the mechanics.

Fit outranks fee, everywhere the question has been asked

68%

of European creators rank shared values ahead of compensation

Kolsquare + NewtonX, 783 creators⁵

53%

of US creators gatekeep on brand alignment; 34% on creative freedom

NeoReach, 539 creators⁶

27%

rank compensation as the most impactful factor in a partnership

HubSpot, 311 creators³³

35%

cite financial compensation as their top satisfaction driver, up 16 points in a year

CreatorIQ, 5,095 creators²¹

Two cautions. “Fit before fee” describes how creators rank offers that already clear a minimum, and that minimum is rising. And fit is judged from your outreach and your brief: a brand that pitches a vacuum cleaner to a dancer has already answered the question.

The deal-breakers

Tipalti’s survey of 1,231 US and UK creators found 56% had felt undervalued by a brand. The reasons were unfair compensation (50%), unrealistic expectations (42%) and late payments (34%). Of those who felt undervalued, **74% stopped working with the brand**, and 43% had quit a collaboration over administrative hassle alone.⁹

Why creators ghost

Ghosting is the outcome brands see most and understand least. Across several hundred threads the reasons cluster into four groups, all of them visible before the creator goes quiet.²⁷

01 · THE OFFER IS AN INSULT IN DISGUISE

“30 videos a month is crazy. A more appropriate offer would be \$3,000 for 30 videos, but not \$300.” Creators do not always send the rejection. They stop replying.

02 · THE SCOPE GREW AFTER THE YES

Set scripts, approvals, Discord onboarding and redo requests added to a low per-video fee.
“That’s all extra time and too little for the pay.”

03 · THE BRAND WAS SLOW FIRST

Creators mirror the pace they receive. A brand that took nine days to answer a rate reply has taught the creator that nine days is normal.

04 · A PREVIOUS BRAND DID NOT PAY

After a non-payment, creators demand deposits and watermark everything. The next brand inherits friction it did not cause.

Gifting and product-only offers

Gifting works when the creator already loves the brand: 83% would accept free product from a brand they genuinely love.³⁹ It stops working the moment deliverables are attached, and the rule creators apply is simple: **gifting that comes with a deadline is a paid deal with the payment removed.**⁴⁰ Openness to performance-only deals has collapsed in parallel, from 63% of creators open to affiliate-only compensation in 2024 to 26% in 2025.⁴¹

“99% of brands will low-ball to start a negotiation, because they know so many creators don’t know how much they’re worth.” [r/UGCcreators](#), September 2026²⁷

SO WHAT

Lead with fit and prove it. Then remove the reasons to ghost: state the budget, keep the scope fixed after the yes, reply within two business days and offer a deposit before the creator asks. Gift only when nothing is required in return.

What creators charge in 2026

Nobody agrees on creator rates, including creators. The aggregator guides disagree by a factor of ten. Transaction data is the only reliable anchor. 45% of brand decision-makers admit to mispricing creator partnerships and only 44% feel confident negotiating a fair rate.⁴²

Marketplace deals: asking price against negotiated payout, USD, 2025

HIGH

PLATFORM	CREATOR ASKED	BRAND PAID	GAP
Twitch	398	127	-68%
YouTube	311	255	-18%
Instagram	214	193	-10%
Amazon	193	88	-54%
TikTok	182	186	+2%
UGC (no posting)	180	154	-14%
X	179	76	-58%

Collabstr, 21,000+ collaborations, data year 2025. 80% of marketplace engagements cost under USD 300. Deals with usage rights averaged USD 307 against USD 221 without, a 39.9% premium.^{43, 44}

At the enterprise end the numbers are ten times larger. Lumanu's data on USD 420 million across 255,000 payments shows an average payout of USD 1,645 per creator, rising to USD 3,618 for an Instagram Reel. Annual earnings by tier: nano USD 4,800, micro USD 38,500, macro USD 185,000, mega USD 1.2 million.⁴⁵ Read the datasets together: **the median deal is small, the mean is dragged up by a few large ones, and negotiation typically settles 15% to 43% below the first ask.**^{22, 46}

United States: per post or per video, USD, 2026

MEDIUM

TIER	INSTAGRAM POST	INSTAGRAM REEL	TIKTOK VIDEO	YOUTUBE INTEGRATION
Nano · under 10K	10 to 150	1.2 to 1.5× post	50 to 300	50 to 500
Micro · 10K to 100K	100 to 1,000	+20 to 40% over post	200 to 1,200	200 to 1,500
Mid · 100K to 500K	500 to 5,000	1,000 to 7,000	800 to 5,000	1,000 to 10,000
Macro · 500K to 1M	5,000 to 10,000	6,000 to 15,000	4,000 to 15,000	5,000 to 20,000
Mega · 1M+	10,000+	15,000+	5,000 to 50,000+	10,000 to 100,000+

Stories sell at 30% to 50% of a feed post. YouTube is priced on views at USD 10 to 50 CPM and a dedicated video runs two to four times an integration. Host-read podcast mid-rolls run USD 25 to 65 CPM. LinkedIn B2B posts transact at a median of USD 798.^{47, 46}

Rates outside the United States

European rates are lower than US rates for the same follower count and fixed fees dominate: 74% of European brands pay a fixed fee per post.¹⁸ Confidence is capped at Medium because every table below is agency-published.

MARKET	NANO / MICRO	MID / MACRO / MEGA	NOTES	CONF.
United Kingdom GBP	20 to 1,500	4,000 to 40,000+	Short video 25 to 50% above static. UGC 50 to 250 per video	MEDIUM
Germany EUR	50 to 2,000	2,000 to 100,000+	Priced on TKP: YouTube 60 to 100, Reel or TikTok 25 to 50	MEDIUM
Italy EUR	100 to 1,500	5,000 to 40,000	Instagram. TikTok about half	MEDIUM
Spain EUR	10 to 500	500 to 10,000+	The “100 per 10,000 followers” rule still circulates	LOW
India INR, Reel	1,000 to 80,000	50,000 to 2.5M+	YouTube integration 200,000 to 600,000	MEDIUM
Brazil BRL	200 to 8,000	5,000 to 20,000+	Market estimated at BRL 3.5 billion in 2026	MEDIUM
Southeast Asia USD	under 200 to 1,500	1,000 to 10,000+	Regional spend above USD 2.1 billion in 2025	MEDIUM
UAE AED, Reel	300 to 5,000	5,000 to 45,000	Usage +30 to 50%. Advertiser permit mandatory since Feb 2026	MEDIUM
Nigeria USD	50 to 1,000	1,500 to 50,000+	Ad usage rights can double fees	MEDIUM

Local currency unless stated, 2025–26.^{48, 49, 15} Gaps: no verifiable rate table was found for France, the Nordics, Mexico, Colombia, Argentina or Australia. Two structural gaps to budget around: Collabstr shows male creators paid about 24% more per engagement than women,⁴³ and SevenSix reported Black creators in the UK earning 46% less than white peers.⁵⁰

UGC and the add-on stack

UGC is now 35% of marketplace campaigns and the cheapest format brands buy: average asking rate USD 180, average payout USD 154.⁴³ The base fee is only half the conversation.

UGC base fees and add-ons, USD, 2025–26

MEDIUM

ITEM	TYPICAL
Base video, 15 to 60 seconds, one round of revisions	150 to 500 beginners 50 to 150 · specialists 500 to 2,000
Raw footage	+30 to 50% of base, or sold separately
Paid ad usage	30 days +20 to 50% · 90 days +40 to 60% · 6 months +75 to 100%
Whitelisting or Spark Ads through the creator’s handle	+25 to 50% of base per 30 days
Perpetual paid usage	2 to 4× base widely refused outright
Category exclusivity, 30 to 90 days	+20 to 75%. Six months or more often doubles
AI training or digital replica rights	No settled price. Priced as a full buyout, or struck out

An extra hook or CTA variation adds about 50, a rush under 72 hours adds 25 to 50%, and revision rounds beyond two are billable. Compiled from Billo, Influee, UGC Playground and r/UGCcreators contract reviewers.^{38, 51, 27}

Usage rights: the fight that decides the fee

77% of brands repurpose creator content in paid ads and 67% include usage rights in the initial contract.^{52, 36} A typical package is 30 days paid usage, two months organic and 30 days exclusivity, and “usage and exclusivity are additional costs almost 100% of the time.”^{53, 54} On perpetuity creators are close to unanimous, and brand-side voices agree it is a convenience rather than a plan.^{27, 55, 56}

THE CLAUSE THAT REPLACES PERPETUITY

“Brand may extend paid usage in 30-day increments at X% of the creation fee, on written notice.” It buys the flexibility perpetuity was meant to buy, at a price creators accept.⁵⁷

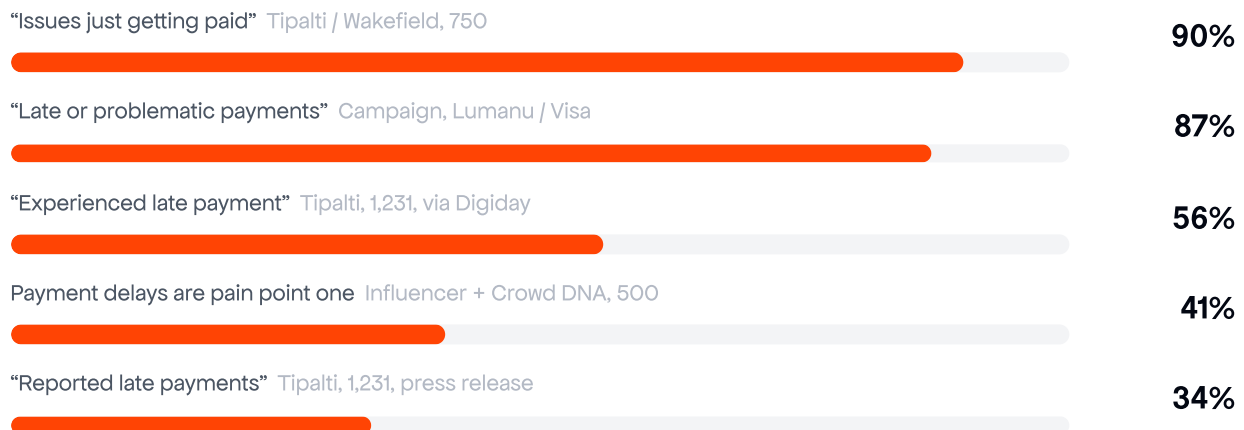
SO WHAT

Budget from transaction data and the add-on stack, and expect the first ask to settle 15% to 43% lower. Price usage as a separate, time-boxed line and never ask for perpetuity you do not plan to use. Budget in local currency outside the US.

How creators want to be paid

Ask creators to rank what matters and fair, timely payment comes first. Ask what goes wrong and late payment comes first. This is the part of the relationship a brand controls completely and gets wrong most often.

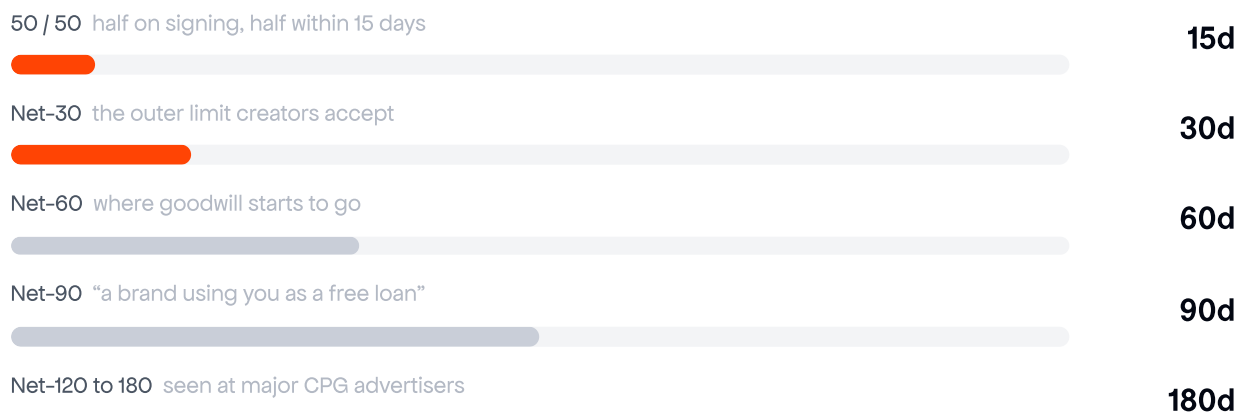
How often payment goes wrong depends on the question



Different questions produce different numbers.^{10, 50, 58, 9, 3} The conservative reading: at least one in three creators has been paid late, and most have had some payment friction.

What net-90 costs you

Net-30 is still the most common term but it is stretching. Talent agency executives told Digiday that 45, 60, 90 and 120-day terms are now routine, and that two brands went bankrupt inside their own windows, leaving creators unpaid.¹¹



Days from delivery to money in the account. Orange marks the terms creators accept.^{11, 12, 59} A full-time creator with 290,000 followers on net-30: "I would say that happens maybe 50% of the time."⁶⁰

Where 5% to 10% disappears

52% of creators receive payments from outside their home country,¹³ and cross-border research estimates they lose 5% to 12% of earnings to payment inefficiencies.^{14, 61} A worked example: a Manila creator paid by a London agency on a USD 2,000 deal received USD 1,750, six weeks later.⁶²

What a USD 1,000 cross-border payment costs the creator, indicative

METHOD	COST TO RECEIVE	DETAIL	CREATOR SENTIMENT
PayPal international		3.49% + USD 0.49 plus 2 to 3% FX, roughly USD 65 to 75. 7 to 8% in India	Ubiquitous and resented. Cannot receive in Nigeria
SWIFT bank wire		USD 25 to 50 to send, 10 to 50 to receive, plus 1.5 to 3.5% FX spread	Trusted but slow. Needs SWIFT and IBAN details creators often lack
Wise or Payoneer		Wise 1.45 to 1.75%, about USD 18 to 25. Payoneer 3 to 4%	Recommended peer to peer: "lowest fees by far"
Marketplace payout		Commission of 10 to 20%, plus thresholds and 30 to 45-day cycles	"Extreme labour for essentially nothing"
Stablecoins USDC, PYUSD		Near zero on-chain. Off-ramp cost varies by country	Meta began USDC payouts in March 2026, YouTube added PYUSD in December 2025

Bars are relative, not to scale.^{61, 14, 63, 27} A creator earning USD 1,000 a month through PayPal in India loses an estimated USD 840 to 960 a year to fees.¹⁵

Tax and compliance are the second layer

W-9 and W-8BEN forms, a 1099-NEC threshold that fell to USD 2,000 in January 2026, the EU reverse charge and the client's VAT ID, the German Künstlersozialkasse levy, Swedish KU14 reporting and DAC7 platform reporting all land on the creator.⁶⁴ Gigapay found 71% unaware that gifted products and trips are taxable,⁶⁵ and 70% say invoicing and payment admin prevents them from creating full time.^{9, 66, 67} Every form you ask a creator to find on their own is a reason for the next brand to look easier.

SO WHAT

Offer 50/50 or net-15 before the creator asks. Pay in their currency by the method they choose and absorb the fees: a 3% cost to you is a 10% pay cut to them. Automate invoicing and tax forms so the creator never has to chase. The brands creators talk about most warmly are the ones whose invoices they never had to think about.



WHERE TALENTIR FITS

The one place in this paper where we recommend our own product, because payment is the problem it was built for.

Talentir runs global payouts for creator agencies, UGC platforms and brands. When money is owed, the payout starts automatically, passes your approval step and arrives in the creator's preferred method and currency within seconds, with the invoice, tax paperwork and compliance handled for you. A creator in Manila, Lagos or Milan sees the full agreed amount in the account they chose, on the day the content is approved, with nothing to chase.

Any method, any currency

180+ countries, 24+ currencies and 10 stablecoins. Bank transfer, PayPal, wallet or crypto, chosen by the creator. FX at about 0.4% against the 2.1% typical of correspondent banking.

Merchant of record

Sanctions screening, tax details and cross-border compliance sit with us, so your finance team pays one counterparty instead of hundreds.

Invoices generated automatically

Every payout produces a compliant invoice and receipt for both sides and syncs to your accounting, so creators never have to write one and you never have to chase one.

Payouts that earn you money

Through the affiliate programme you earn a percentage on every creator payout processed for the platforms and partners you refer, turning a cost line into revenue.

talentir.com

From one-off to partnership

Creators want long-term partnerships and brands say they want them too. Most deals are still one-offs, and the reason is usually the small things: slow replies, missing feedback, no results shared and a payment that arrived late.

72%

of creators want long-term partnerships. 54% are actually in one

Influencer + Crowd DNA, 500 creators³

71.8%

of TikTok brand deals are one-offs. YouTube partnerships last 13.5 months

The Influencer Marketing Factory, 316K accounts²⁵

91%

say smooth communication is the number one reason they would work with a brand again

NeoReach, 539 creators⁶

What creators want from an ongoing partner

HubSpot asked creators which resources they want in an ongoing partnership: 50% want real-time performance data, 44% want access to the product development team and 39% want early product access. 51% only recognise long-term potential after several successful collaborations, so the second campaign is won during the first.³³ Whichever structure you use, the creator judges the brand by the speed, clarity and payment behaviour of whoever they actually talk to.^{36, 68, 69}

“Clear briefs, timely feedback, on-time payment. Basic professional respect, repeated consistently over time, is how you build creator loyalty.”

Consultant and creator, Netinfluencer, March 2026⁷⁰

“Convincing a past sponsor to come back is infinitely easier than convincing a new one.”

Justin Moore, sponsorship coach³²

SO WHAT

Design the second campaign into the first. Send results within two weeks of posting, ask for the creator’s read on the audience, offer early product access and put a right of first refusal on the next brief into the contract. Then pay on time, because the whole structure collapses if you do not.

The creator-first playbook

Everything in the previous chapters, reduced to what a team can adopt in a week. Print the checklists. Paste the contract language. Measure the two numbers at the end.

Outreach checklist

DO

- + A named person on the company domain, with a LinkedIn link
- + First name, spelled correctly. Never the @handle
- + One sentence citing specific content and why it fits
- + Product, deliverables, posting window and usage terms in the first message
- + Budget or budget range, with the payment schedule
- + Four or more weeks of lead time; two to four months for holiday campaigns
- + Under 150 words, one soft ask, two meeting options
- + A reply to every creator response within two business days, including a no

AVOID

- More than two follow-ups, or follow-ups closer than a week apart
- “Exposure”, “great opportunity”, “in perpetuity”, “hello dear”
- Asking for rates without giving a budget signal
- Any request that the creator buy, pay shipping or share bank details up front

Brief checklist

DO

- + The goal in one sentence, with the KPI you will measure
- + The audience and what they currently believe about the category
- + Three numbered must-say facts. Nothing else is mandatory
- + A cannot-say list: claims, competitors, disclosure wording per market
- + Deliverables: format, length, count, platform, who posts, deadlines
- + “Revision” defined, two rounds included; script, angle or setting changes are a paid reshoot
- + A feedback SLA: who reviews, and within how many business days
- + A commitment to share performance data within two weeks of posting

AVOID

- Scripted opening lines, shot lists, mandatory trending audio
- Appearance requirements introduced after the content is shot
- Must-haves buried on page four of a long document

Contract checklist

DO

- + A written contract before any work starts. A DM confirmation is not a contract
- + Fee, currency and schedule: 50% on signing, 50% within 15 days of approval, or net-30 at most
- + Late-payment interest and a fixed fee, per the EU directive or a stated 5 to 10% monthly charge
- + Usage: channels, territory, window in days from first use, and whether paid amplification is included
- + Whitelisting and Spark Ads as a separate monthly line
- + Exclusivity: category, duration and fee, or explicitly none
- + A kill fee, 50% being the creator-side norm, if the brand cancels

AVOID

- “Royalty-free”, “unlimited”, “transferable or sublicensable”, “in all media now known or later developed”
- AI training, voice or likeness replica rights buried in general language
- “Paid when the client pays us”

Contract language drawn from creator-side contract reviews and the EU late payments directive.^{71, 55, 27}

Payment checklist

DO

- + Payment terms and method agreed before the creator signs, in writing
- + The creator chooses currency and method; the brand absorbs transfer and FX fees
- + An invoice generated for the creator, or accepted in whatever format they use
- + Tax forms (W-9, W-8BEN, VAT ID, reverse charge) collected once, up front, with help
- + Payment triggered by content approval instead of a monthly accounts run
- + One named contact for payment questions who answers within two business days
- + Late payments tracked and reported to the person who owns creator relationships

AVOID

- Net-60, net-90 or net-120 on any deal under EUR 10,000
- PayPal as the only option for creators outside the US and EU
- Asking the creator to chase, re-send or reformat paperwork they already sent

The two numbers to measure

DAYS TO PAY

Median business days from content approval to money in the creator's account, by market and method. **Target 10 or fewer.** One company that paid within 10 business days reported a 40% higher rate of creators asking for a repeat collaboration.⁷²

REBOOK RATE

Share of creators who work with you again within 12 months. Creators say only 8% have a recurring brand; brands claim 31%. **Your number, measured from the creator's side, is the truest indicator** of whether this paper's advice is working.⁴

74% of creators who felt undervalued stopped working with the brand.

Every cause of that feeling is documented in this paper, and none of them are expensive to remove. Talent-side advisers have started to say it plainly: net-30 or 50/50 payout structures should become the norm.⁷³ The brands that adopt that norm first will have their pick of creators in a market where 35% say inconsistent brand deals are the biggest thing holding them back.²¹

TEMPLATE · RATE REQUEST THAT GETS AN HONEST ANSWER

“For [deliverables] with [usage window and channels] and no exclusivity, our budget for this scope is [range]. If your rate is different, please send it with what it includes. We pay [50/50 or net-15] by [bank transfer, PayPal, Wise or a local method of your choice] in [your currency] and we cover transfer fees.”

Asking brands for their budget has replaced the rate card for many creators. Giving the range first removes the lowball opening that 99% of brands are assumed to make. Rate-transparency communities exist because brands would not share it.^{74, 75}

TEMPLATE · DECLINING A CREATOR WITHOUT BURNING THE RELATIONSHIP

“Thank you for the reply and the rate. We are going in a different direction for this campaign because [budget, timing, audience mix], so I do not want to hold your calendar. I would like to keep you on our list for [next quarter’s campaign or product]. If you are open to that, I will reach out with the brief around [month].”

Creators rank being ghosted after replying among their top complaints. A two-line no keeps the door open and costs 30 seconds.

TEMPLATE · PAYMENT CONFIRMATION THE CREATOR WANTS TO RECEIVE

“Your [deliverable] was approved today. Payment of [amount and currency] has been sent by [method] and should arrive by [date]. Your invoice and receipt are attached. Results from the campaign will follow within two weeks. Thank you, it was a pleasure.”

Every element answers a question the creator would otherwise have to ask: was it approved, how much, by what method, when, where is the paperwork, and will I see the results.

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