

# The Creator Effect:

Redefining Social Media Growth  
for Brands





# What's Inside

Creators are driving brand engagement like never before, with Instagram seeing a 13% boost and TikTok soaring by 46% in 2024. This report explores why strategic creator partnerships are a non-negotiable for brands to succeed on social media. Through real-world case studies, you'll see how brands are tapping into creator-led content to boost visibility, spark engagement and build authentic connections with their audiences.

## Cover Images:

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## Trend 1

### The Influence of Creators Is Growing With Rising Engagement

Learn how creators are driving deeper engagement and stronger brand connections.

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### Creators Boost Different KPIs on TikTok and Instagram

See how TikTok and Instagram creators play different roles in brand growth.

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Discover how brands can build lasting creator partnerships for 2025 and beyond.



BÉIS

# Shaping the Future of Social Media With Creators



Written By  
Paige Tapp, Social Media Manager at BÉIS

Authenticity is at the heart of meaningful connections, and people are drawn to other people – not just a brand name. Our founder, Shay Mitchell, is in our brand DNA. She has touched every aspect of our business, influencing design, marketing, messaging and beyond. With Shay’s help, we’ve been able to humanize the brand and connect with our community more authentically. We realized this way of thinking could extend beyond our founder, into other thought leaders and content creators as well, unlocking a powerful avenue for genuine storytelling and deeper community connections.

Our community loves to see BÉIS in the real world, in the hands of real customers and being tested in everyday life. This real-world visibility brings our brand to life, making it relatable and practical.

**Creators who connect with our brand identity help amplify it, but they also know their audiences best. By giving them the creative freedom to share our products in their own way, we foster trust and ensure campaigns feel natural and drive impact.**

Connecting with the creator to workshop concepts and messaging is a great way to

not only deepen a relationship, but also ensure brand alignment while protecting authenticity.

Social media is always shifting and evolving – which is what makes it fun and exciting. In 2025, we see creator relationships growing and becoming a more prominent part of our strategy. One thing that holds true: these incredibly talented individuals have powerful communities and a unique opportunity to help brands create authentic content. Brands who value creators’ feedback, authenticity and creativity will develop the most impactful social media campaigns.

Image:  
[@shan\\_banan\\_via @beis](#)



Trend 1

# The Influence of Creators Is Growing With Rising Engagement

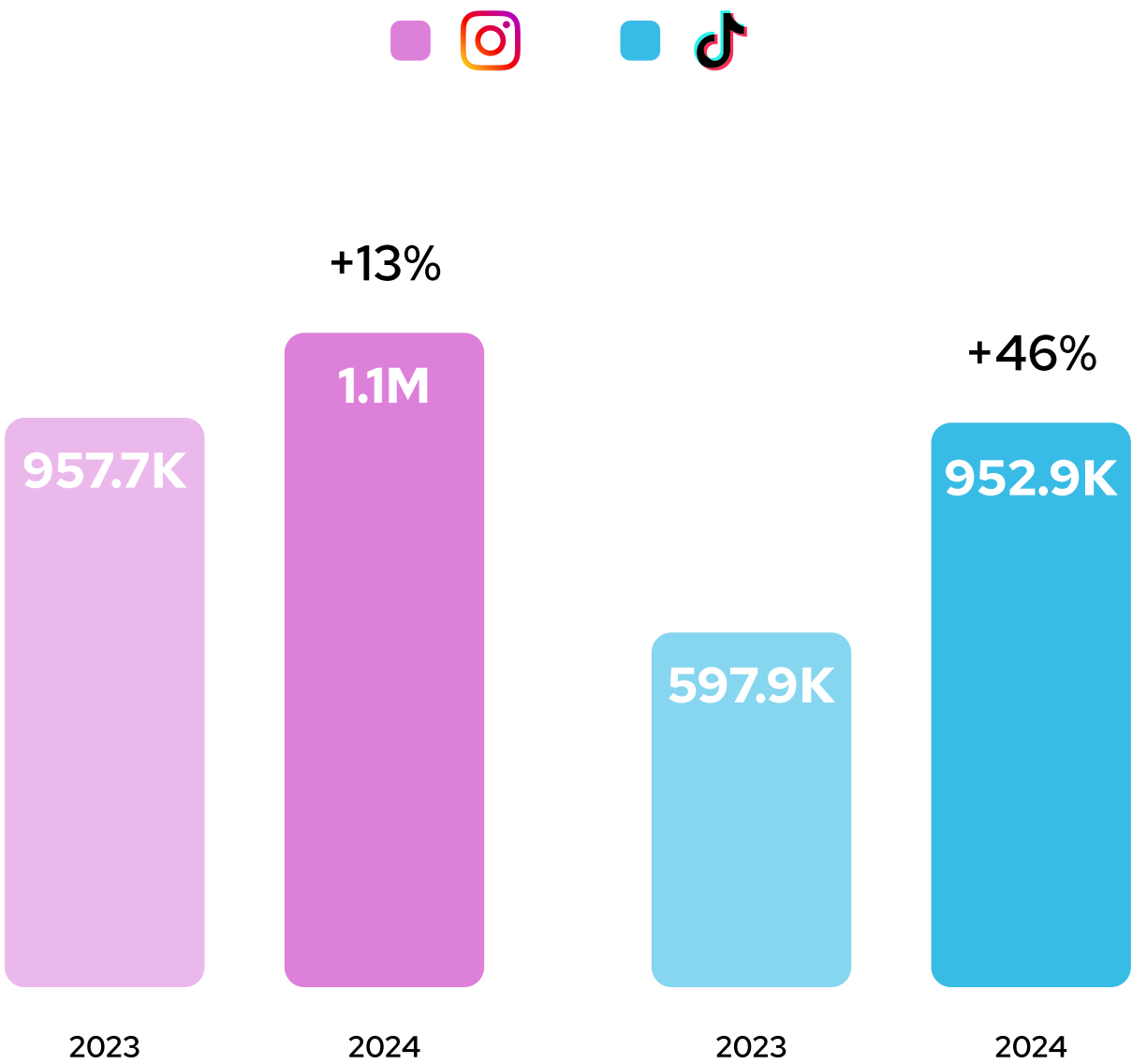
Creators are reshaping the social media landscape and setting the standard for audience engagement. Creators saw significant growth in 2024, with +13% more engagements on Instagram and +46% more on TikTok.

As the catalysts behind modern owned, earned and paid strategies, creators are redefining how marketers speak to their audiences – giving brands a face, a sense of humor and authority as thought leaders.

Methodology

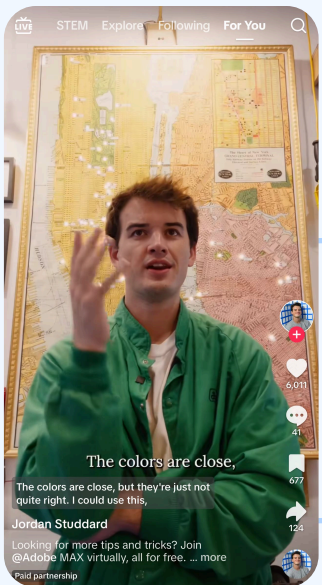
This analysis is based on a sample of 149 TikTok creators and 151 Instagram creators representing diverse audience sizes and interests. We examined their engagement metrics for content posted between January 1, 2023, and November 2024 to identify trends within this timeframe.

Creators See an Increase in Average Annual Engagements



\*Instagram: Likes, Comments  
TikTok: Likes, Comments, Shares, Video Views

## Our Favorite Brand and Creator Collaborations



Jordan Studdard | **Adobe**

2.9M video views  
7.6% engagement rate



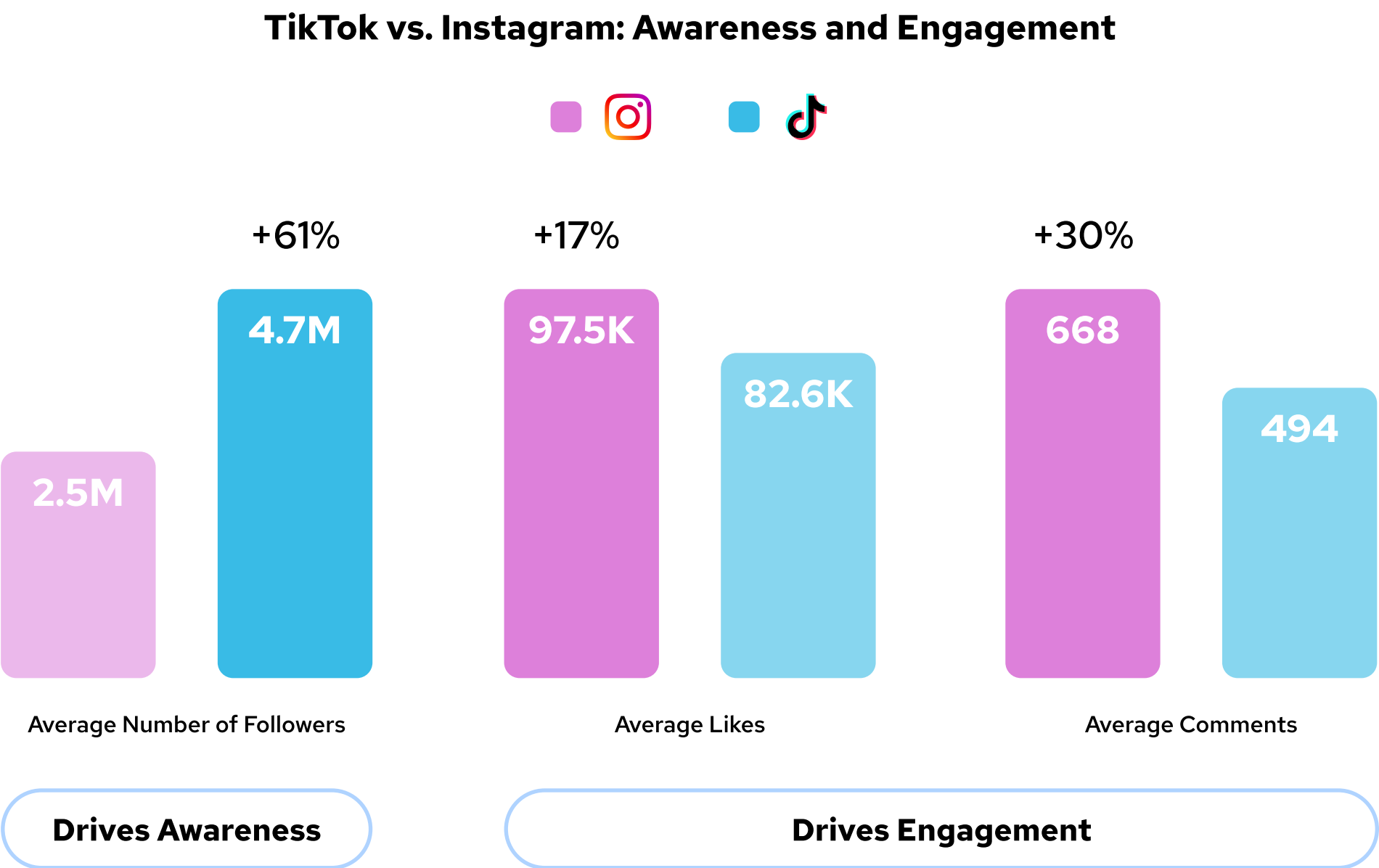
Lucy Williams | J.CREW

6.7K likes  
1.5% engagement rate

# Creators Boost Different KPIs on TikTok and Instagram

Working with creators on TikTok helps brands expand their reach, while Instagram creators boost engagement. By collaborating with creators, brands are closing gaps in their strategies on the two channels.

TikTok creators excel at driving awareness with **+61%** more followers, while Instagram creators earn stronger engagement with **+17%** more likes and **+30%** more comments.



**Methodology**  
This analysis is based on a sample of 149 TikTok creators and 151 Instagram creators representing diverse audience sizes and interests. We analyzed their content posted between January 1, 2024, and November 2024 to evaluate average performance on each platform.

Trend 3

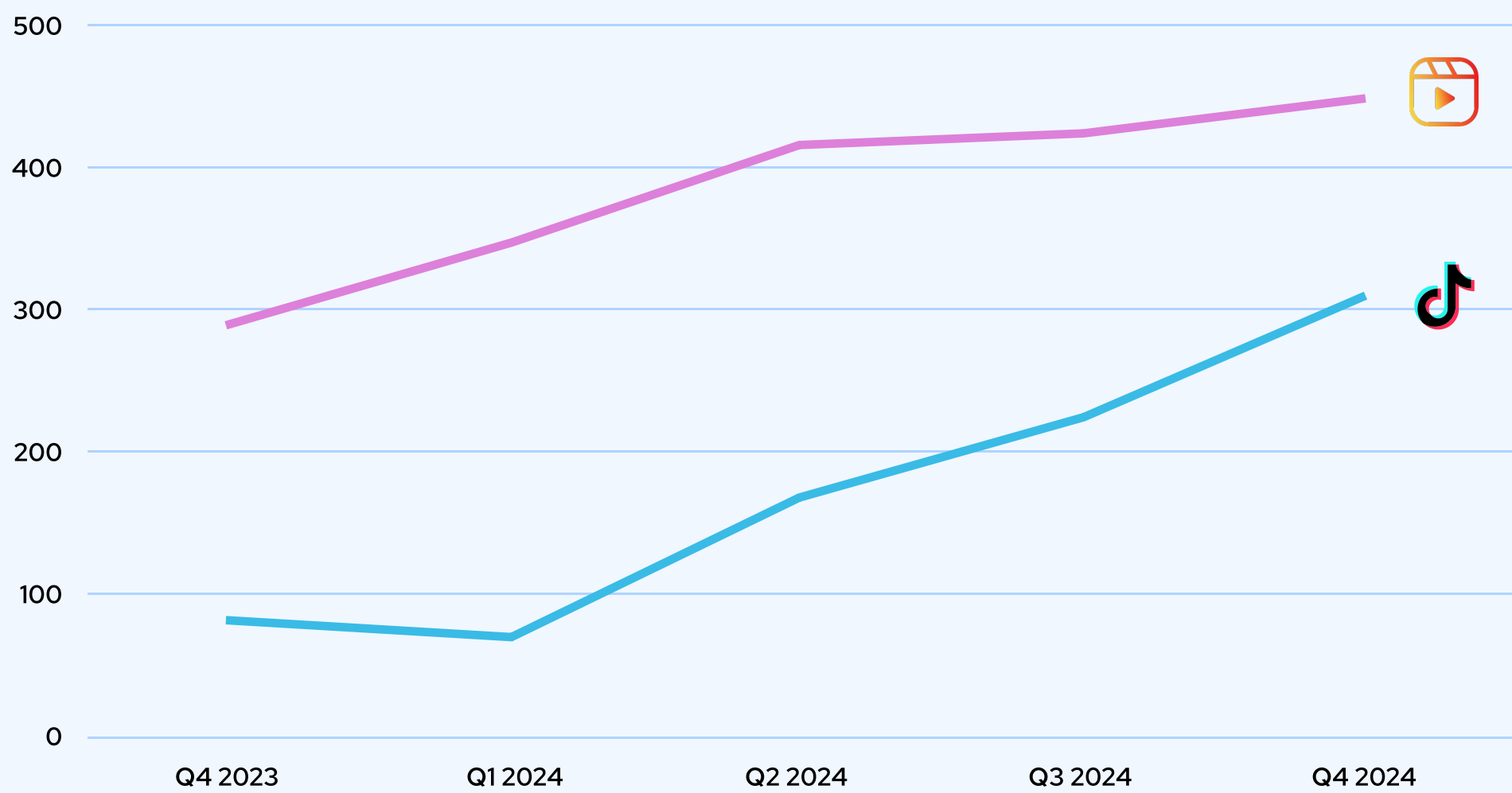
# Shares Take Center Stage in Social Strategy

Brands saw a significant increase in shares in 2024, with a 57% quarterly rise on TikTok and 12% on Instagram Reels. Instagram’s CEO Adam Mosseri has emphasized that shares per reach are a vital signal in the platform’s algorithm.

On TikTok, content from creators gets **10x** more shares than brand content. Teaming up with creators is a gamechanger for boosting brand awareness.

## Brand Content Sees Rising Shares

On average, shares have increased quarterly by **57%** on TikTok and **12%** on Instagram Reels, reflecting the growing value of shareable content.



Methodology

Data is based on a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between quarters, to determine an average number of shares. This data includes handles with a minimum of 1K followers from both customers and non-customers. Brands span the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.



# Brands Leading in the Creation of Highly Shareable Content



+59% shares on TikTok +130% shares on Instagram

Allrecipes stands out on Instagram with vibrant, energetic cooking videos made for sparking conversations and sharing with friends. Its feed has become a hub for food lovers to connect, and its content earns incredibly high engagement, especially as shares. The brand has become a leader in driving meaningful engagement on social media.



“Our team focuses on engaging with our audience and analyzing our data to learn what they will most likely share with their friends and followers. We use these insights to inform our content creation and have found success with videos that [solve a need in our community](#), [give an honest review of food trends](#), and [provide simple dinner solutions](#).”



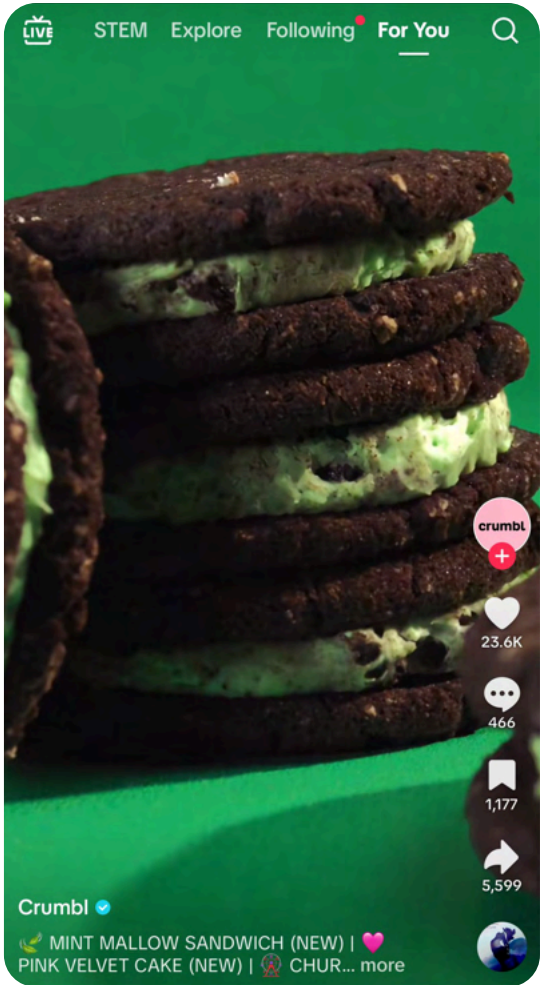
Heather Oldenborg,  
Senior Social Media Manager at Allrecipes

\*In 2024 vs 2023



21M TikTok profile views\* 1.5M TikTok shares\*

Crumbl’s visually stunning cookies and rotating weekly flavors are tailor-made for the shareability that creators thrive on. The brand goes viral on a weekly basis from both UGC and its own partnerships with creators – turning close-ups of its cookies and authentic taste-test reactions into content seen by millions. Crumbl’s focus on creating visually irresistible and relatable content ensures it stands out in the competitive food industry, setting a new standard for product marketing tailored for social media success.



“Shares have become a central focus at Crumbl because they’re a true reflection of how our content connects with people. They act like a digital referral from a trusted friend, amplifying our mission of bringing friends and family together over the best desserts in the world.”



Kenzi Didericksen,  
Social Media Manager at Crumbl

\*In the past year



# Creator Partnerships and Data-Driven Strategies Drive Growth



BÉIS

## BEIS' Bold Expansion Into Creator Partnerships

BÉIS has expanded its creator content beyond its founder, fueling bold partnerships that deliver stunning engagement and unmatched audience growth.

**+200%** Increase in comments on TikTok in 2024

**+37%** Increase in shares on TikTok in 2024



UGG

## UGG's Evolution From Classic Comfort to Digital Trendsetter

UGG keeps track of what's being mentioned on TikTok and stays on top of creator-driven trends. The result? A brand that's both classic and digital-savvy.

**+112%** Increase in net new followers on TikTok in 2023-2024

**+367%** Increase in comments on TikTok in 2023-2024



# How to Make the Most of the Creator Effect

## Tap Into Creators for Authentic Engagement

Creators are the bridge between brands and audiences. Partner with creators who align with your brand's identity and give them the freedom to tell your story in a way that resonates with their audience.

## Align Influencer Marketing Strategies With Platform Strengths

TikTok creators help brands reach new audiences, while Instagram creators deepen engagement. Maximize your content's impact by tailoring creator collaborations to each platform's strengths.

## Prioritize Shareability to Amplify Reach

Shares are fueling social media algorithms. TikTok creator content is **10x** more shareable than brand content, making it essential to partner with creators.





# Outsmart Social

The social media management platform for owned, earned and paid content, with insights and workflow tools that save time – so you and your team can get back to marketing.

- ✓ Manage multiple social media accounts across channels
- ✓ Easily discover, manage and measure influencer partnerships
- ✓ Leverage AI to increase speed and make better decisions
- ✓ Maximize the power of community

Get a Demo

