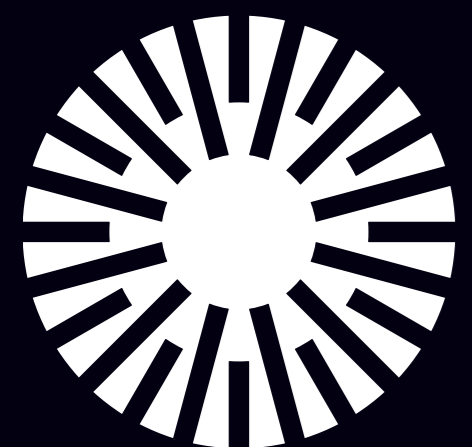


HOW TO SCALE YOUR INFLUENCER PROGRAM

Your Guide to Success



GLOBAL
INFLUENCER
COUNCIL

Contents

This report, from the Global Influencer Council, is a practical guide for brands on how they can enhance each stage of an influencer campaign to scale globally.

01

Getting Started Page 3-9

02

Sourcing Influencers Page 10-17

03

Negotiation, Pricing & Contracts Page 18-22

04

Approvals without Bottlenecks Page 23-25

05

Tracking & Optimizing Performance Page 26-30

06

Takeaways Page 31-33

The Creator Economy is set to grow from **\$250 billion** in 2023 to **\$600 billion** by 2030.

Sources:

[ThriveCart](#), [CreatorIQ](#)

The average return on investment (ROI) for influencer campaigns is **\$5.78 for every \$1 spent**, offering a huge opportunity for brands to scale.

\$600_B
2030

\$480_B
2027

\$250_B
2023

The Next Phase of Growth

Influencer Marketing has officially matured from experimentation to a foundation of brand growth. Executives expect scalable programs.

THE REALITY OF SCALE

Scaling might sound simple...
Just add more influencers, right?

But the challenge lies in how resource-intensive Influencer Marketing really is. Running a campaign with 50 influencers takes a huge workload - sourcing talent, negotiating contracts, creating briefs, reviewing and approving content, processing payments and reporting. It is not a one person job.

Expanding your strategy to a number like 5,000 influencers amplifies both impact and complexity. Most internal teams simply don't have the bandwidth to manage operations at that scale.

More money often means more convolution. Brands need to look at infrastructure and tech to successfully and efficiently scale.

Challenges in scaling influencer marketing investments according to marketers in the United Kingdom and the United States as of August 2025



Sources:
Billion Dollar Boy, Statista

The Future of Scale

Scaling isn't just about running bigger campaigns with more budget - it's about **smarter operations** and streamlining process.

WHAT DOES SCALE EVEN MEAN?

Scale means different things to different organizations. Follower size of the influencers you work with (micro to macro), the number of influencers you partner with or the volume of content each influencer produces.

But what works for one company doesn't necessarily mean it will work for another, as each strategy aligns to a unique business goal. It's important to experiment, test scale strategies, and gather learnings.

Influencer tiers by follower count

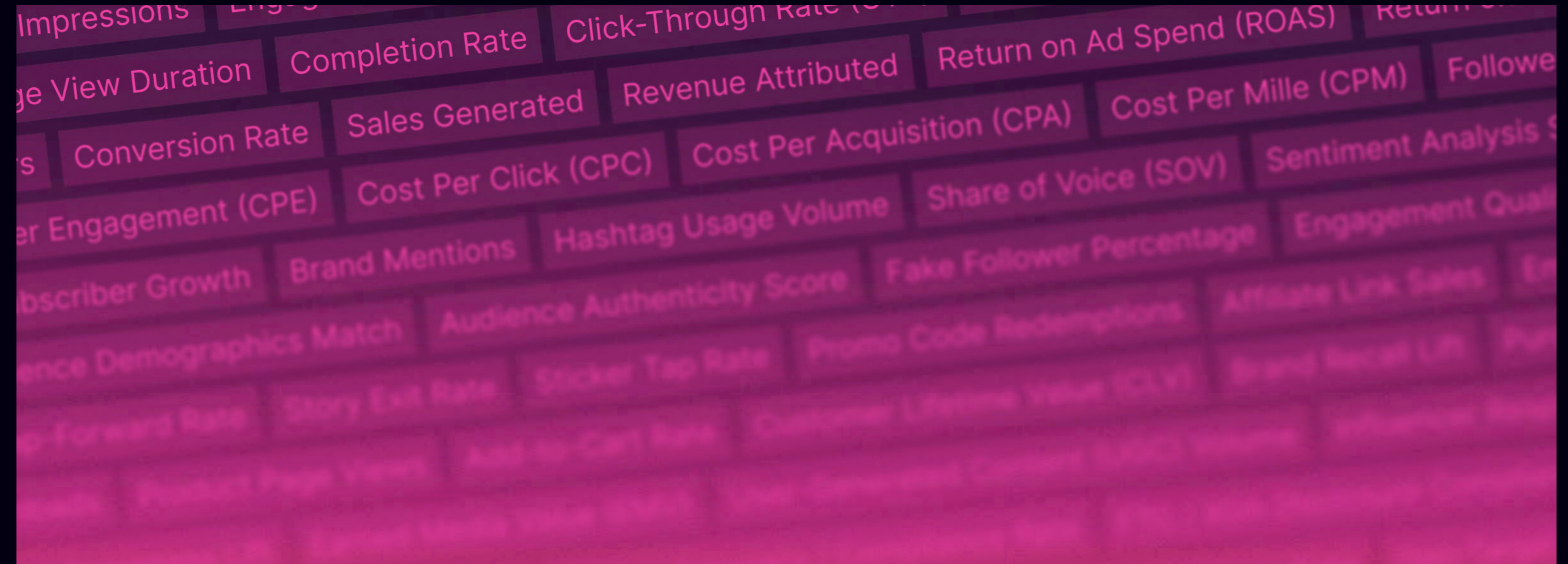
Macro Influencers
>500K

Mid-Tier Influencers
100K–500K

Micro Influencers
10K–100K

Nano Influencers
1K–10K

HOW TO GET STARTED



Before scaling, the first step is to demonstrate the value of your Influencer Marketing program. Leaders invest where they see clear delivery and outcomes. Define specific goals, focusing not just on marketing KPIs, but more importantly, on business impact.

Scaling requires robust tracking. Senior leaders need visibility into performance to justify reinvestment. Implement a solid performance measurement framework to validate budget, gain C-level support, and drive future strategy adoption.

When brands can trace a sale directly back to an influencer partnership, scaling investment becomes a boardroom decision supported by hard evidence.

“

A lot of our scale has occurred very naturally, set against the backdrop of proving the business impact of using creator-led content within a full funnel campaign. We generally see creator-led content in that funnel performing at a significant efficiency compared to typical ad content across the board.



Jared Carneson, Head of Social, Adobe US

Step 01

SOURCING INFLUENCERS

Finding the right influencers at scale is the most time consuming and resource heavy task if done manually in-house. It takes a village to really drive scale. If you have a large brand, cut it up into bite-sized chunks depending on the product area.

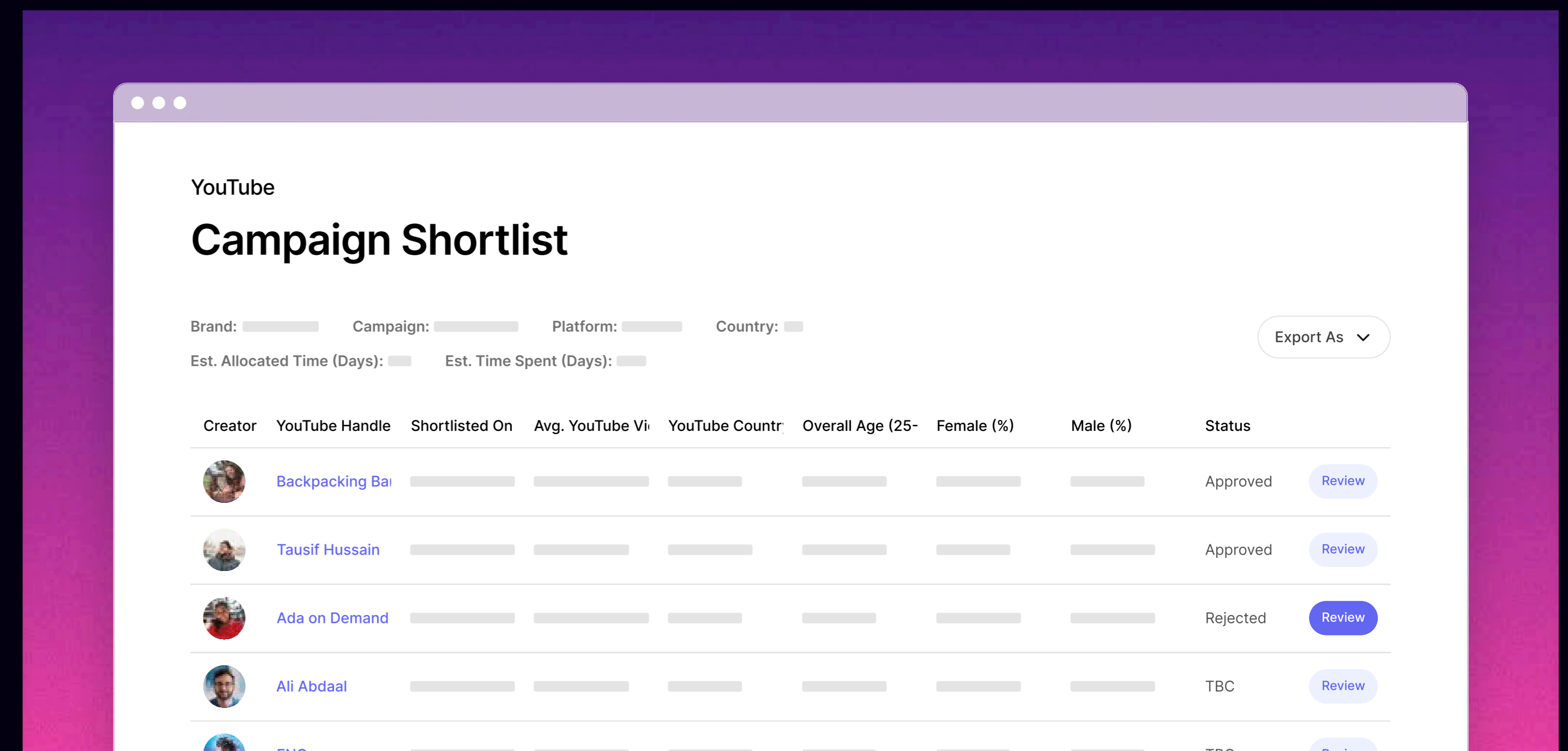
To succeed it comes down to the internal team, the tools, and agency partners.

Internal Influencer Team

Getting the right number of roles and the right person in the right roles is the first step.

- Brands should segment tasks into core pillars that can be done efficiently. Split teams into these tasks or workflows.
- Assign team members to parts of the process that suit their skill set e.g. influencer relationships, campaign management.
- Outsource administrative tasks to skilled professionals in cost efficient regions.
- Work with agencies to drive scale if you do not have the internal headcount.

SHORTLISTING FOR SCALE






BUILDING A FRAMEWORK

An influencer selection framework or standard requirements should be used when working within large internal teams and external agencies for shortlisting creators. It means that everyone is scaling the brand within the guidelines and reduces emails back and forth.

Create a framework and a matrix of requirements for selecting influencers, and implement this holistically. This can include:









- Avg. engagement rate
- Avg. views
- Follower count
- Verticals
- Worked with your brand previously
- Demographics
- Genuine interest in product
- Worked with competitors

Example influencer selection checklist

Brand Fit	Content Quality	.../10
	Existing Customer	Y/N
Influencers Audience	Target age demographic	...%
	Target gender demo	...%
	Target market	...%
	Engagement rate 3%+	Y/N
Content Performance	Strongest platform	  
	Predicted impressions/views	...
	Brand Safe	Y/N




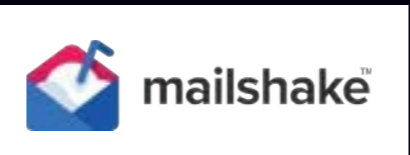




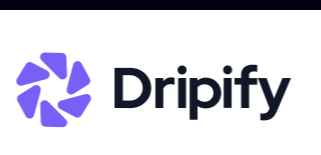






Selecting the Right Tools

There are many high-performing tools on the market which range in features and in pricing models. Selecting one depends on your maturity into influencer, team size and budget.

			
<p>Brandwatch \$</p> <p>Good starting data tool; provides influencer-level data; less depth on qualitative insights</p>	<p>Modash \$\$</p> <p>Influencer discovery; audience analytics; fake follower detection; campaign tracking</p>	<p>Sprout Social \$\$</p> <p>Social media management + analytics; some influencer insights; strong reporting capabilities</p>	<p>Campayn \$\$</p> <p>Surfaces influencer audience data; provides engagement rates</p>
			
<p>Grin \$\$</p> <p>Audience snapshots; engagement trends; quick influencer vetting</p>	<p>Traackr \$\$\$</p> <p>Influencer discovery; performance tracking; relationship management; benchmarking</p>	<p>Aspire \$\$\$</p> <p>Influencer discovery; creator relationship management; campaign workflows; affiliate & e-commerce integrations</p>	<p>CreatorIQ \$\$\$\$</p> <p>Robust platform; API integrations with other tools; social listening data; creator-specific insights; strong for assessment and comparison</p>

Automated Outreach

Once you have a shortlist, manual outreach can be tedious. Here is a list of recommended tools to improve efficiency.

Tool Type	Examples	How it helps with outreach
CRM Systems	 	Stores contact details, tracks conversations, and schedules follow-ups to keep outreach organized and consistent.
Email Automation	  	Sends personalized outreach at scale using custom variables, helping messages feel tailored while saving time.
Influencer Marketing Platforms	 	Combines influencer discovery and outreach in one place, allowing brands to manage partnerships end-to-end.
LinkedIn Outreach Tools	 	Automates connection requests and follow-ups on LinkedIn, useful for engaging B2B creators.
Collaboration & Workflow	 	Tracks outreach pipelines, influencer responses, and campaign progress, improving team visibility and coordination.
AI-Assisted Writing	  	Helps draft personalized outreach messages quickly, tailored to an influencer's niche and audience.
Browser Extension		Custom browsers can reveal if an influencer has worked with the brand before and what the deal was. It helps to avoid simultaneous reach outs to the same creator.

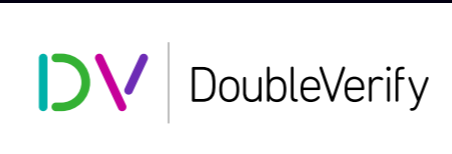











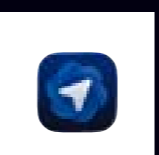


Influencers & Brand Safety

Traditionally, manual brand safety checks take a vast amount of time. Now there are multiple AI tools available that can automate this stage. Tools can quickly identify issues, leaving time for human oversight.

50%

Over 50% of brands spend 30 minutes or less vetting a single influencer.

Source: [EMarketer](#)

Tool Type	Examples	How it helps with brand safety
Brand Safety & Content Screening Platforms	    	Evaluates content for risks such as unsafe topics or misalignment with brand values. Uses AI to detect harmful or inappropriate content across posts and comments.
Social Listening Tools	 	Monitors influencer conversations and audience sentiment in real time.
Workflow & Review Tools	 	Tracks flagged influencers and supports structured human review processes.
AI Assistants	  	Helps analyze tone, language, and potential risks in influencer content quickly.
AI Browsers	  	Can answer questions on the creators history or find results on an influencer's social profile.

“

The infrastructure of influence is the next stage of creator marketing. The focus is shifting from the success of individual campaigns to building systems that capture and structure creator campaign data. When agencies and brands do this, they can connect insights across campaigns, (brands and markets) measure and prove impact, scale the strategies that work, and unlock the full potential of AI. This shift doesn't replace the power of campaigns it ensures every campaign builds lasting value.



Jamie Gutfreund, Founder, Creator Vision

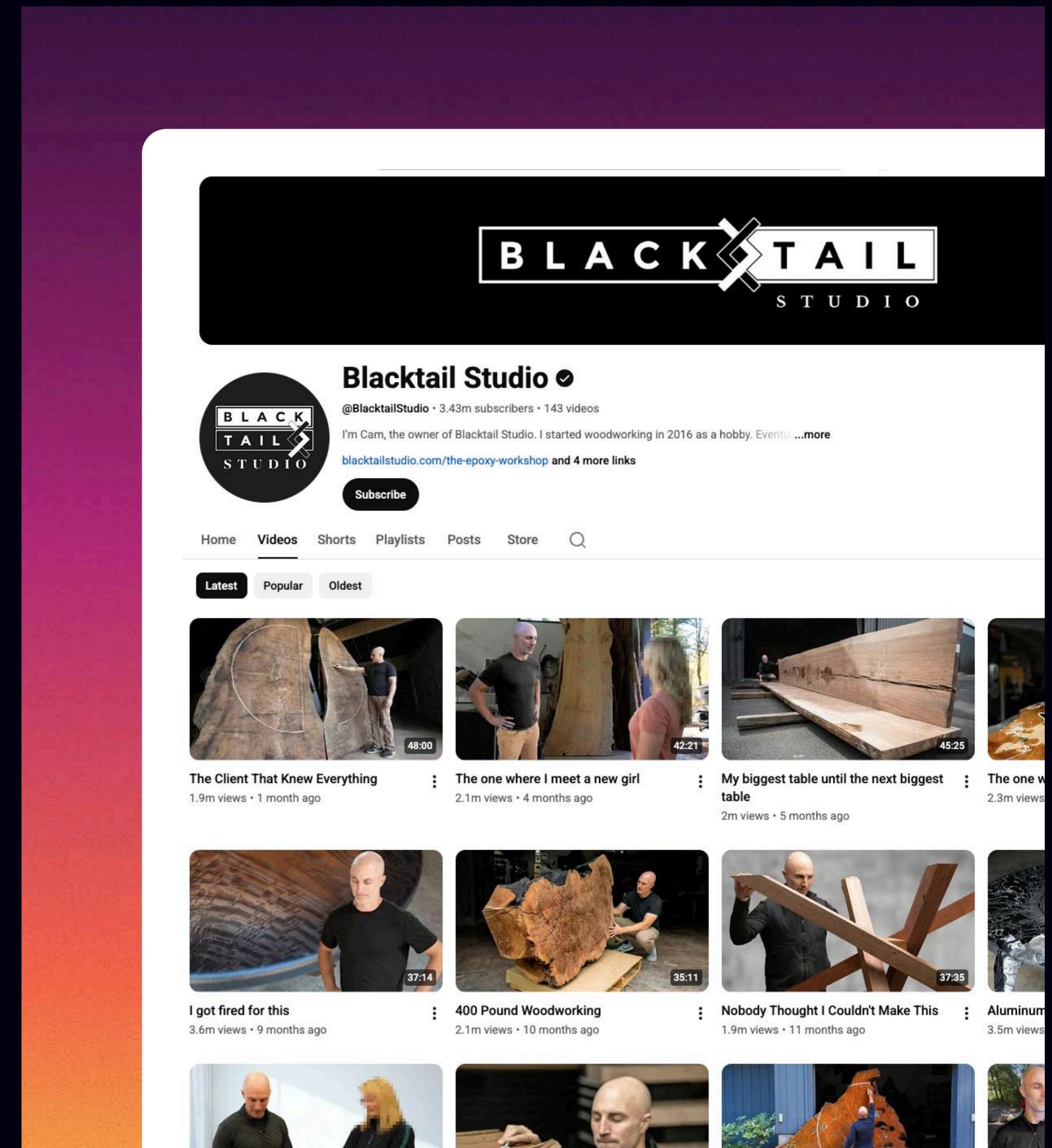
Expand your Influencer Selection

The ability to scale and drive results for your brand depends on widening influencer selection. You will hit a growth ceiling if your brand stays within strict influencer verticals in your niche.

In reality, you should look closely at the audiences of the influencers. For example, a tech brand found unexpected success with woodwork content creators on YouTube – one of their highest-converting categories.

The best way to do this is test and learn. Start with a vertical and analyze the results. If it works, expand - and if it doesn't - stop and look at a new vertical.

THE SECRET SAUCE



Step 02

NEGOTIATION, PRICING & CONTRACTS

Most influencer marketers know that the bulk of time in a campaign is spent negotiating with and contracting influencers.

Pricing remains difficult to predict. Each individual influencer sets their own pricing that often has nothing to do with measures like engagement, views or followers.

This can create long negotiation periods, often including brands, agencies and talent managers going back and forth to agree – this wastes time.






Pricing Formula

Brands should develop pricing models created from formulas such as reach, geography, and category. It is important to note that pricing varies from niche to niche.

While not perfect, often missing contextual information, benchmarks create a baseline for fair negotiations across thousands of influencers, whether managed in-house or via agencies.

Benchmarks

Benchmarks are essential between platforms such as:

-  YouTube dedicated videos
-  YouTube integration
-  Instagram Reel
-  Instagram posts
-  TikTok

Ideally every team member should have a pricing chart, so they have a guide when negotiating.





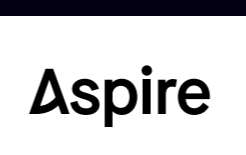






REDUCE NEGOTIATION TIME

AI Agents and Automated Negotiation

Human connection is important when it comes to Influencer Marketing, but the art of negotiation is now being automated. Soon there will be AI conversations between agencies and talent managers. Brands can customize communications by teaching the system's strategies and tone of voice.

Retrograde by creator entrepreneur Grace Beverley is an AI talent agency, and it is expected that many are following suit, but are not willing to discuss at this stage. However, it shows that the future of the negotiation stage will increasingly be done through AI.

A range of tools are streamlining negotiation, from automating contracts to managing approvals and workflows. This reduces manual back-and-forth and gets to an agreement faster.

Tool Type	Examples	How it supports negotiation & automation
Contract Negotiation Platforms		Automates contract negotiation at scale, reducing manual back-and-forth and standardizing deal terms.
Contract Management Systems	 	Streamlines approvals, redlining, and agreement workflows to speed up deal-making.
Influencer Marketing Platforms	 	Standardizes deliverables, rates, and briefs, reducing the need for lengthy negotiations.
Workflow Automation Tools	 	Automates repetitive steps like approvals, notifications, and document routing.
AI Writing Assistants	   	Drafts negotiation emails and responses, helping maintain consistency and reduce manual effort.

BUILT TO SCALE

Long-term partnerships help brands grow over time. They may take time to build initially but pay off in terms of results and saving briefing and negotiation time.

Brands partnering with a core group of influencers that are aligned with their brand over time helps accelerate scale.

Ideally, brands should create a closed community of influencers to turn them into ambassadors. You can feed them with updates, news and give them access to products before other influencers get access. This is also good for fee negotiation as they're more likely to be reduced for a long-term partnership that feels secure.

63%

of brands prefer sustained collaborations over one-time engagements, citing better cost efficiency and stronger, sustained ROI as the core reasons.

Creators are often more willing to reduce their fees for long-term partnerships compared to one-off campaigns, in exchange for guaranteed recurring work and stronger brand relationships.

Source: [Impact.com](https://www.impact.com)

“

We try and have 60% of our pipeline long-term. So these are influencers that we started off with one campaign and then we saw that they're both professional and their content performs and then we go onto a 3 month, 6 month and even annual contracts.

Sarah Adam,
Head of Influencer Marketing, Wix

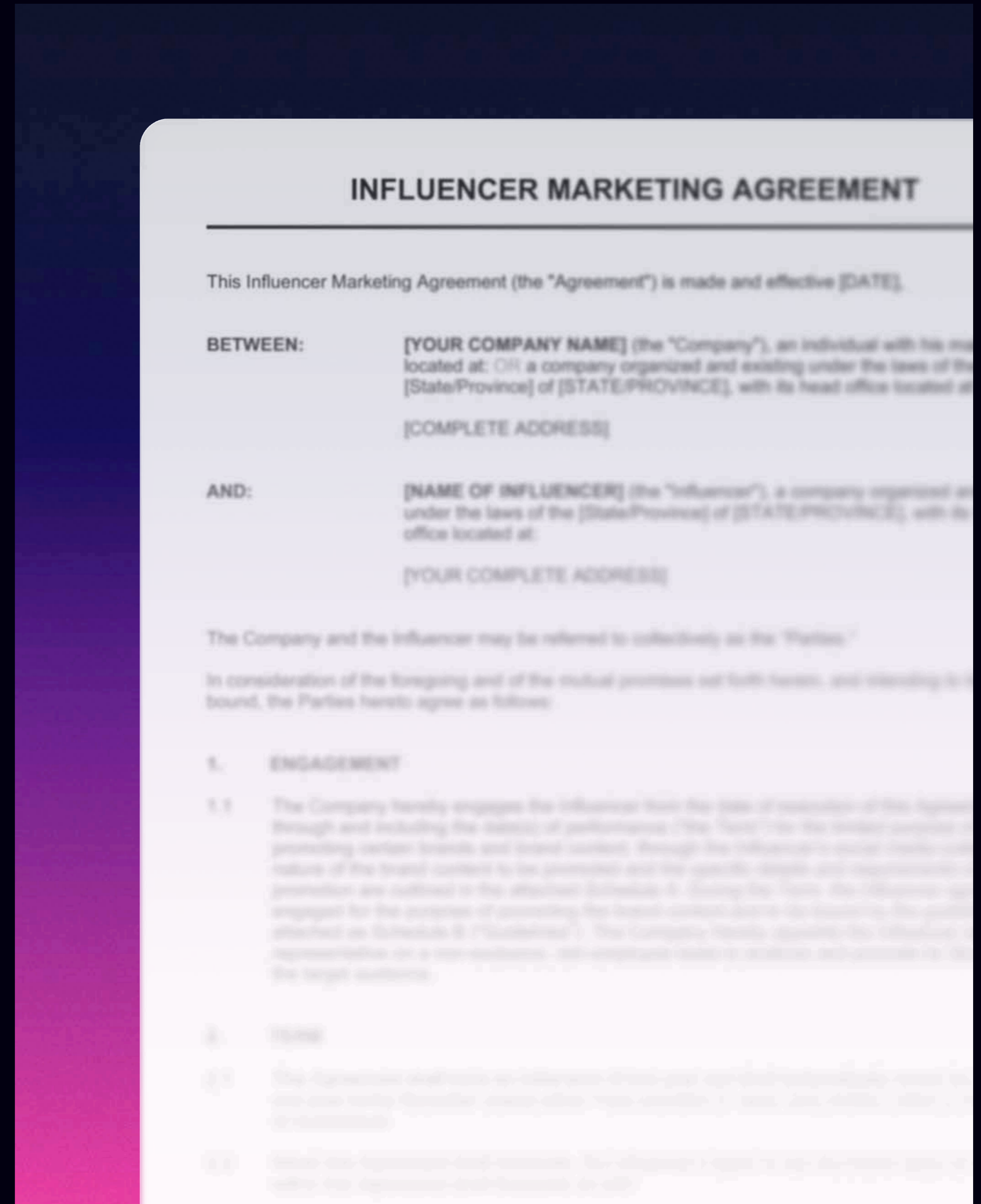


CONTRACTING

Influencer contracts should be templated with minimal allowances for red lines. Adapting terms for each influencer can end up costing more in the long run and delay content going live. Unless it is large or desired creator, brands should implement boundaries to reduce contracting time.



Draft Template for Illustrative Purposes Only



Step 03

APPROVALS WITHOUT BOTTLENECKS

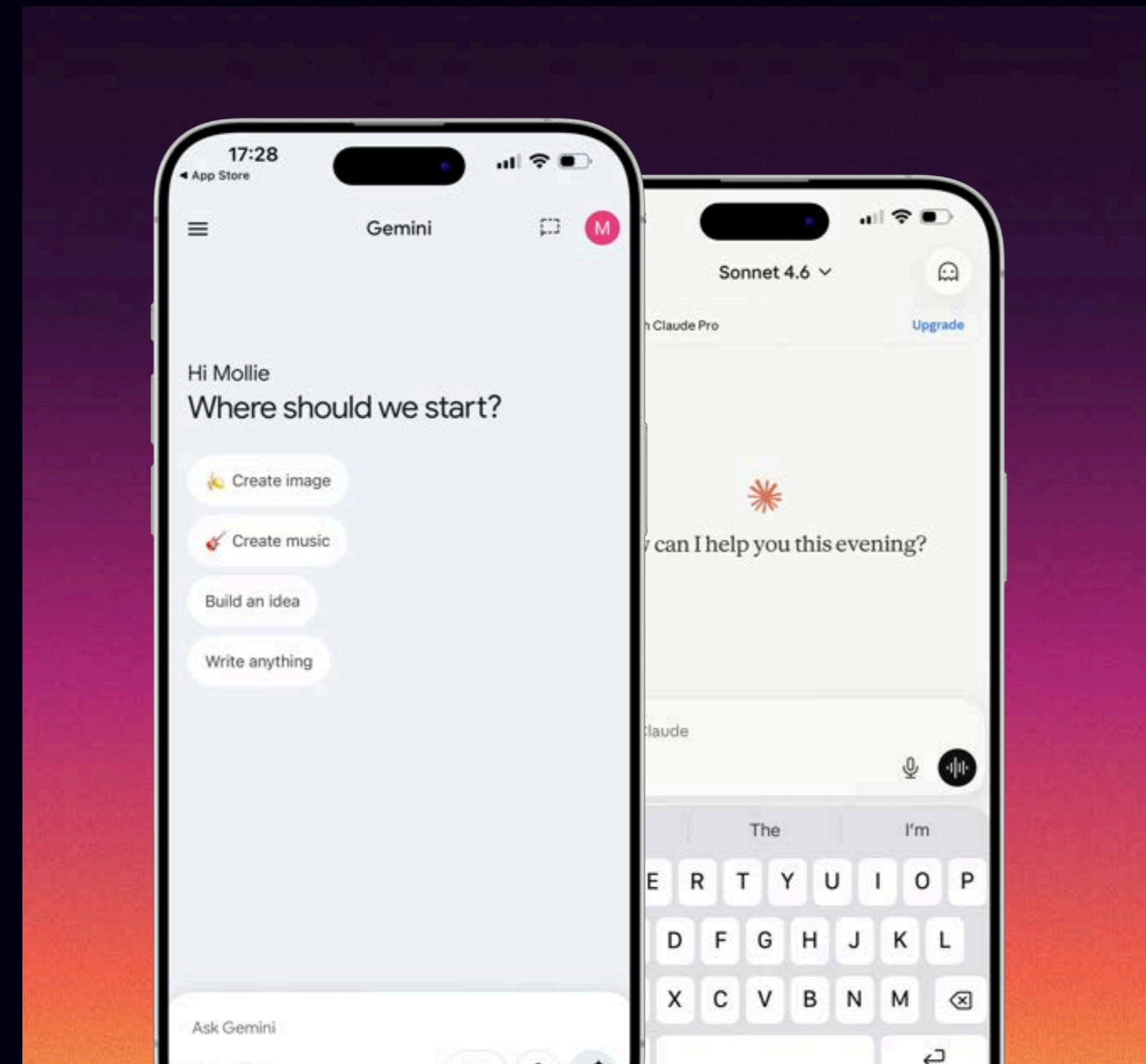
CUT THROUGH THE RED TAPE

Content approvals are a notorious bottleneck within large brands, often causing weeks of delay.

Brands should write scripts for AI tools such as ChatGPT, Claude, or Gemini to review content for brand mentions and essential CTAs. This reduces time, and allows humans to do the creative and cultural check.

An influencer going live with unapproved content could be business critical.

AI tools are crucial with regular integrations as they can save a lot of time. However, if there is a riskier category of influencers, you may need to hire in-house managers to do an in-depth check on the context of the video itself.



How to set up your own AI agent

First develop custom chats, Gemini Gems or Claude Projects, and feed them with the brand guidelines, the brief and any other relevant information. Next, provide it with an influencer script and/or captions for feedback.

Influencer platforms that offer campaign tracking will also flag any content that doesn't comply with disclosure rules, ensuring compliance and preventing any unnecessary alarms within the legal department.

Gemini  Claude 

Step 04

TRACKING & OPTIMIZING PERFORMANCE

26%

of brand marketers cited measuring influencer performance as their biggest challenge in 2025, ranking higher than expectation to produce content quickly, navigating AI generated content and/or creators, and difficulty navigating creator vetting, brand fit, or risk mitigation.

Source: [CreatorIQ](#)

To scale, you need to know into what influencer activity drives revenue. That means building infrastructure for performance tracking.

Most brands use Marketing Mix Modelling (MMM) and econometrics as core components of their marketing measurement strategies but many brands do not incorporate Influencer Marketing.

It's because Influencer Marketing is hard to compare to other media channels, as spend doesn't directly align with other media, such as TV or Paid Ads. The fees typically cover a mix of production, talent, content usage, exclusivity, and distribution, making it difficult to isolate the true media value.

Measurement for Influencer Marketing needs to be clearly assessed with or against other channels, for example, measuring the impact of influencer assets in driving better paid results.

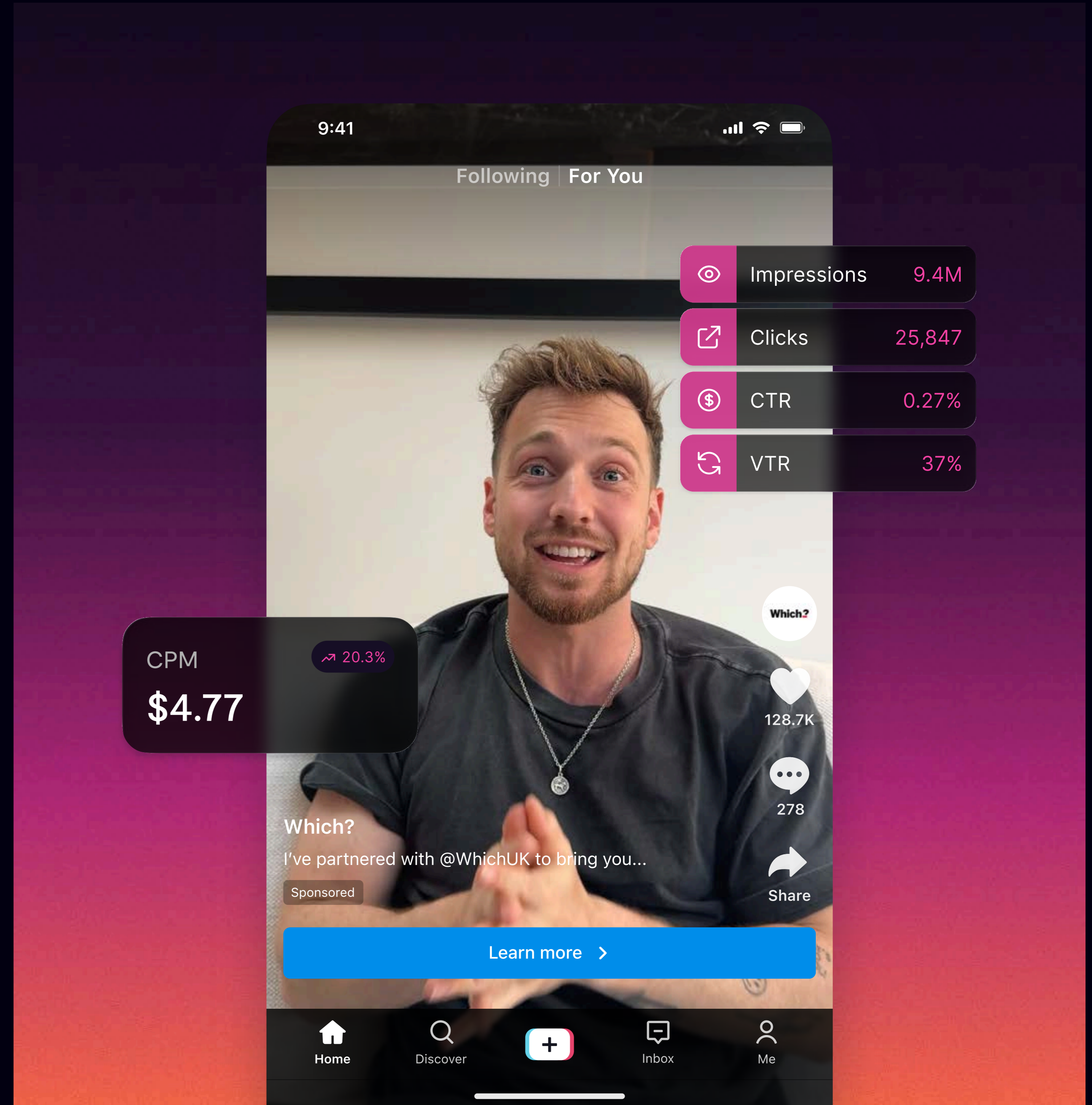


80% of brands that use MMMs do not include influencer marketing in the model, which means they aren't properly attributing commercial impact to one of today's most powerful channels.

Jennifer Quigley-Jones,
VP of Strategy & Partnerships



DATA TELLS ALL



INVESTING IN TECH

There are tools you can invest in that reduce manual measurement work, give you clean data, and let you scale influencer volume without scaling headcount at the same pace.

- A central influencer CMS/dashboard to manage onboarding, briefs, and workflows
- Linking and attribution tools to understand true commercial impact, not vanity metrics
- A content library/DAM to repurpose top-performing influencer content across paid, CRM, retail, and onsite

Tool Type	Examples	What it does	Why it matters
Influencer Platform / Dashboard	CreatorIQ, Aspire, GRIN	Centralizes onboarding, briefs, creator communication, and workflows.	Improves organization and enables teams to manage influencer programs at scale.
Linking & Attribution Tools	LTK (LIKEtoKNOW.it), Impact.com, Shopify Collabs, ShopMy	Tracks performance, affiliate links, and sales driven by creators.	Moves measurement beyond vanity metrics to true commercial impact.
Content Library / DAM	Dash Social, Brandfolder, Google Drive (scaled use)	Stores and organizes influencer content for reuse across channels.	Maximizes value of high-performing content and supports cross-channel activation.
Performance & Analytics Tools	Brandwatch, Sprout Social, Traackr, CreatorIQ, Campayn	Provides real-time campaign performance, sentiment, and creator insights.	Enables optimization, creator comparison, and data-driven decision making.

“

Campaygn gives real-time visibility into how content is actually performing. It makes it easy to compare creators and quickly spot what's breaking through.

Maya Shaff, Creator Economy Expert



TAKEAWAYS

Smart Scaling Will Define Market Leaders in 2026

01

Scaling ≠ More Influencers, It's Better Systems

True scale comes from streamlining operations, processes, and infrastructure, not just increasing volume.

02

Invest in Tech and AI to Drive Efficiency

Tools for sourcing, outreach, approvals, and measurement are critical to scaling efficiently without increasing workload.

03

Define What "Scale" Means For Your Business

Your goal (awareness, content, or sales) should dictate your influencer strategy, not the other way around.

04

Consider Long-term Influencer Partnerships

Ongoing relationships with creators improves output, reduces negotiation time, and deliver stronger ROI over time.

05

Prove ROI Before You Scale

Strong tracking and clear business impact are essential to unlock bigger budgets and leadership buy-in.

“

Decide what “scale” actually means for you before you expand. Your north star: whether customer acquisition, content volume, or brand awareness - dictates every choice: which creators you onboard, how you compensate them, the briefs you run, and how you measure success.

Brands that skip this step often increase spend but don't increase impact. Clarity is the difference between growth and noise.

Lucrece Loeb, Head of Creator Marketing, Amazon Europe



The Global Influencer Council is a brand-only initiative designed to shape the future of the Creator Economy.

The Global Influencer Council is made up of an exclusive group of brand marketers across EMEA and the US. Each region has 10 members.

The council is committed to tackling shared challenges & topics, creating new benchmarks & industry guidelines and driving innovation in Influencer Marketing.

Contributors



Jared Carneson
Head of Global Social,
Adobe



Lucrece Sicat Loeb
Head of Creator Marketing,
Amazon



Jennifer Quigley-Jones
Founder,
Global Influencer Council



Kerry Meakins
Director,
Global Influencer Council



Maya Shaff
Consultant



Gabrielè Palepšaitė
Head of Influencer,
Surfshark



Sarah Adam
Head of Partnerships &
Influencer Marketing, Wix



The Global Influencer Council operates independently and maintains full editorial control over its research and publications. The views expressed in this report reflect the collective perspectives of its members and do not represent the positions of any individual member's employer or affiliated organization.