

STUDY 2023-2024

Creating Content for TikTok in the USA

Discover the USA's TikTok influencers in this in-depth study

Presented by 



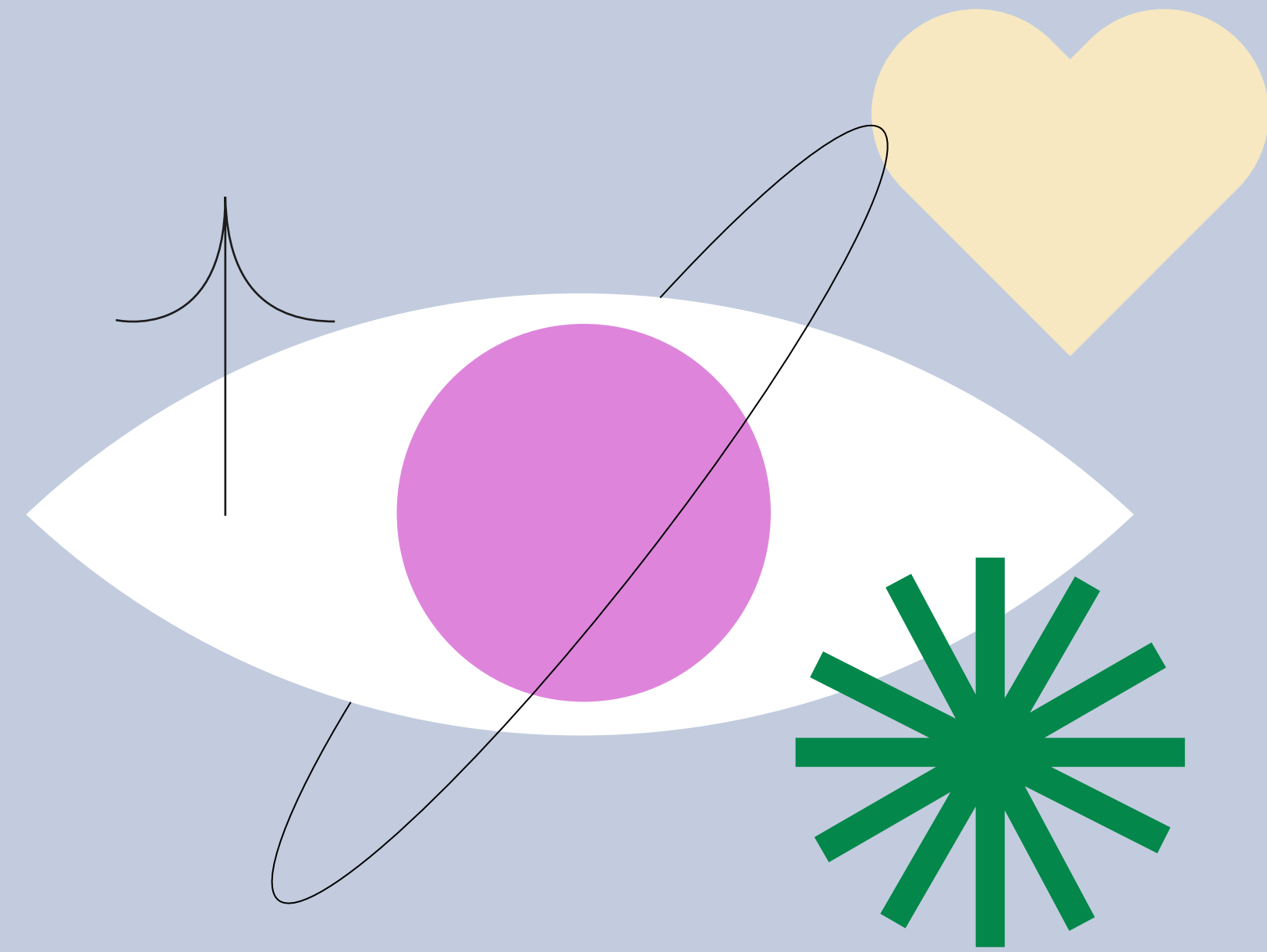
Study Objective

Clark Influence is proud to present this study dedicated to American content creators on TikTok.

Our main objective is to understand influencers' perspectives and motivations regarding content creation as well as their collaborations with brands on this burgeoning platform.

The research also aims to provide key insights for brands wishing to develop effective campaigns on TikTok and encourage transparent collaborations with influencers.

Join us to discover the findings which will help shape the future of influencer marketing on TikTok in the USA!



Methodology

Process

This survey was conducted by Clark Influence among American content creators who are active on TikTok. Responses were collected on Typeform in English.



Sample

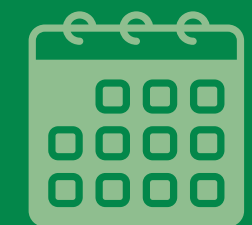
572

American content creators with **10,000 or more TikTok subscribers.**



Timeline

Data was gathered from June 13th to July 20th 2023 and the study completion time was 12 minutes on average.



Due to the sample size (572 respondents), the results of the study cannot be generalized to all TikTok content creators in the USA. However, the results do highlight certain emerging trends and opinions that provide insight into the current influencer landscape on TikTok in the USA.

It is important to note that in the context of this study, the terms “creator,” “content creator” and “influencer” refer exclusively to survey respondents.

Table of Contents

1. Sample Profile

-
- 06 Demographic Data: Gender and Age

 - 07 Demographic Data: Location

 - 08 Demographic Data: Language

 - 09 Follower Count

 - 10 Full-time Occupation

 - 11 Content Themes and Sectors of Activity

 - 12 Creating on TikTok

 - 13 Success Factors

 - 14 Engagement Rates

 - 15 Professional Satisfaction

 - 16 Public Opinion

2. Return on Investment for Creators*

-
- 18 Time Invested in Content Creation

 - 19 Experience on TikTok

 - 20 Creator* Fatigue

 - 21 Annual Income

3. Brand Collaborations

-
- 23 Collaboration History

 - 24 Brand Sectors

 - 25 Brand Partnerships

 - 26 Compensation for a Collaboration

 - 27 Average Compensation for a Sponsored TikTok

 - 28 Talent Agencies

 - 29 Number of Partnerships

 - 30 Knowledge of American Partnership Tax Law

4. How Influencers* Perceive Partnerships

-
- 32 The Importance of a Sound Creative Brief

 - 33 Factors Impacting Partnership Selection

 - 34 Environmental and Social Impact

 - 35 Potential Challenges Involved in Collaboration

 - 36 Performance Impact of Partnership Content

 - 37 Professional Challenges

 - 38 Long-Term Perspectives of Partnerships

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01.

Sample Profile



Demographic Data

gender and age

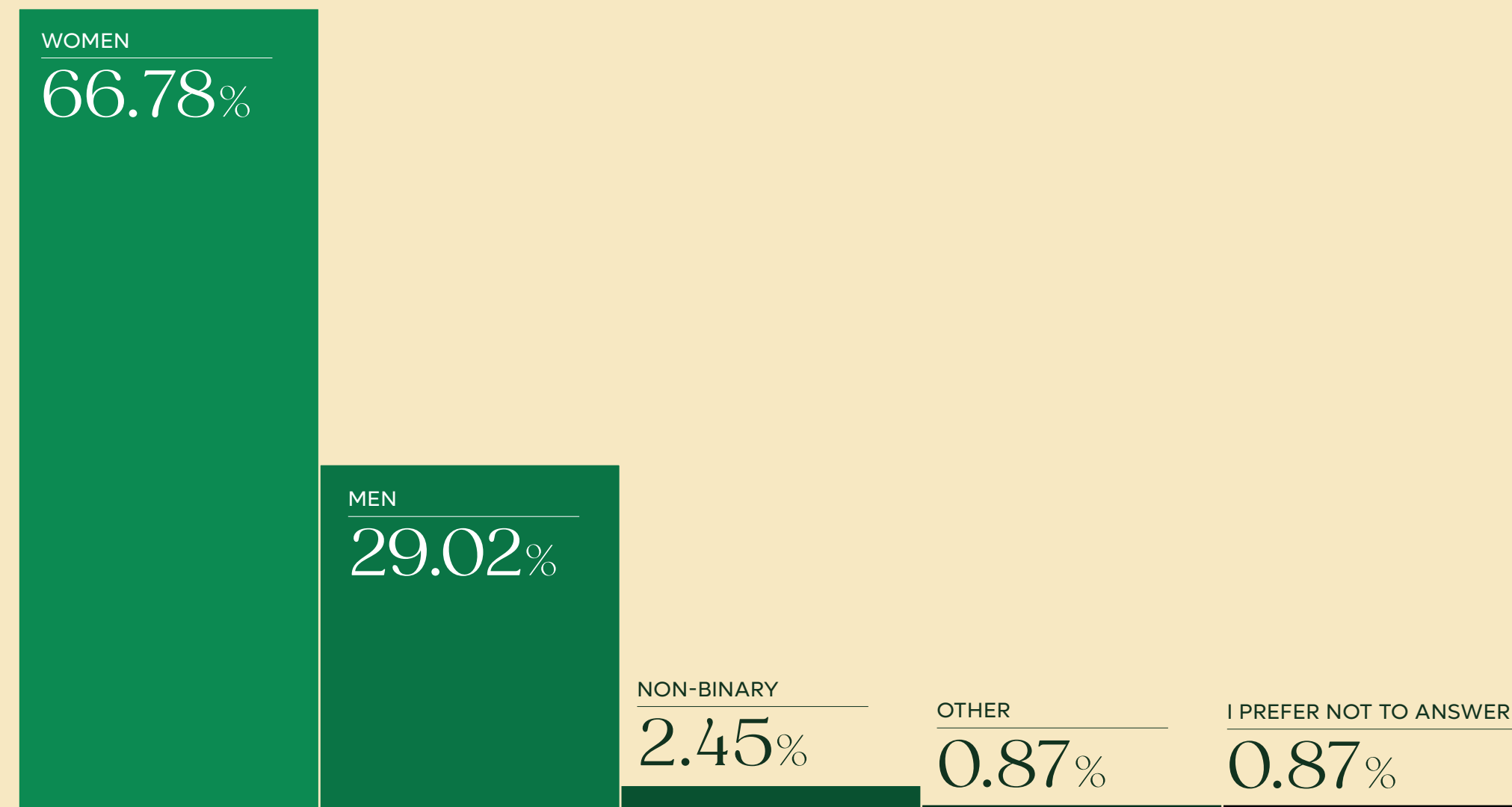
♀
66.78%

of creators are women.

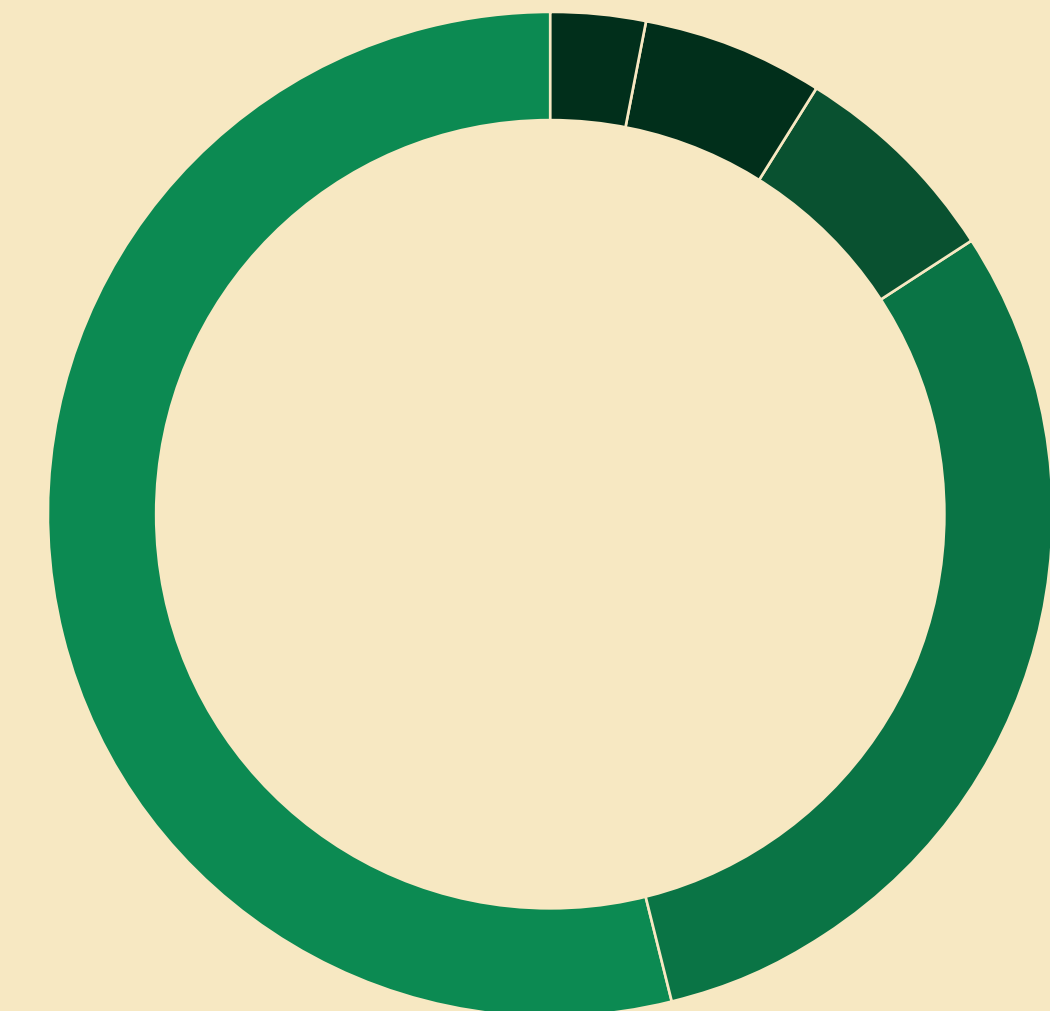
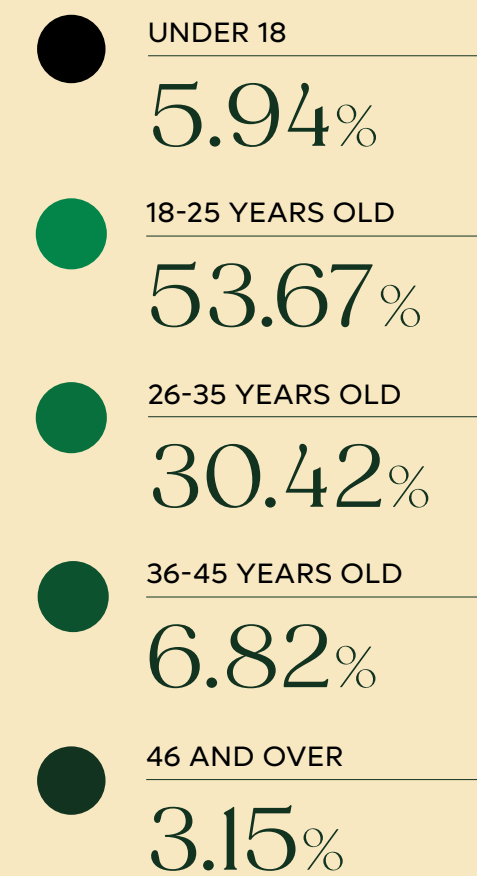
Over half of the creators are between the ages of

18 and 25.

• *What is your gender identity?*



• *How old are you?*

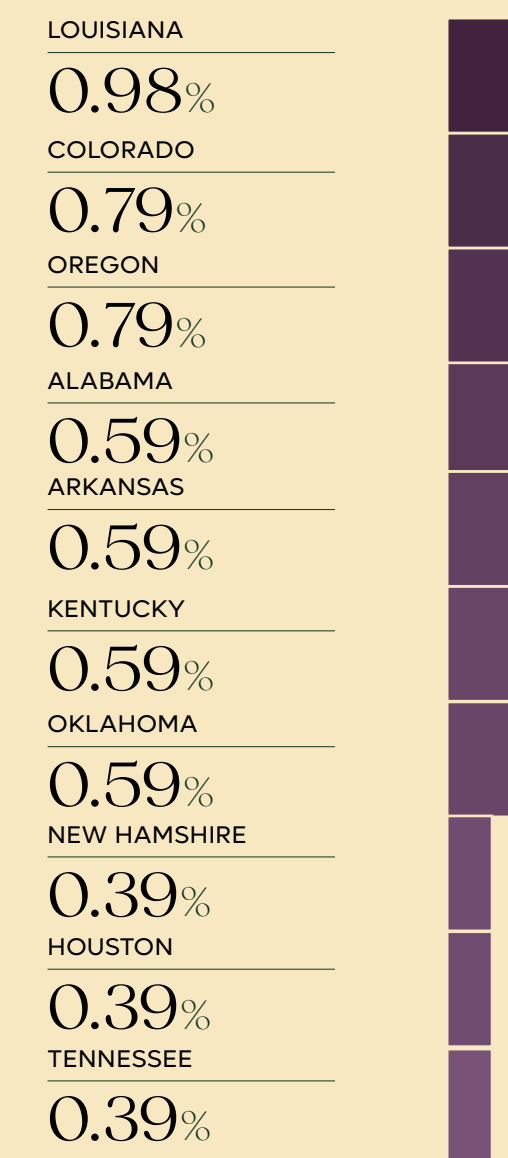
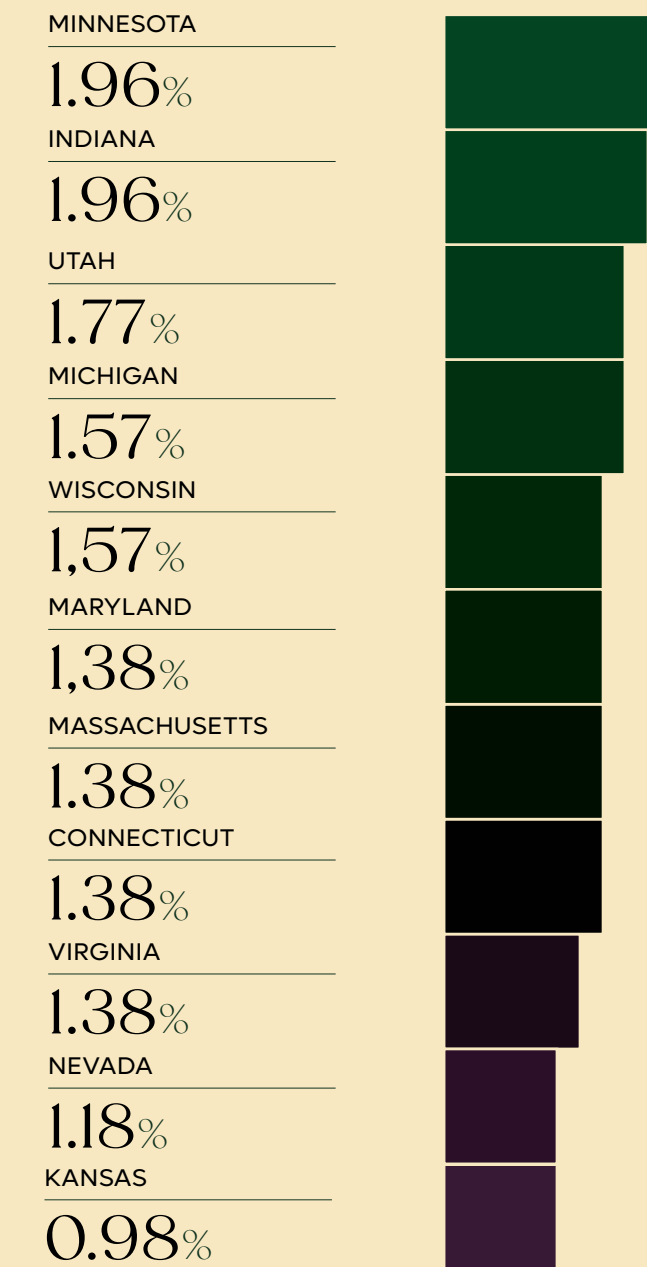
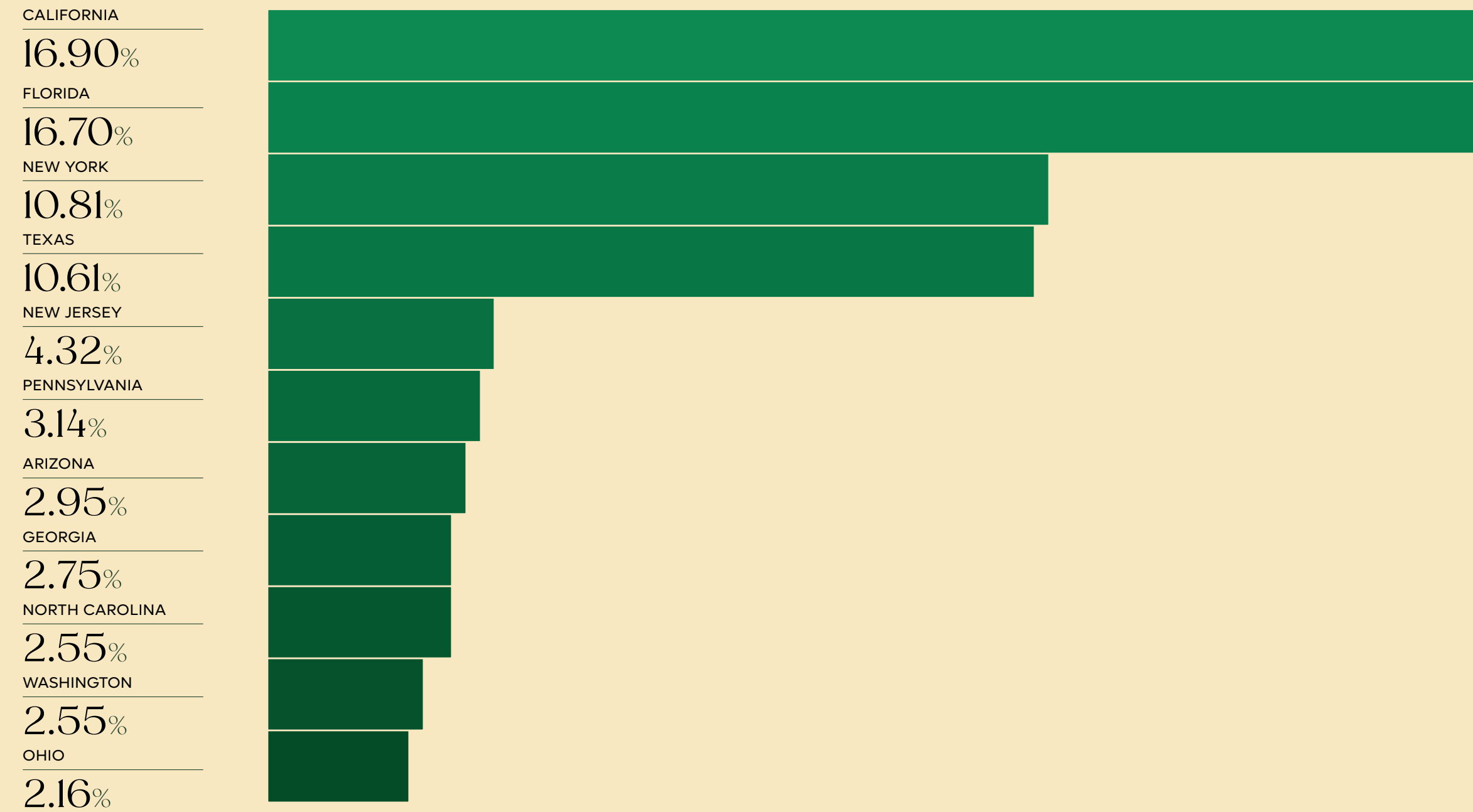


Demographic Data

location

Nearly half of creators
live in California.

• Which state or U.S. territory do you live in?



Demographic Data

language

• Which language do you produce most of your content in?

ENGLISH

96.68%



SPANISH

2.27%

OTHER

1.05%

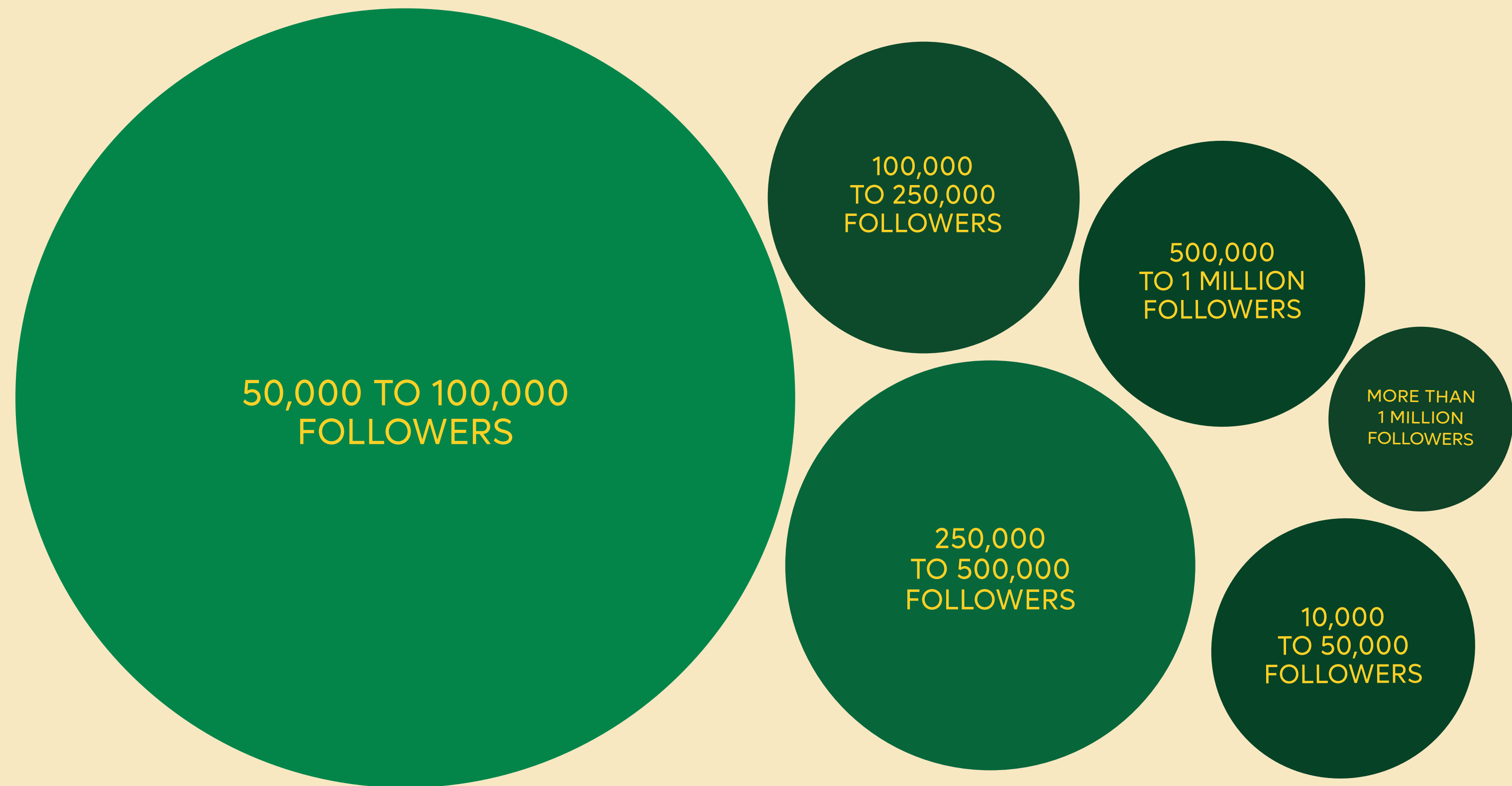


Follower Count

88.46% 
of creators have between 50,000 and over one million followers.

•How many followers do you have?

11.54%	10,000 to 50,000 followers
40.91%	50,000 to 100,000 followers
12.41%	100,000 to 250,000 followers
17.31%	250,000 to 500,000 followers
12.06%	500,000 to 1 million followers
5.77%	More than 1 million followers

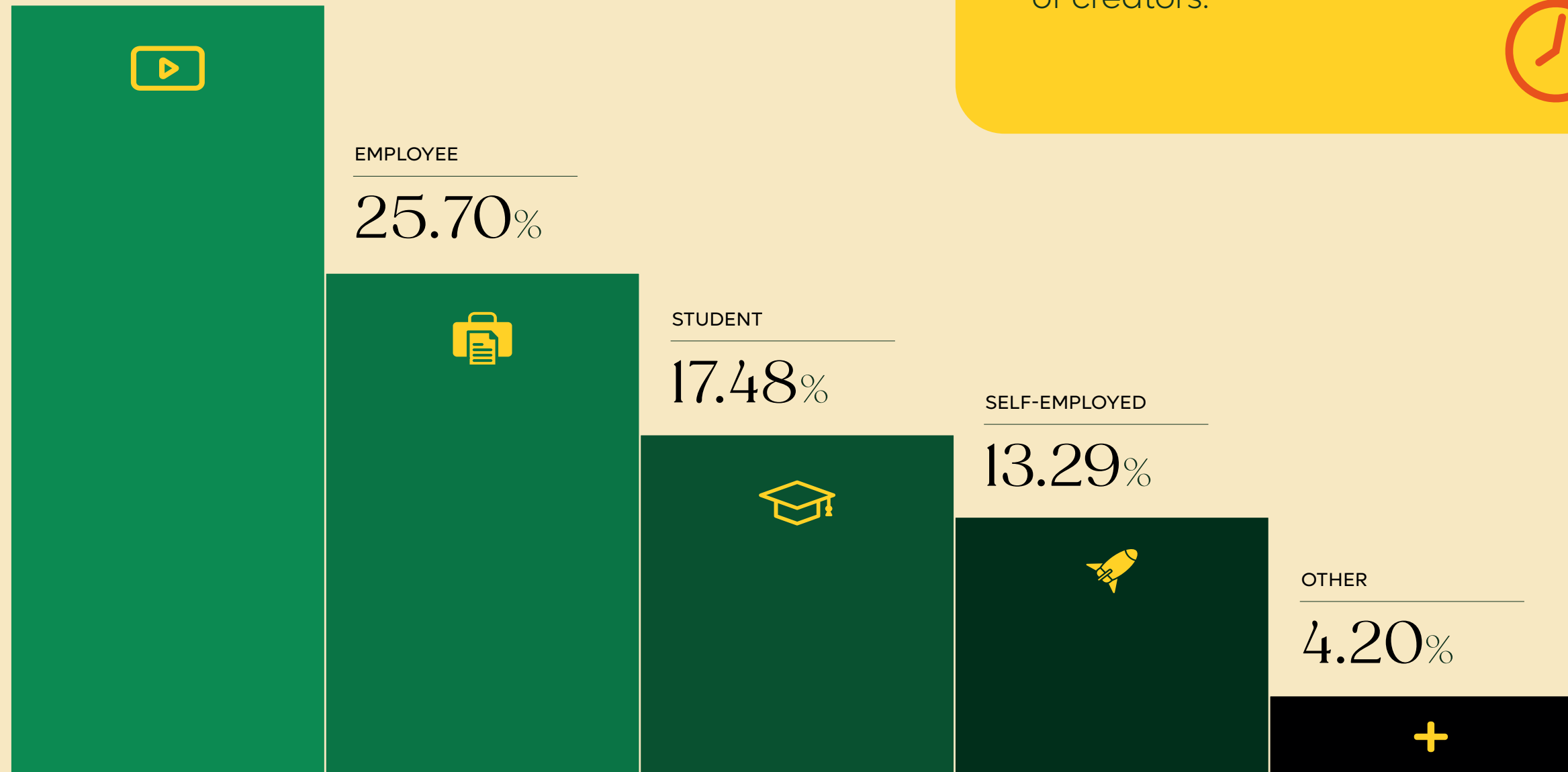


Full-time Occupation

• What is your current occupation?

CONTENT CREATOR

39.34%

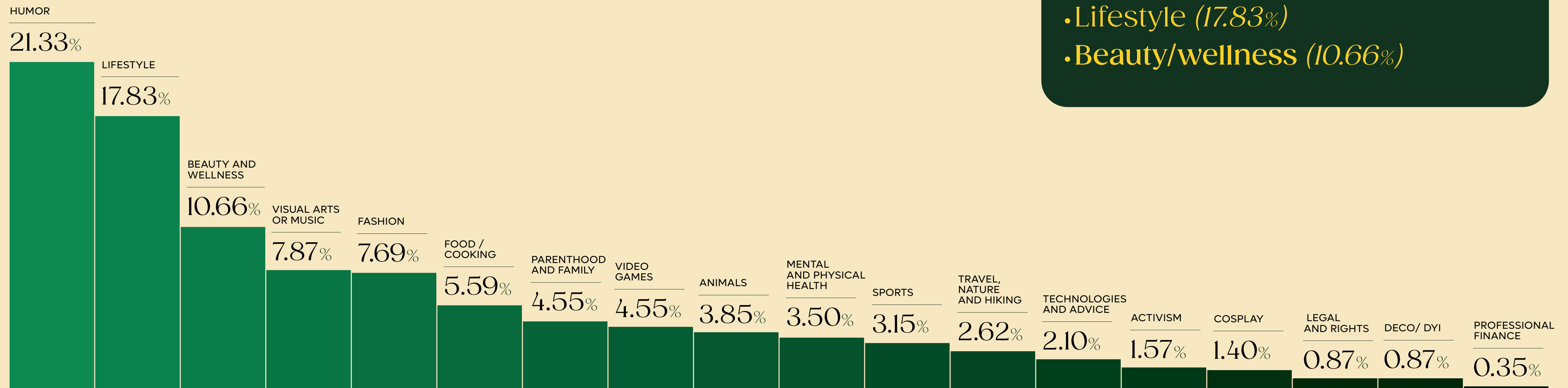


Content creation is a full-time job for **39.34%** of creators.



Content Themes and Sectors of Activity

• What is the main theme of your content?

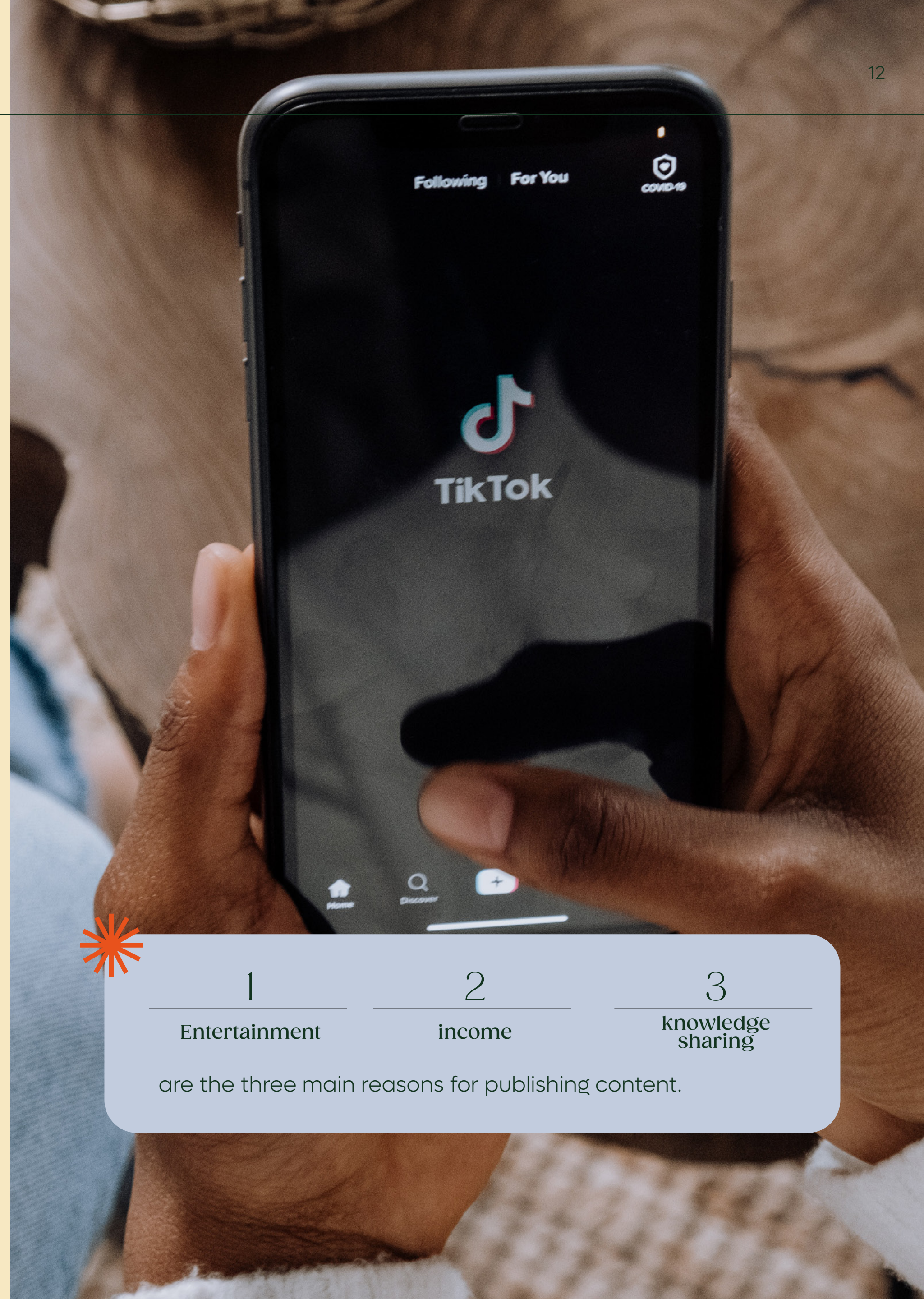
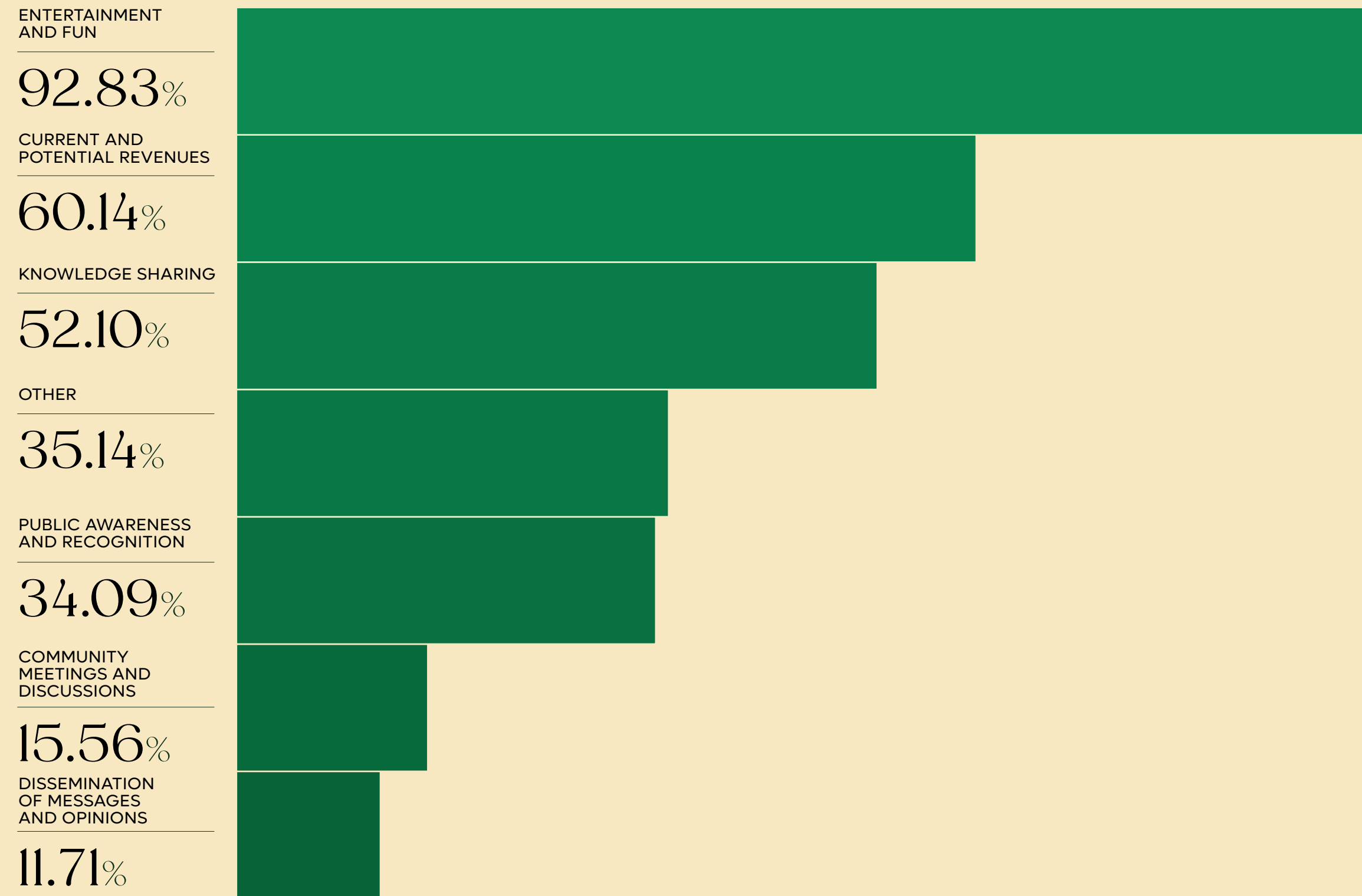


The main themes explored by creators are

- **Humor (21.22%)**
- **Lifestyle (17.83%)**
- **Beauty/wellness (10.66%)**

Creating on TikTok

• What are the primary factors that motivate you to publish content?



1	2	3
Entertainment	income	knowledge sharing

are the three main reasons for publishing content.

Success Factors

• *What factors have contributed to your success on TikTok?*

AUTHENTICITY

62.41%

ORIGINALITY

44.93%

HUMOR

37.59%

CONSISTENCY

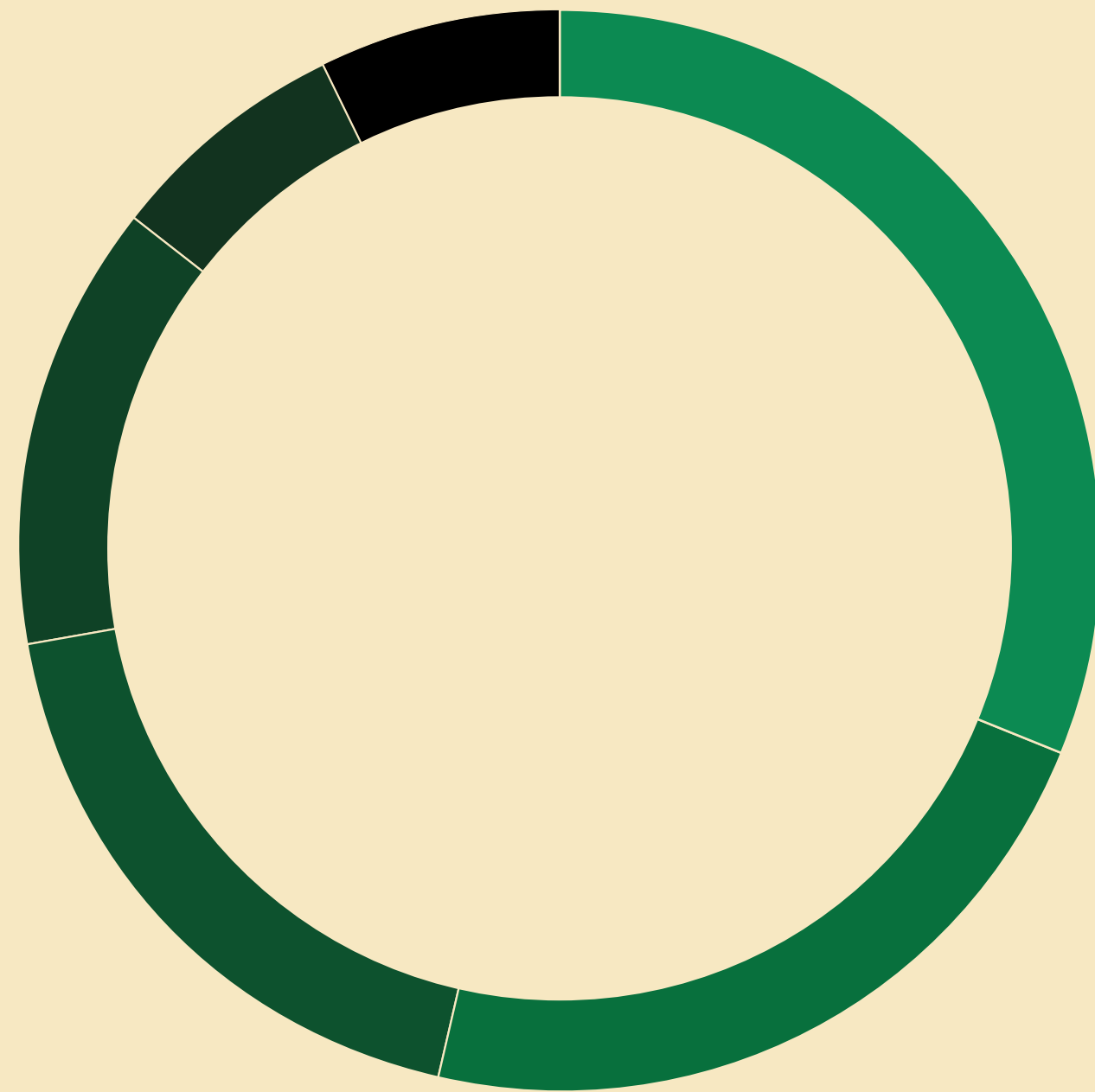
26.57%

RELEVANCE

14.34%

COMMITMENT TO THE COMMUNITY

14.16%



1
Authenticity

2
Originality

3
Humor

are the key factors for success, according to creators.

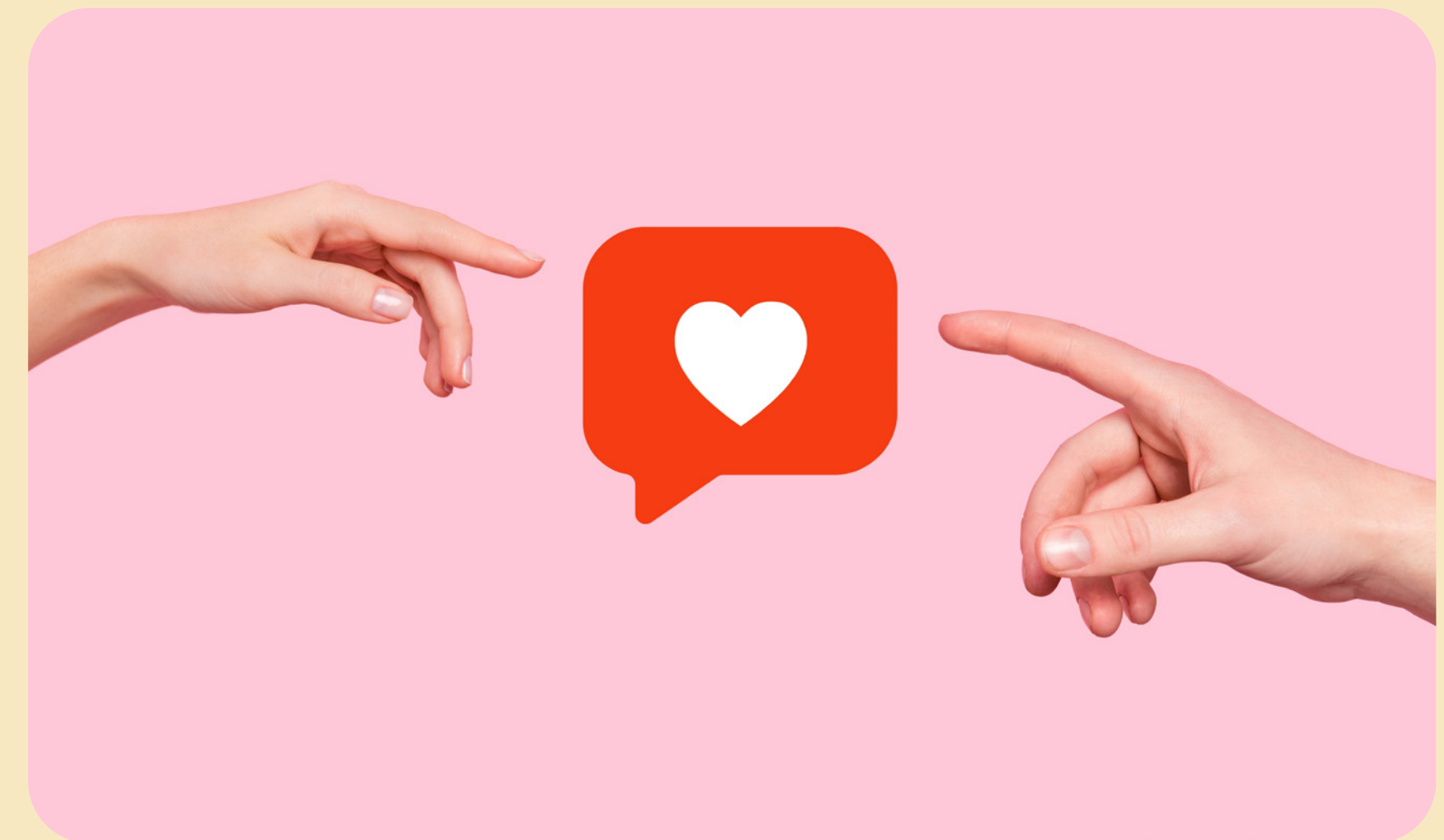
Engagement Rates

*What is
your average
engagement rate?*

7.76%

is the average engagement rate for
TikTok content creators in USA

Engagement rate is calculated by dividing a
video's combined number of likes, comments,
and shares by the total number of views that
video has received.



Professional Satisfaction

Is content creation a source of joy for you?

90.38%

of creators are happy to produce content.



Public Opinion

Does the general public have a favorable perception of your profession?

60.14%

Three out of five creators believe that the public has a positive opinion of influencers.





02.

Return on Investment for Creators*



*In the context of this study, the terms "creator," "content creator" and "influencer" refer exclusively to survey respondents.

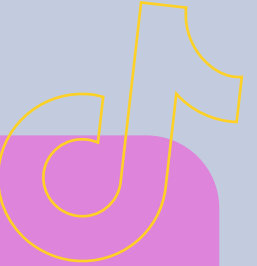
Time Invested in Content Creation

• On average, how long does it take you to produce your content?
(idealization, equipment, conception, editing)

• How often do you publish content?



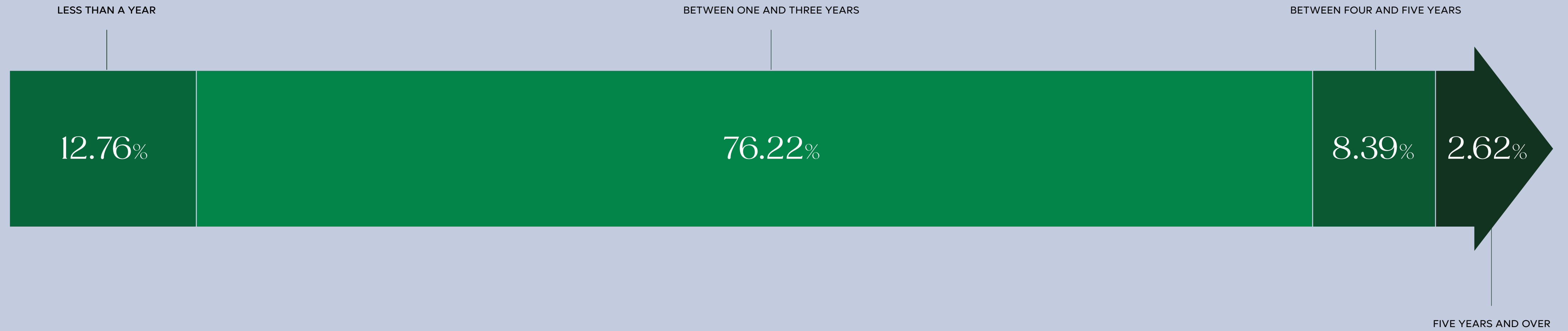
Experience on TikTok



76.22%

of creators have between 1 and 3 years' of experience on TikTok.

• How long have you been creating content on TikTok?



Creator* Fatigue

*In the context of this study, the terms "creator," "content creator" and "influencer" refer exclusively to survey respondents

*Do you ever
feel drained?*

68.01%

of creators have experienced
some form of exhaustion.



Annual Income

• On average, what is your annual income from TikTok?

65.55%
of creators earn less than \$10,000 per year.

*Please note that TikTok creators in USA are not remunerated based on the number of views they receive. Donations and collaborations are therefore the only sources of income.





03.
Brand
Collaborations

Collaboration History

• Have you ever collaborated with a brand?

83.74%

of creators have already worked with a brand.

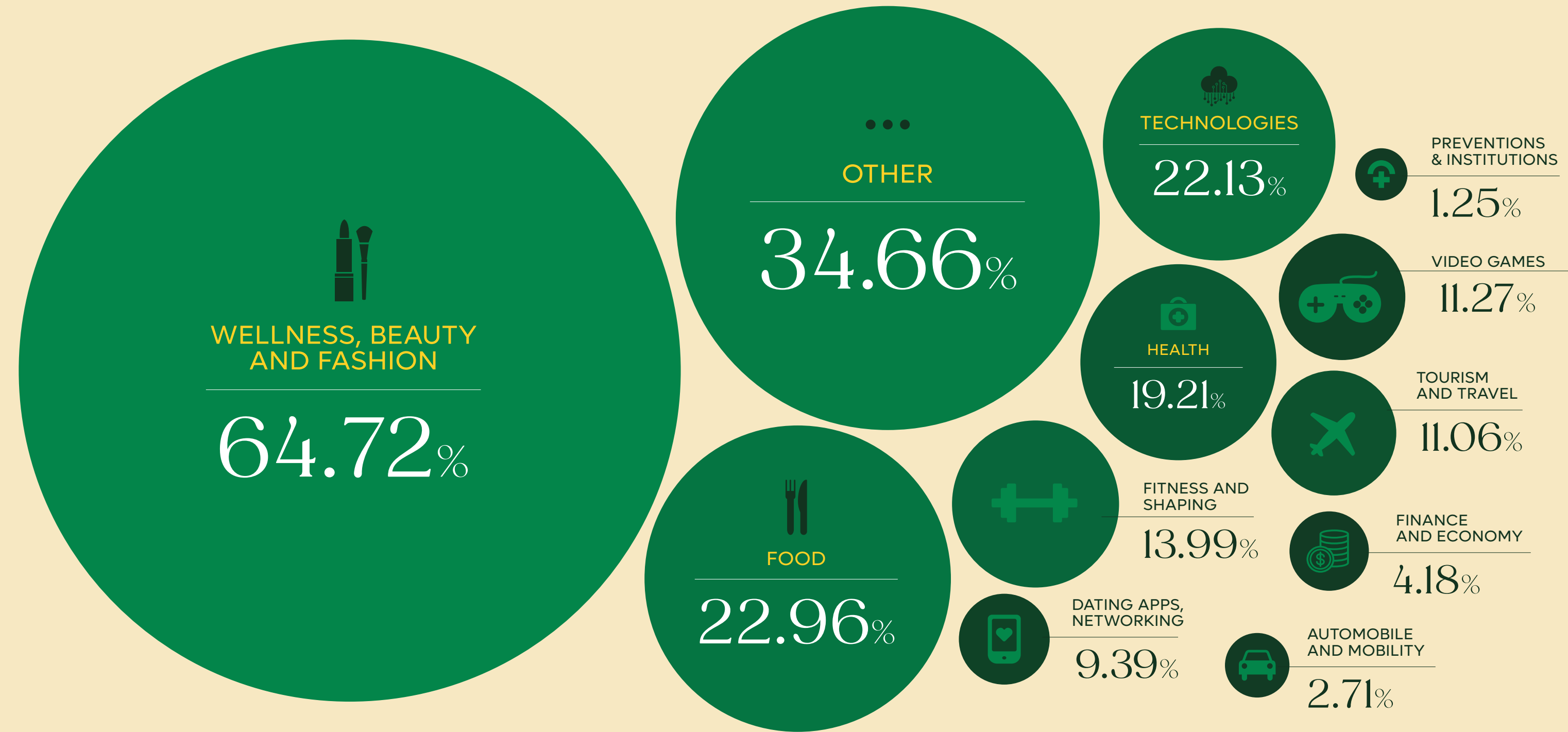


Brand Sectors

• Which brand sectors were you involved with over the last year?

Wellness, beauty and fashion are the sectors of activity with which creators collaborated the most over the past year.

*Please note that creators were free to select an unlimited number of sectors of activity.



Brand Partnerships

Would you be interested in partnering with brands in the future?

57%

of the creators who have never collaborated with a brand would like to do so.



Compensation for a Collaboration

• How were your partnerships compensated?




Average Compensation for a Sponsored TikTok

• How much do you charge for a sponsored TikTok?

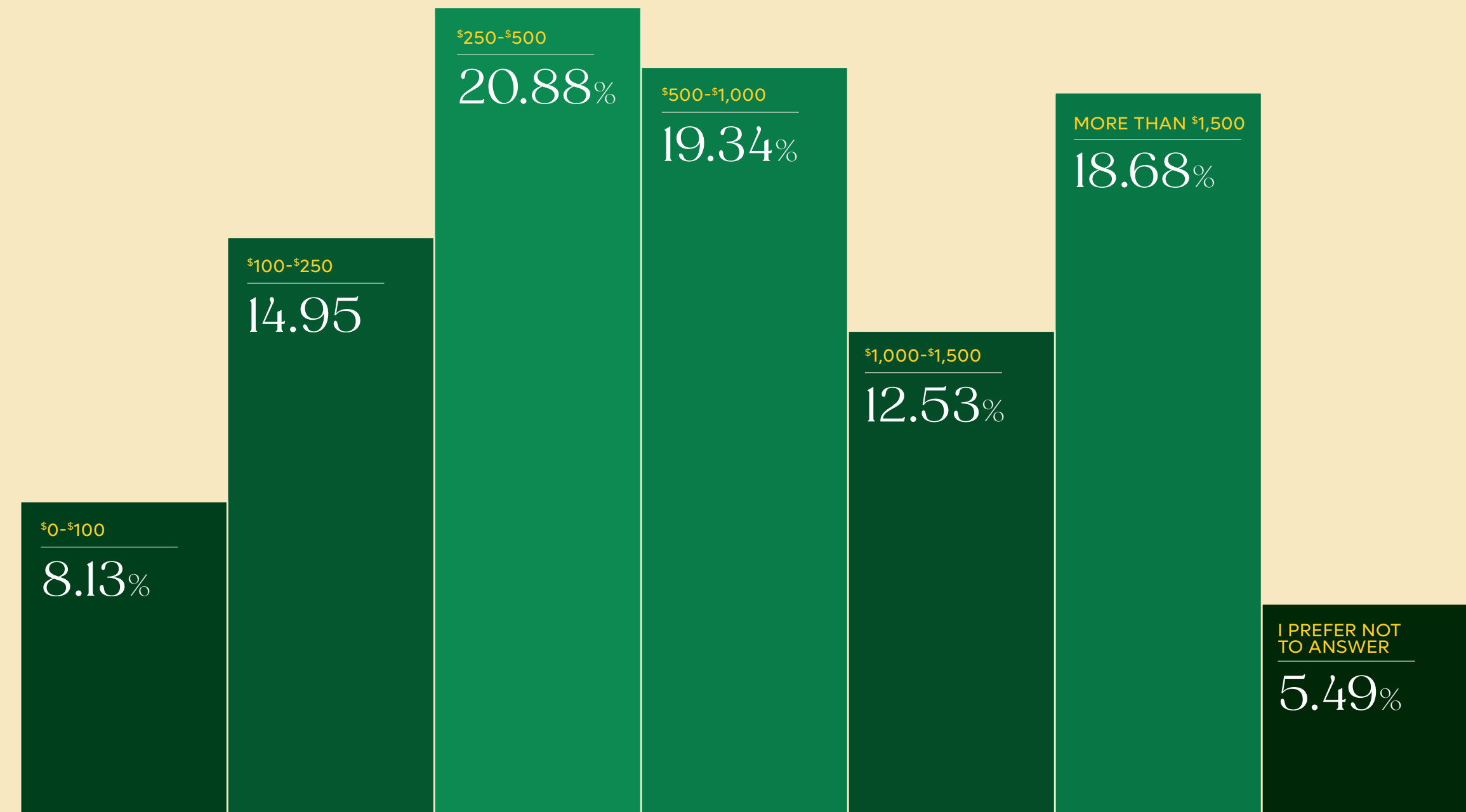
Compensation for the production of a sponsored TikTok generally ranges from

\$250 to over \$500 (20.88%)



Amounts quoted vary depending on a number of factors, including but not limited to:

- The creator's expertise and performance
- The nature of the contract (brand, timing, involvement, deadline)
- Exclusivity and rights (reuse and amplification)
- Representation by an agency



Talent Agencies

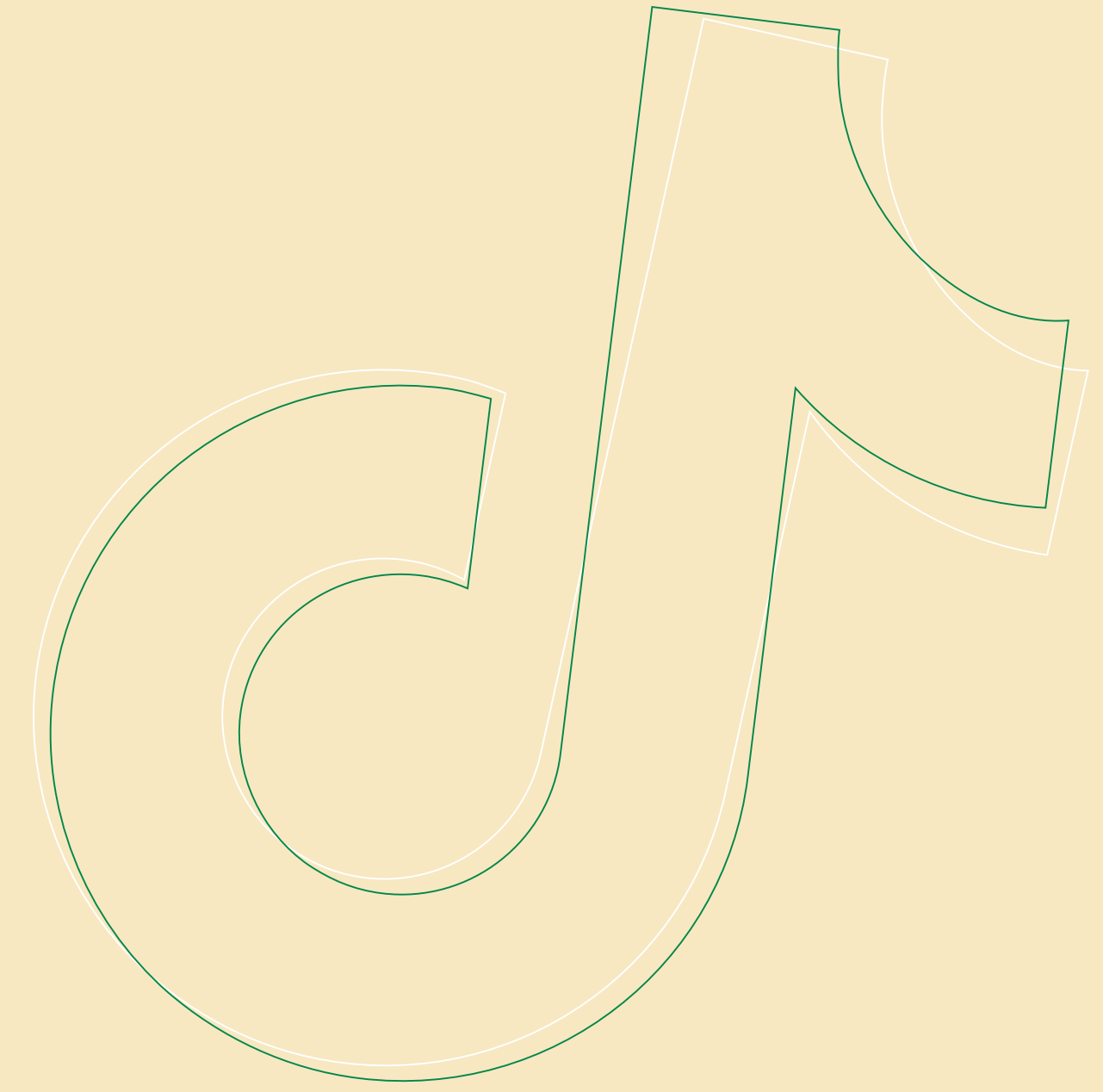
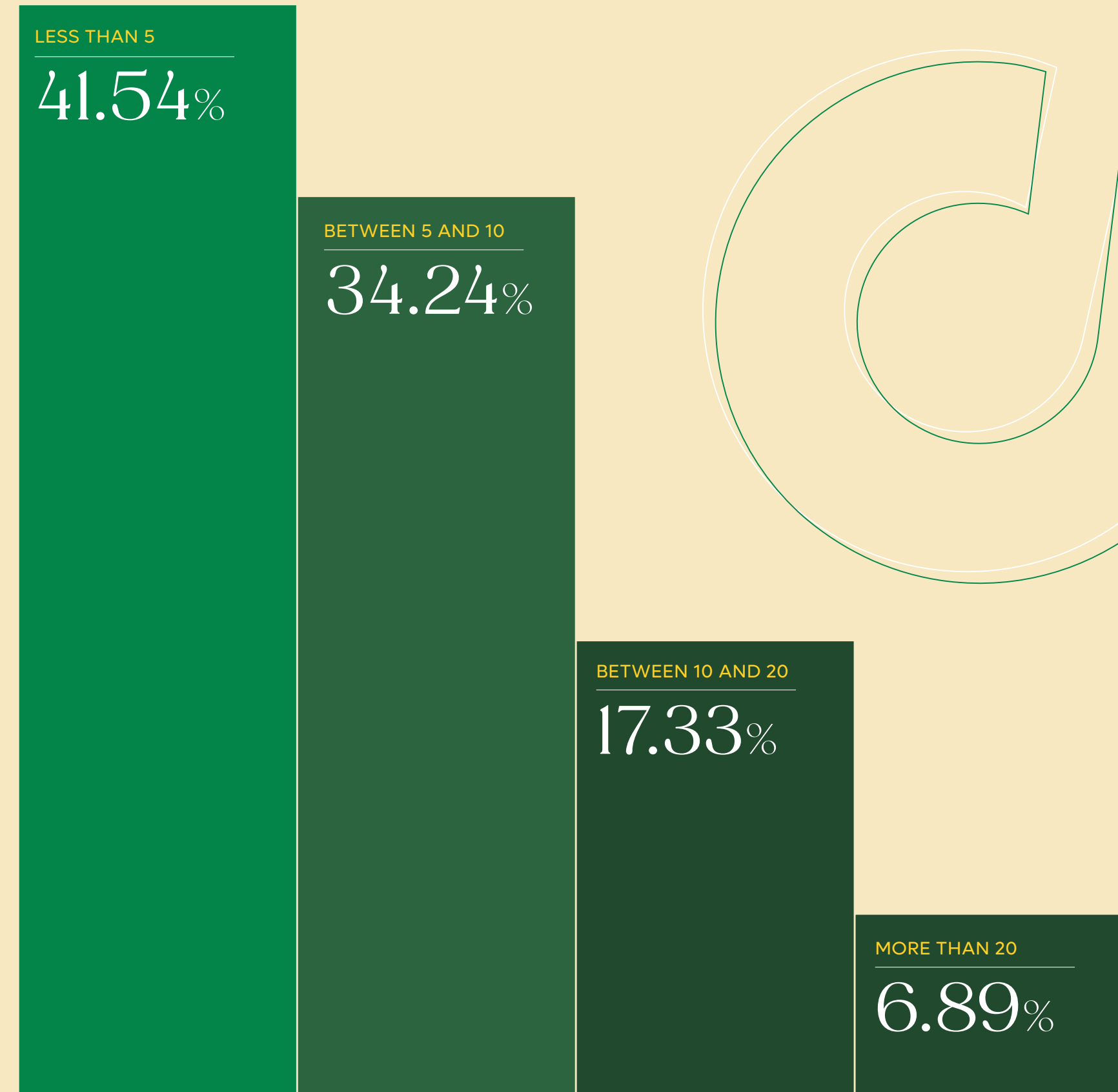
*Are you represented
by an agency?*

Nearly
90%
of creators are not represented
by an agency.



Number of Partnerships

• How many brands have you collaborated with in the past year?



Knowledge of the Canadian Partnership Tax Law

I understand Canadian government tax regulations when it comes to collaborating with a brand.

\$

1/3

of the creators are unfamiliar with American tax regulations.





04.
How
Influencers*
Perceive
Partnerships



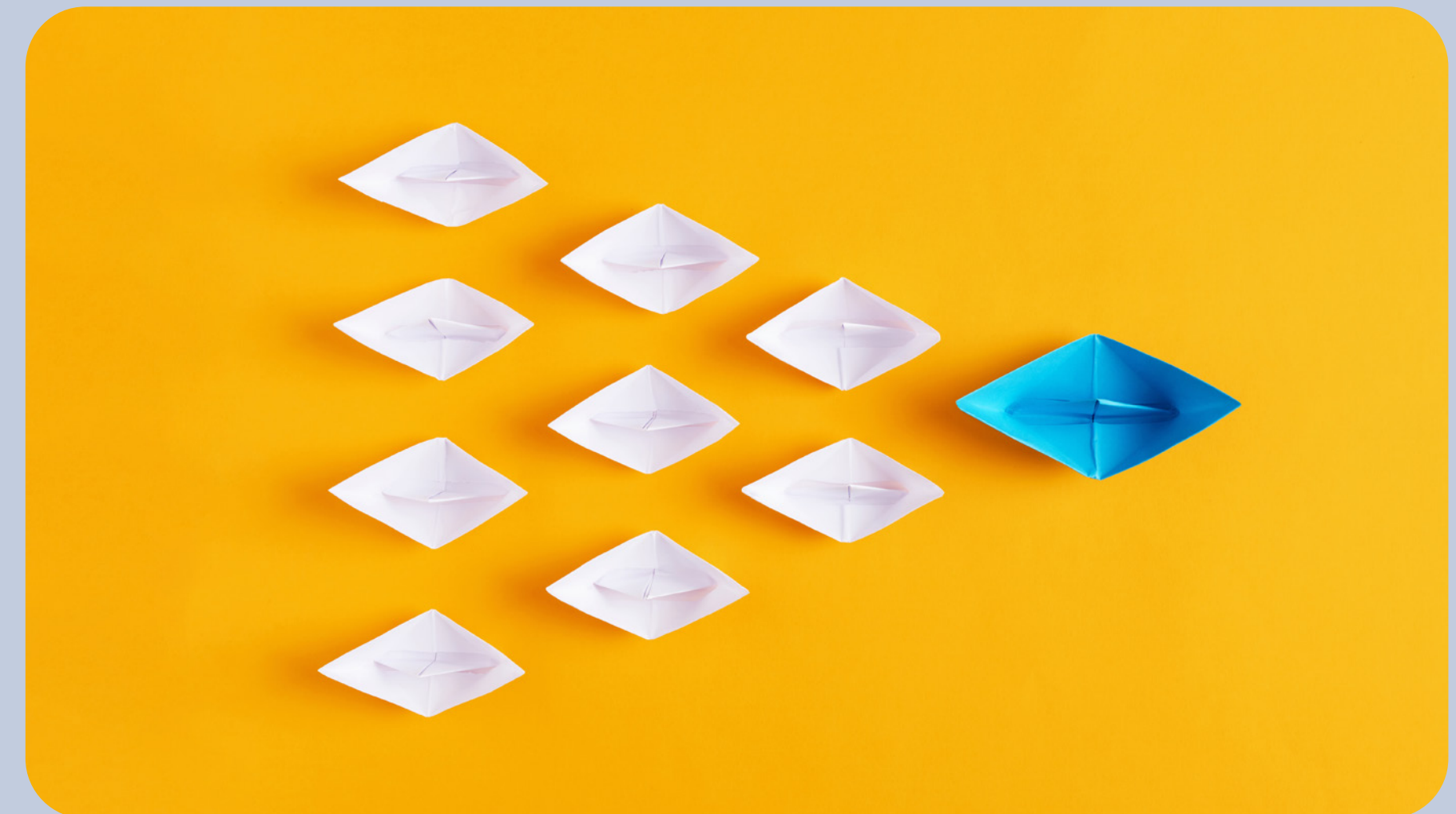
* In the context of this study, the terms "creator," "content creator" and "influencer" refer exclusively to survey respondents.

The Importance of a Sound Creative Brief

I prefer to create content based on a clear brief from the brand.

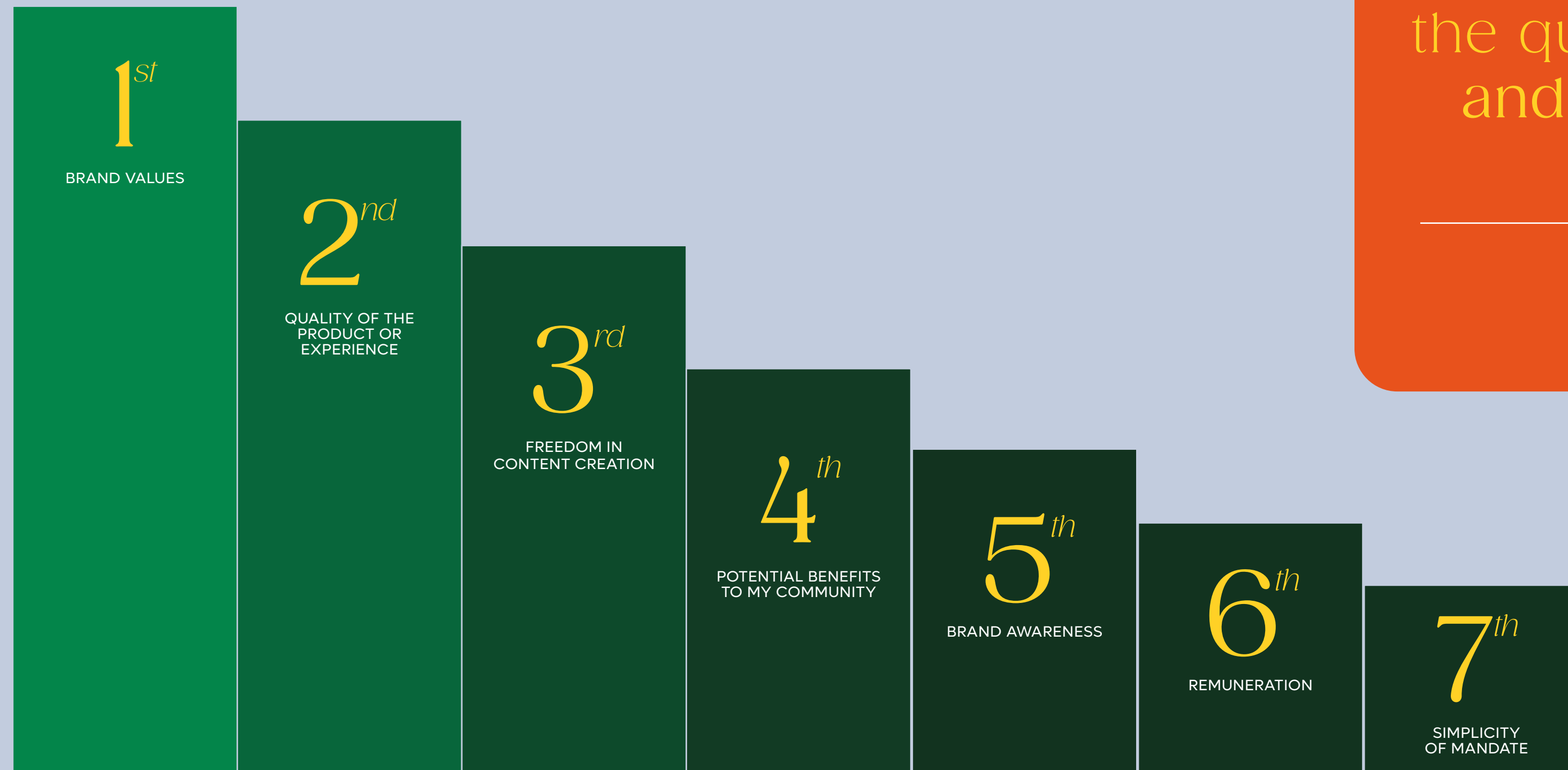
56%

of creators prefer a clear brief when creating content.



Factors in Partnership Selection

• On a scale of 1 (highest) to 5 (lowest), rank the importance of these criteria when choosing a brand partnership.



The brand's values (1st)
the quality of the product (2nd)
and the freedom to create
content (3rd)

are the 3 most important criteria
when collaborating with a brand.

Environmental and Social Impact

*Before accepting a collaboration,
I factor in the environmental and
social impact of a brand.*



81%

of creators factor in a brand's social impact before accepting a collaboration.



56%

of creators consider the brand's environmental impact before accepting a collaboration.

Potential Challenges

involved in collaboration

• Rank on a scale of 1 (highest) to 5 (lowest) your most common problems when collaborating with a brand.



The most common challenges are

- 1st Insufficient production time
- 2nd Excessive edits and complications in client approval
- 3rd Remuneration negotiations

Performance Impact of Partnership Content

58.66%

of creators reported that sponsored content performed similarly to non-sponsored content. However, when there was a fluctuation in sponsored content performance, it was more likely to yield weaker results.

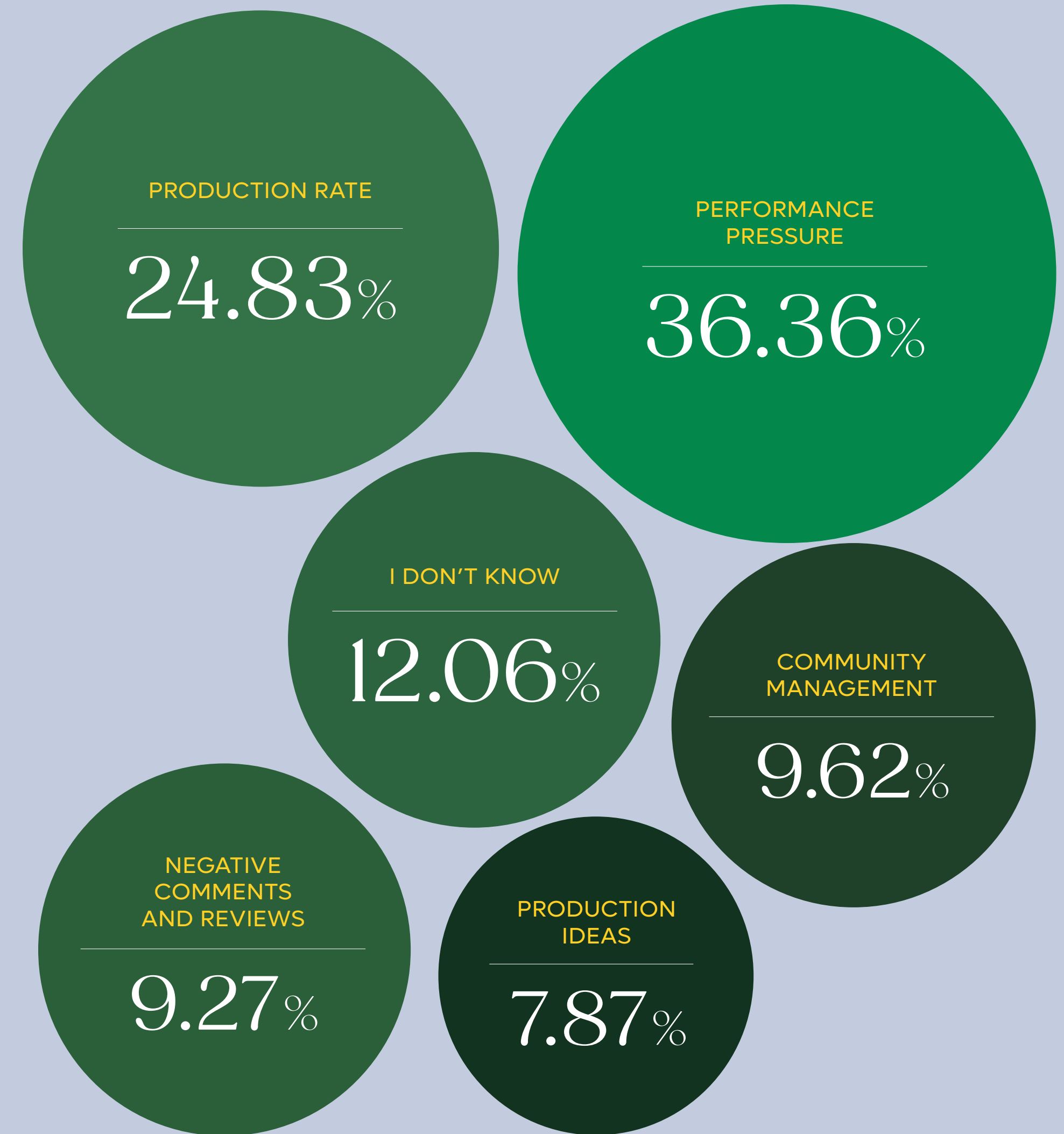
•How beneficial have partnerships been to the performance of your content in general?



Professional Challenges

• Which of the following do you find most difficult to manage as a content creator?

36.36%
of creators reported performance pressure as the most difficult challenge to overcome in their profession.



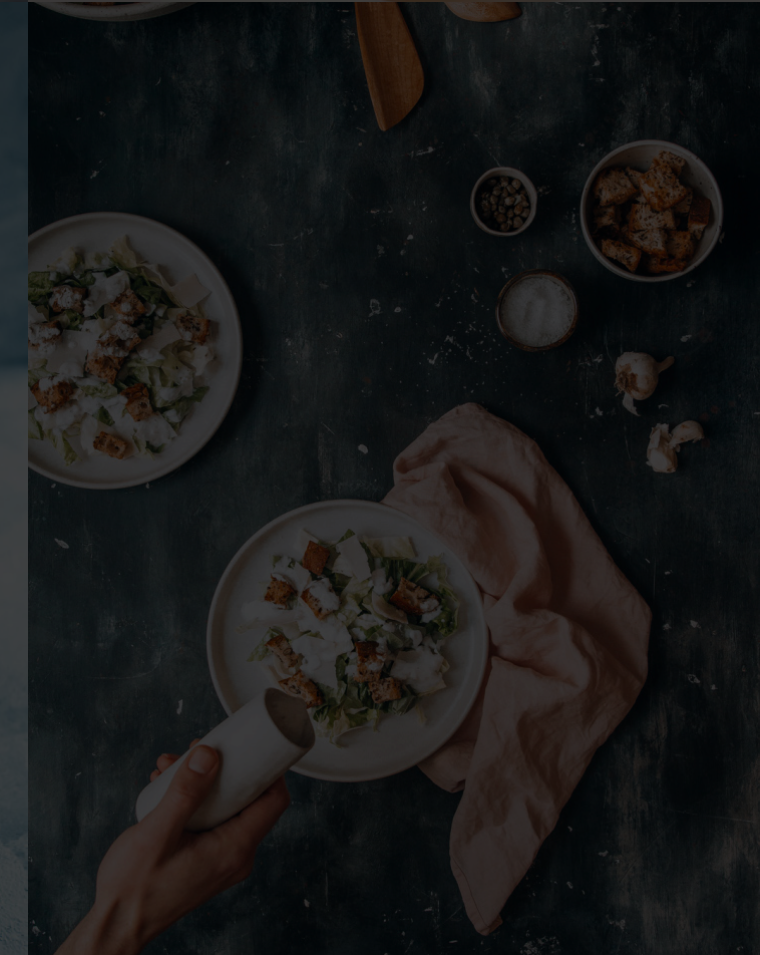
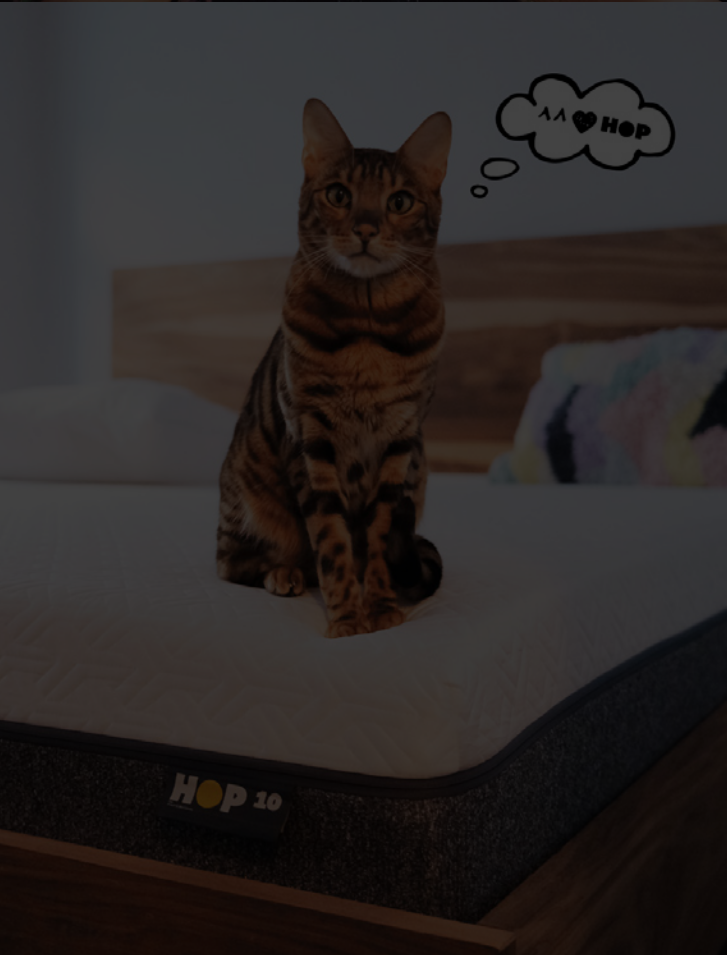
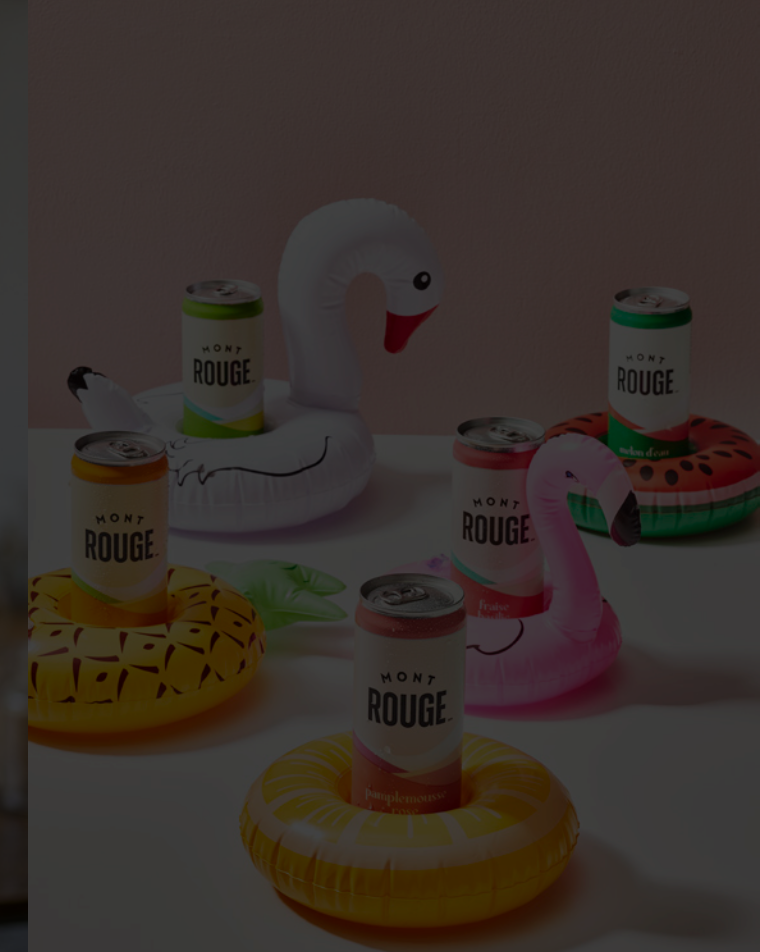
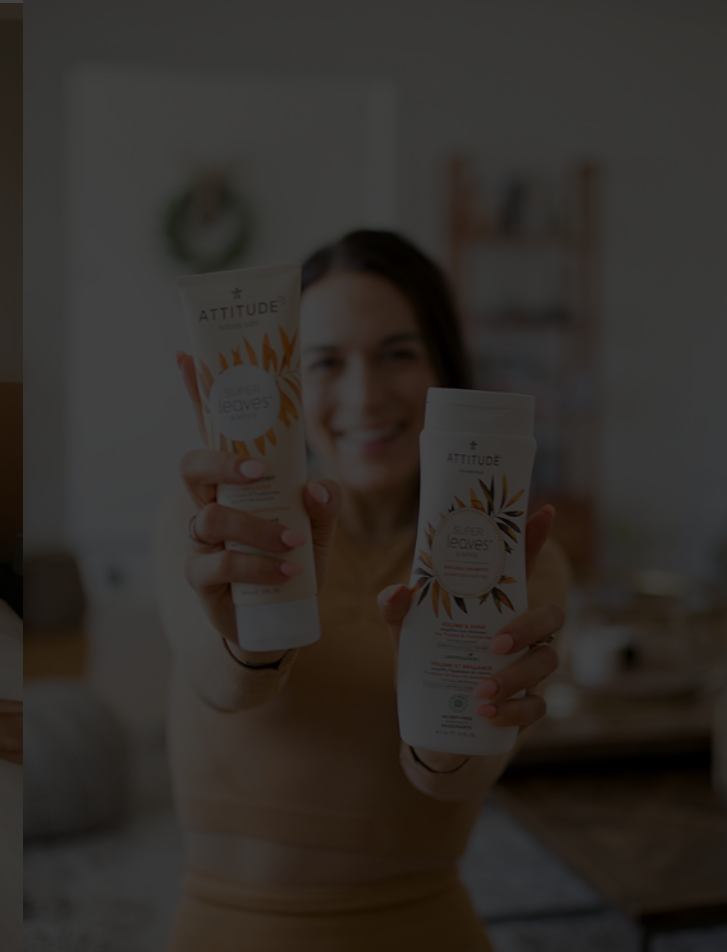
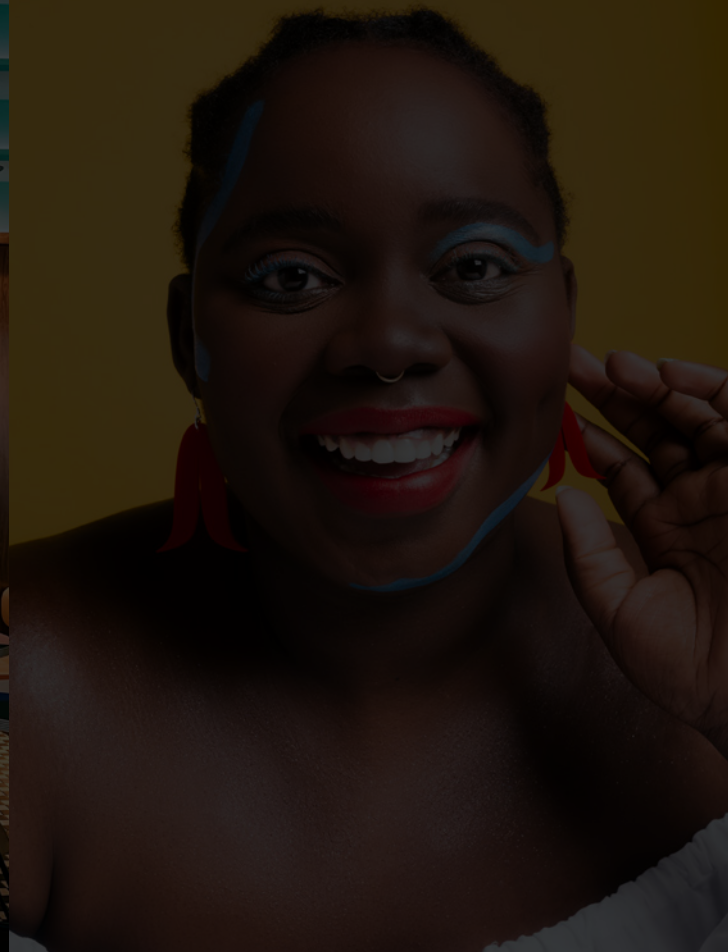
Long-Term Perspectives of Partnerships

Building a relationship with brands to foster enduring collaborations is something I find appealing.

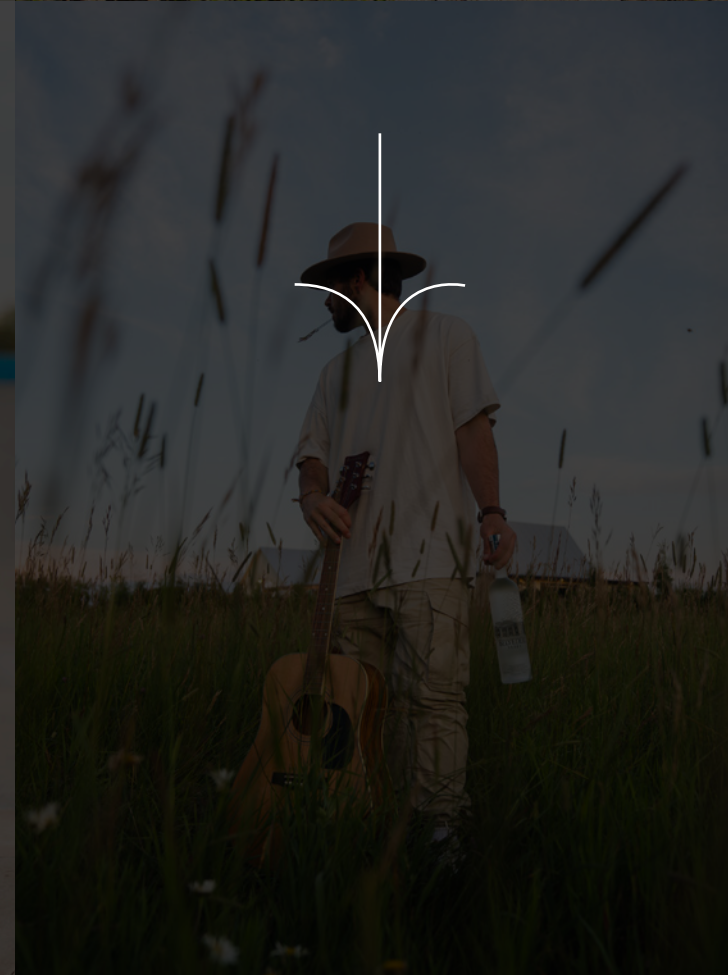
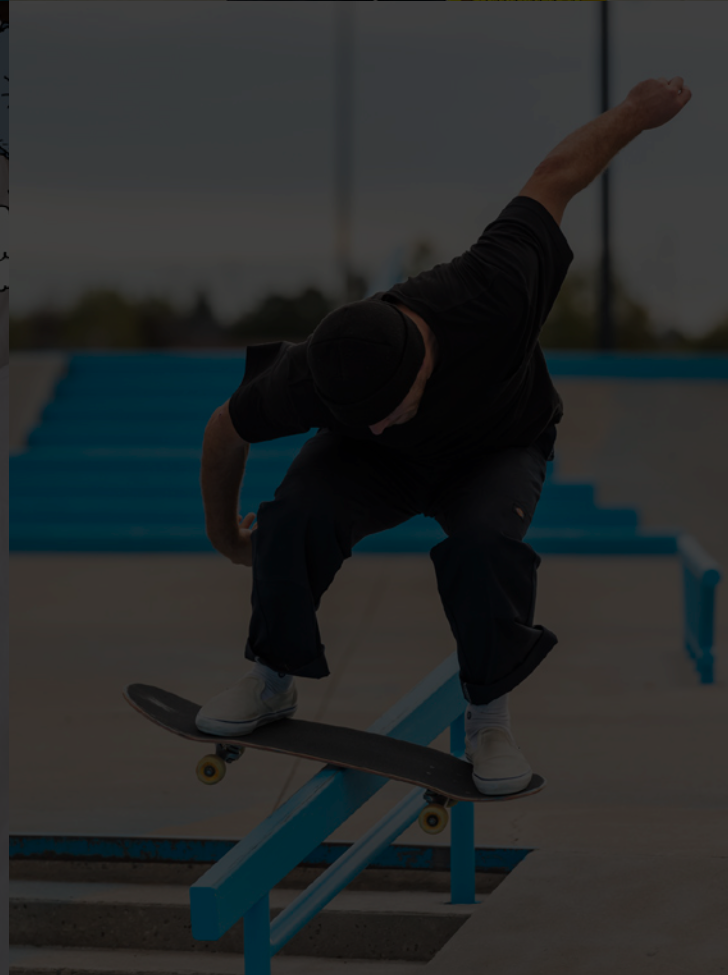
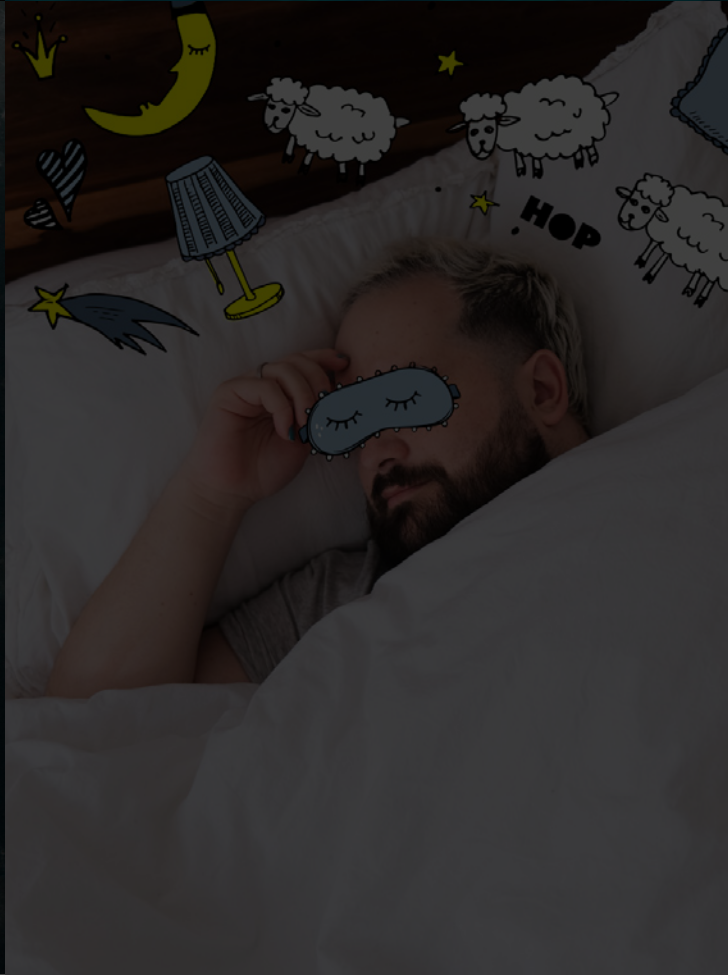
79.30%

of creators prefer to create a long-term partnership with a brand.





is here to guide you





Clark Influence connects brands to the most creative and influential voices on social media.



We believe in influence and creativity.

6 Areas of Expertise

We work hand in hand with our clients to develop innovative, creative campaigns operated by our team of experts.



Our Clients

Hilton

sports
experts

BANQUE
NATIONALE
DU CANADA

happn



NBA

CHAMPAGNE
POMMERY
A REIMS-FRANCE

Yoplait

Sobey's



Auchan



mentos

IGA

Canada

BELVEDERE
VODKA

bayard

AIRFRANCE

Pernod Ricard

IT'S MORE FUN IN THE
PHILIPPINES

voyage privé

BEST
BUY

Domino's



SKIP
THE DISHES

LELO

JOUVIANCE

Fairmont
HOTELS & RESORTS

SHISEIDO

belairdirect.



Thank you to our partners!

We would like to thank Modash, our partner, for their key role in this study.

Modash allows you to verify and find content creators on TikTok, Instagram and Youtube for your marketing campaigns. With over 250 million profiles, you can filter your research based on follower count, location, age, engagement rate, and more.

With the help of their data, we have been able to reach a large community of TikTok content creators in the USA.



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