

STUDY 2023-2024

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# Creating Content for TikTok in Canada

Discover Canada's TikTok influencers in this in-depth study

Presented by 





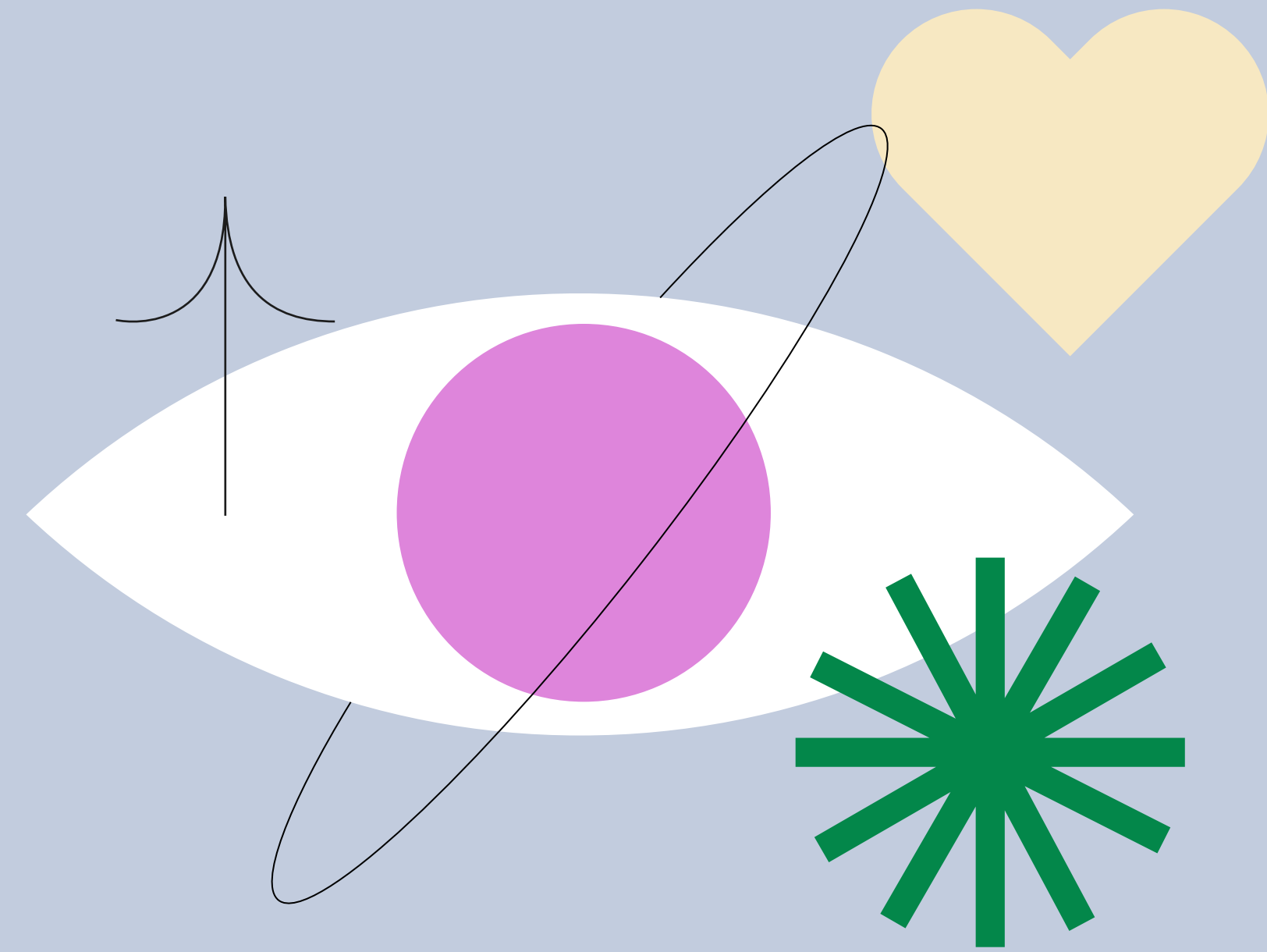
# Study Objective

Clark Influence is proud to present the very first study dedicated to Canadian 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 Canada!



# Methodology

## Process

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



## Sample

350

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



## Timeline

Data was gathered from June 6th to July 4th 2023 and the study completion time was 8 minutes on average.



Due to the sample size (350 respondents), the results of the study cannot be generalized to all TikTok content creators in Canada. However, the results do highlight certain emerging trends and opinions that provide insight into the current influencer landscape on TikTok in Canada.

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

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





01.

# Sample Profile

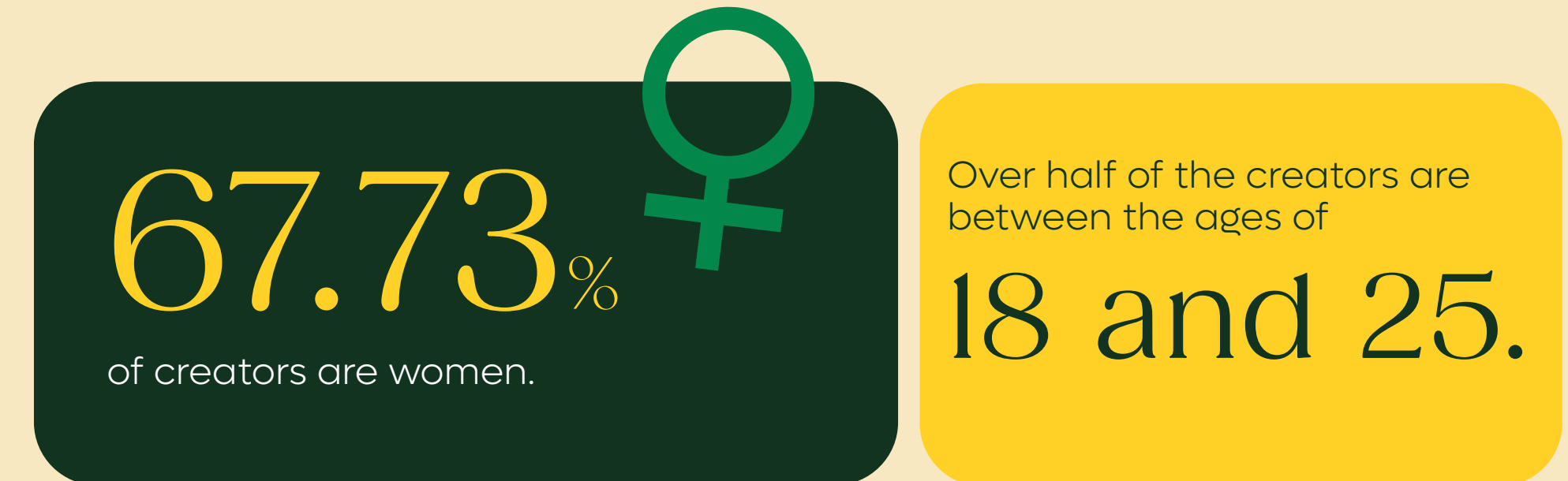
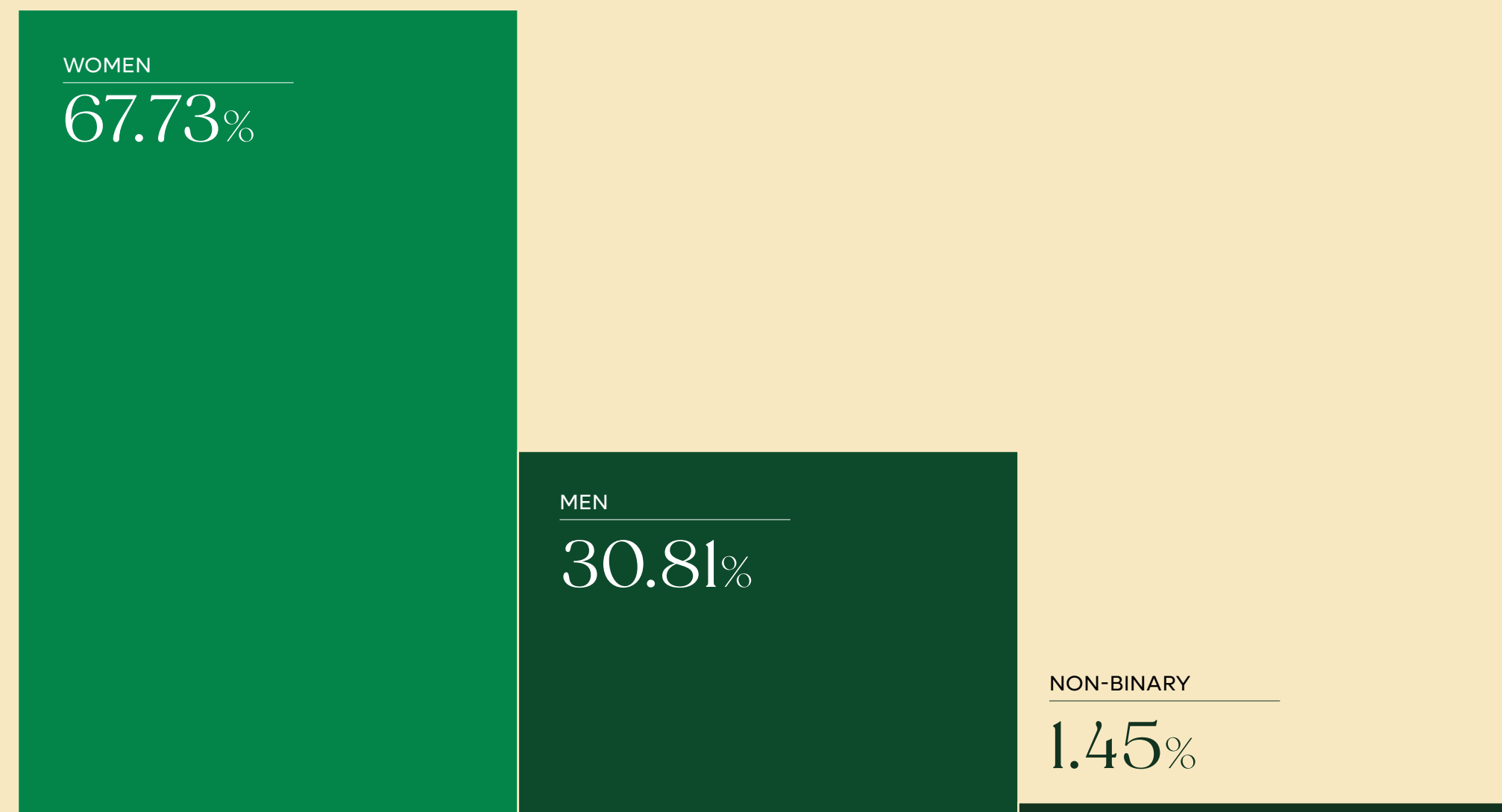




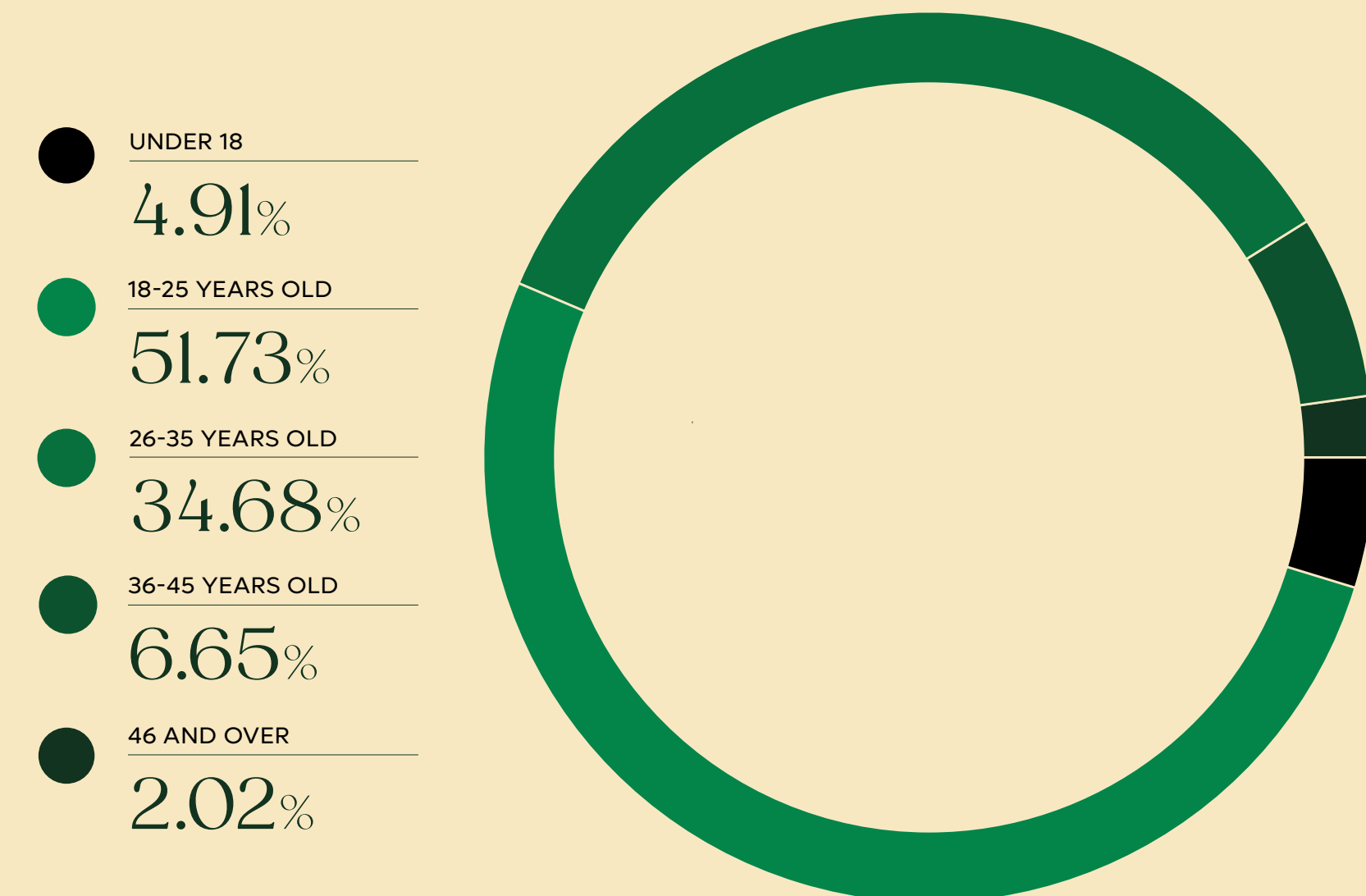
# Demographic Data

*gender and age*

• What is your gender identity?



• How old are you?

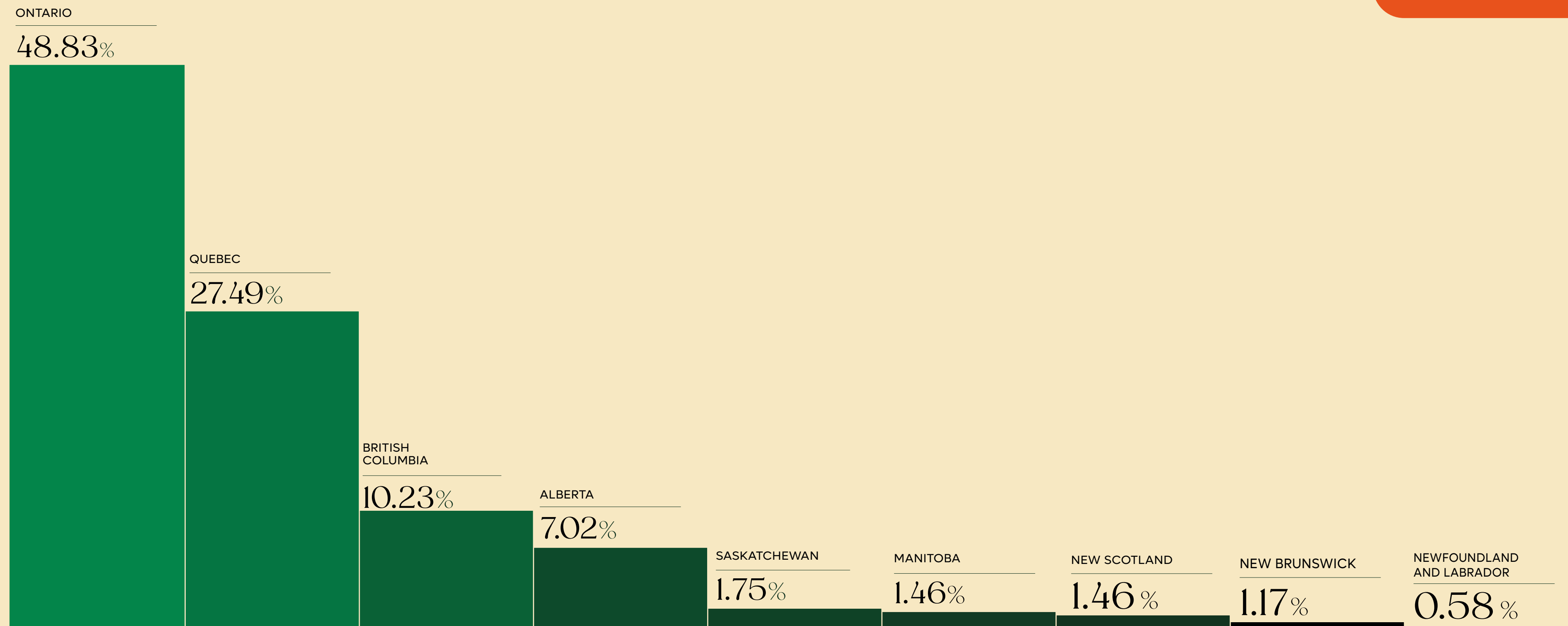




# Demographic Data

## *location*

• Which province or territory do you live in?



Nearly half of creators

live in  
Ontario.



# Demographic Data

## *language*

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

ENGLISH

78.90%

FRENCH

17.92%

OTHER

1.45%

SPANISH

0.87%

ARABIC

0.58%

MANDARIN

0.29%

78.90%

of creators work primarily  
in English.



# Follower Count

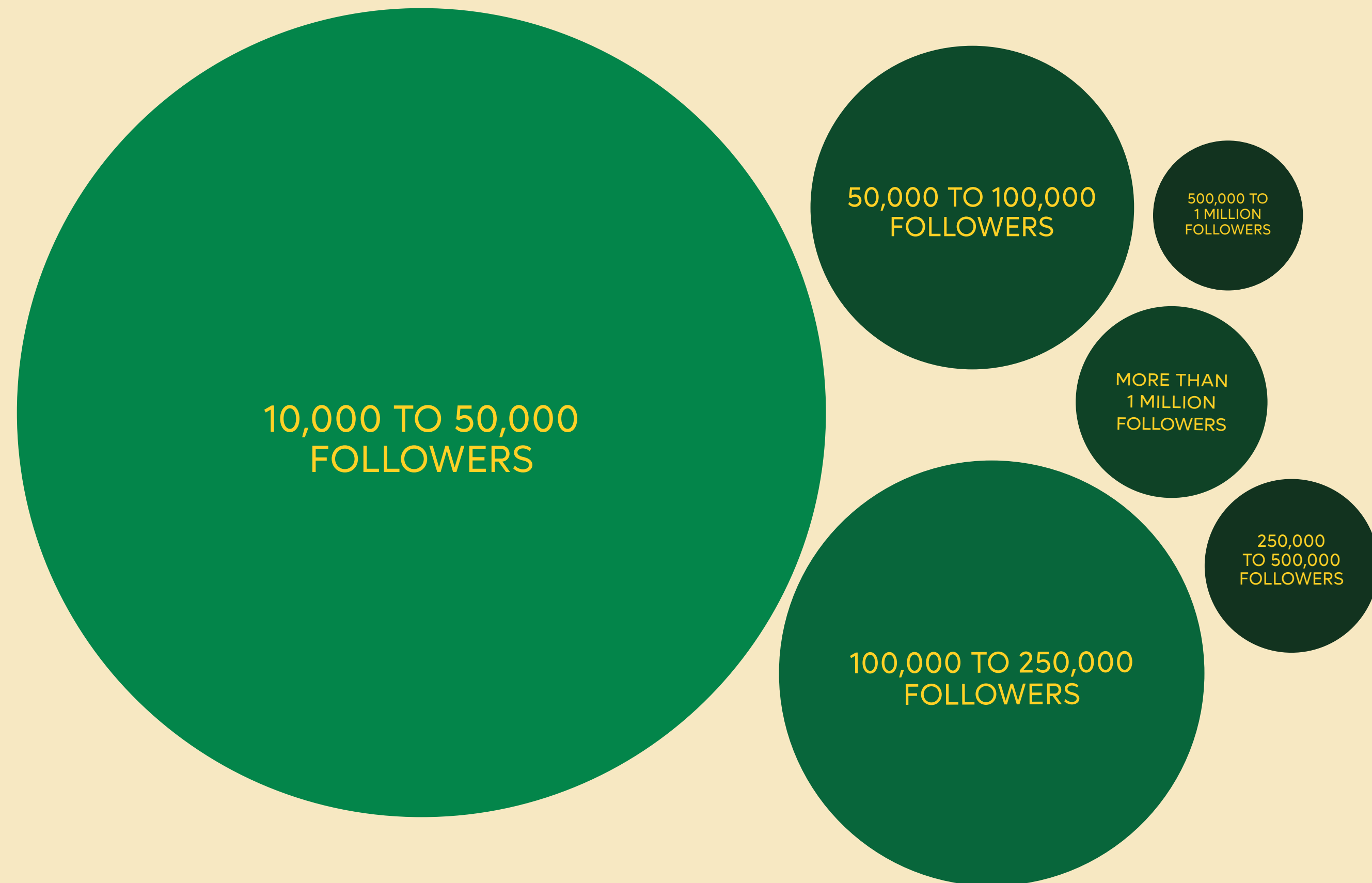
60.99%

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



•How many followers do you have?

39.02%	10,000 to 50,000 followers
15.61%	50,000 to 100,000 followers
20.52%	100,000 to 250,000 followers
8.38%	250,000 to 500,000 followers
7.23%	500,000 to 1 million followers
9.25%	More than 1 million followers



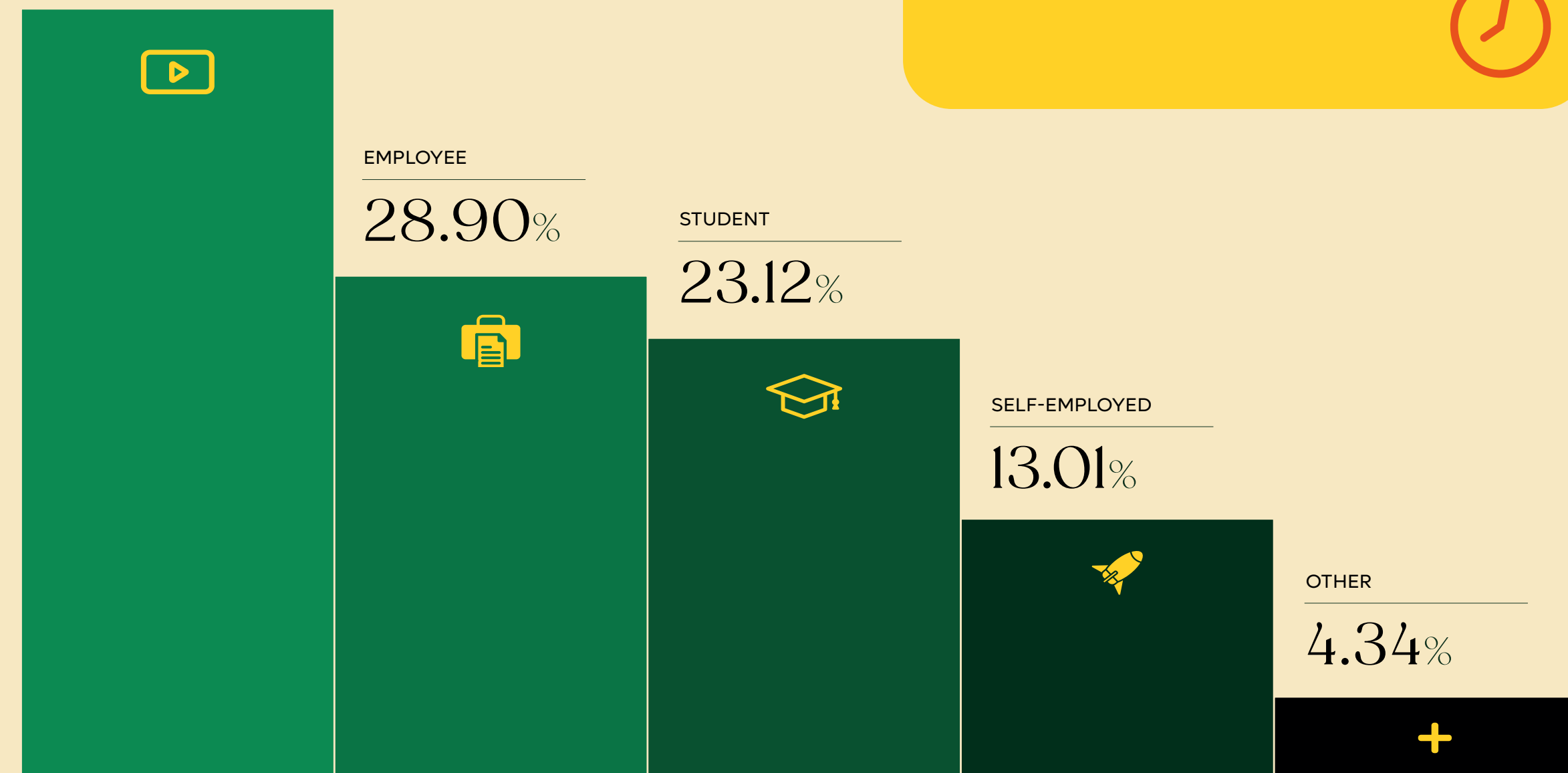


# Full-time Occupation

• What is your current occupation?

CONTENT CREATOR

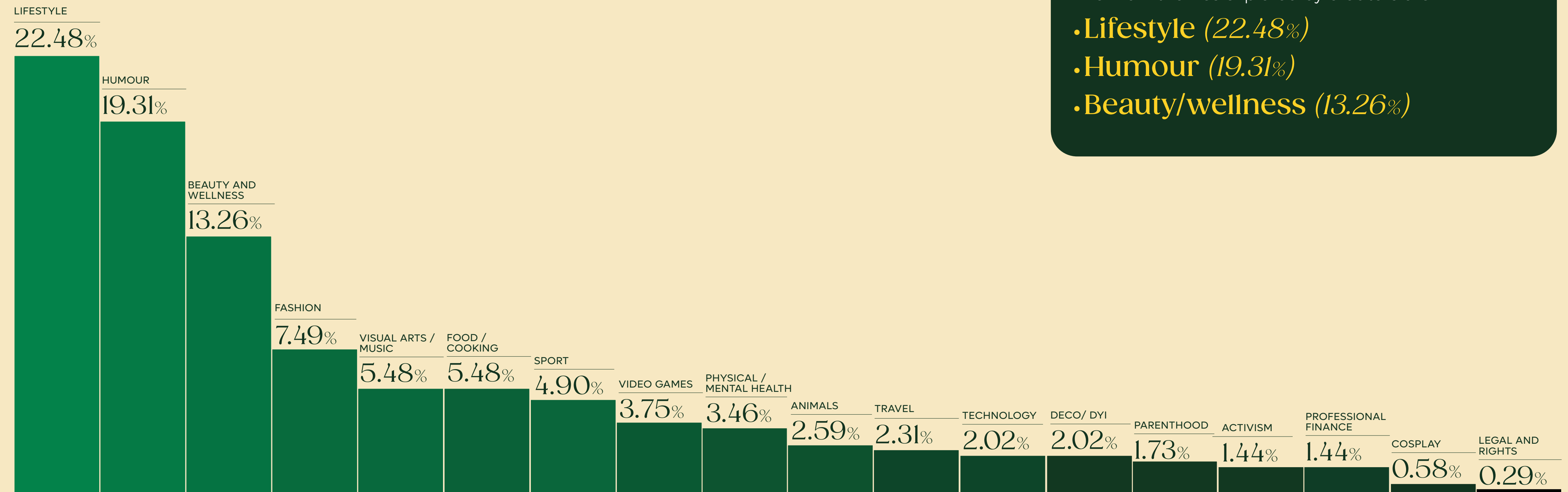
30.64%





# Content Themes and Sectors of Activity

• What is the main theme of your content?





# Creating on TikTok

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

ENTERTAINMENT  
AND FUN

90.86%

KNOWLEDGE  
SHARING

52.00%

CURRENT AND  
POTENTIAL REVENUE

50.29%

PUBLIC AWARENESS  
AND RECOGNITION

41.71%



1

Entertainment

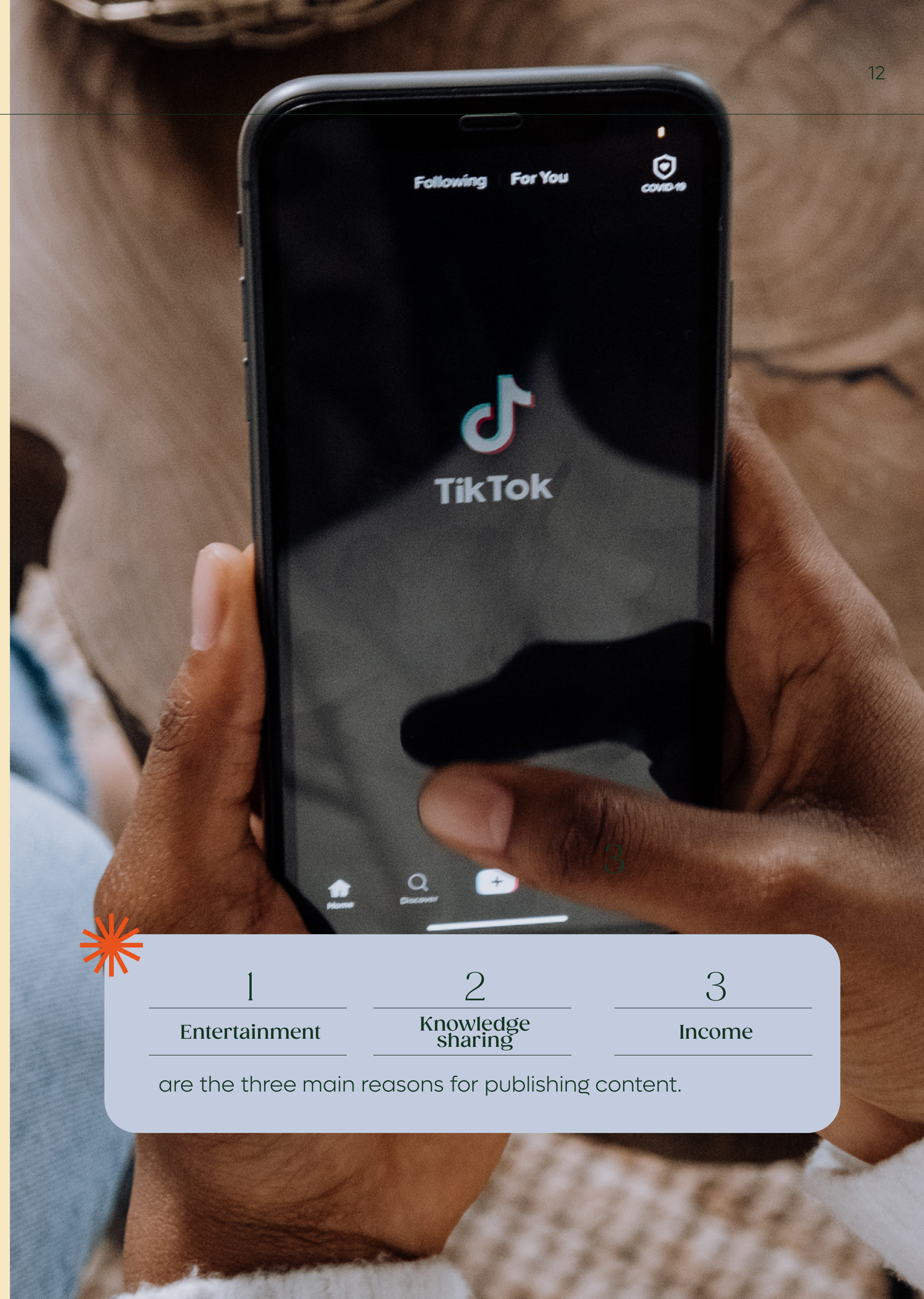
2

Knowledge  
sharing

3

Income

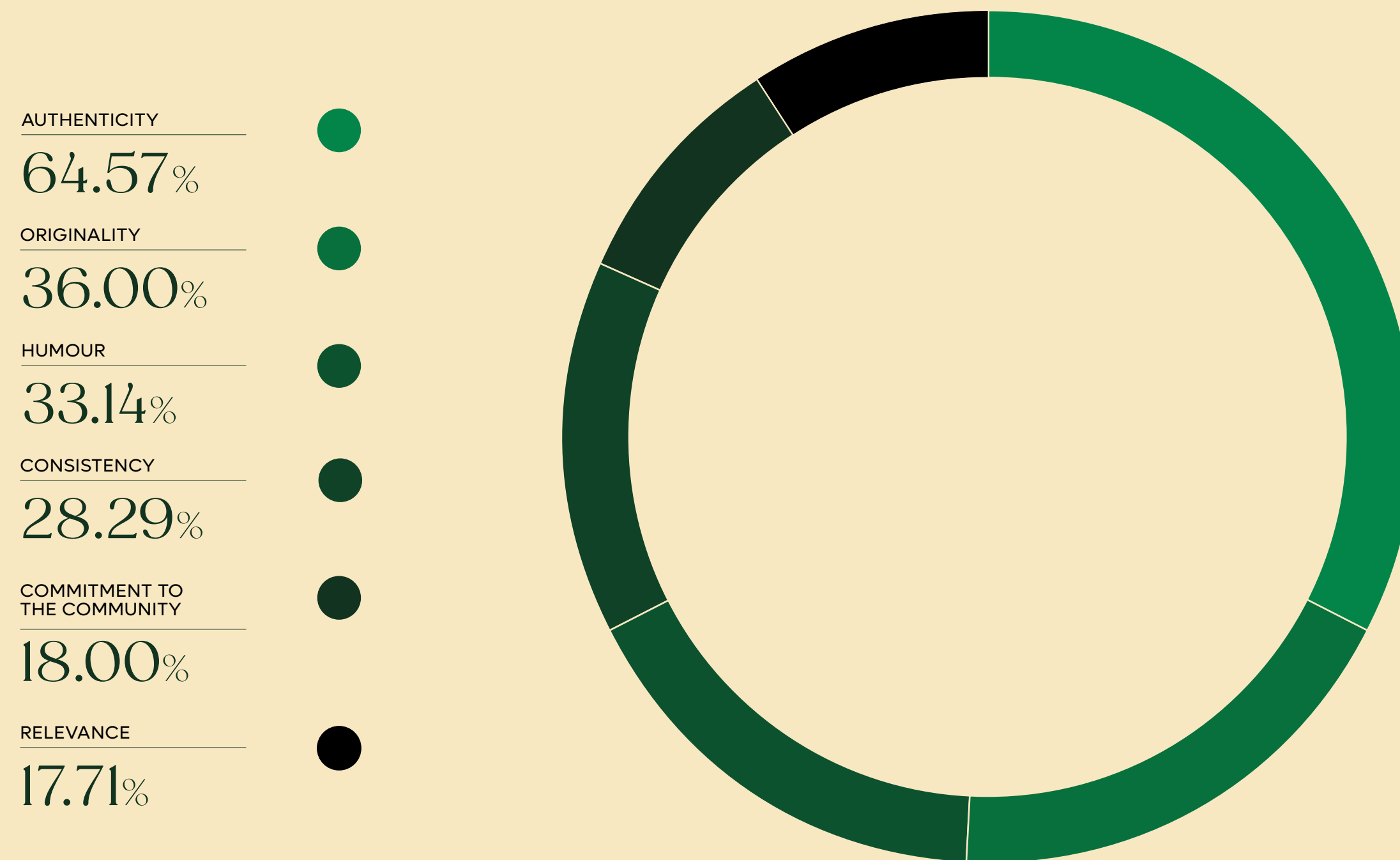
are the three main reasons for publishing content.





# Success Factors

• What factors have contributed to your success on TikTok?



1

Authenticity

2

Originality

3

Humour

are the key factors for success, according to creators.



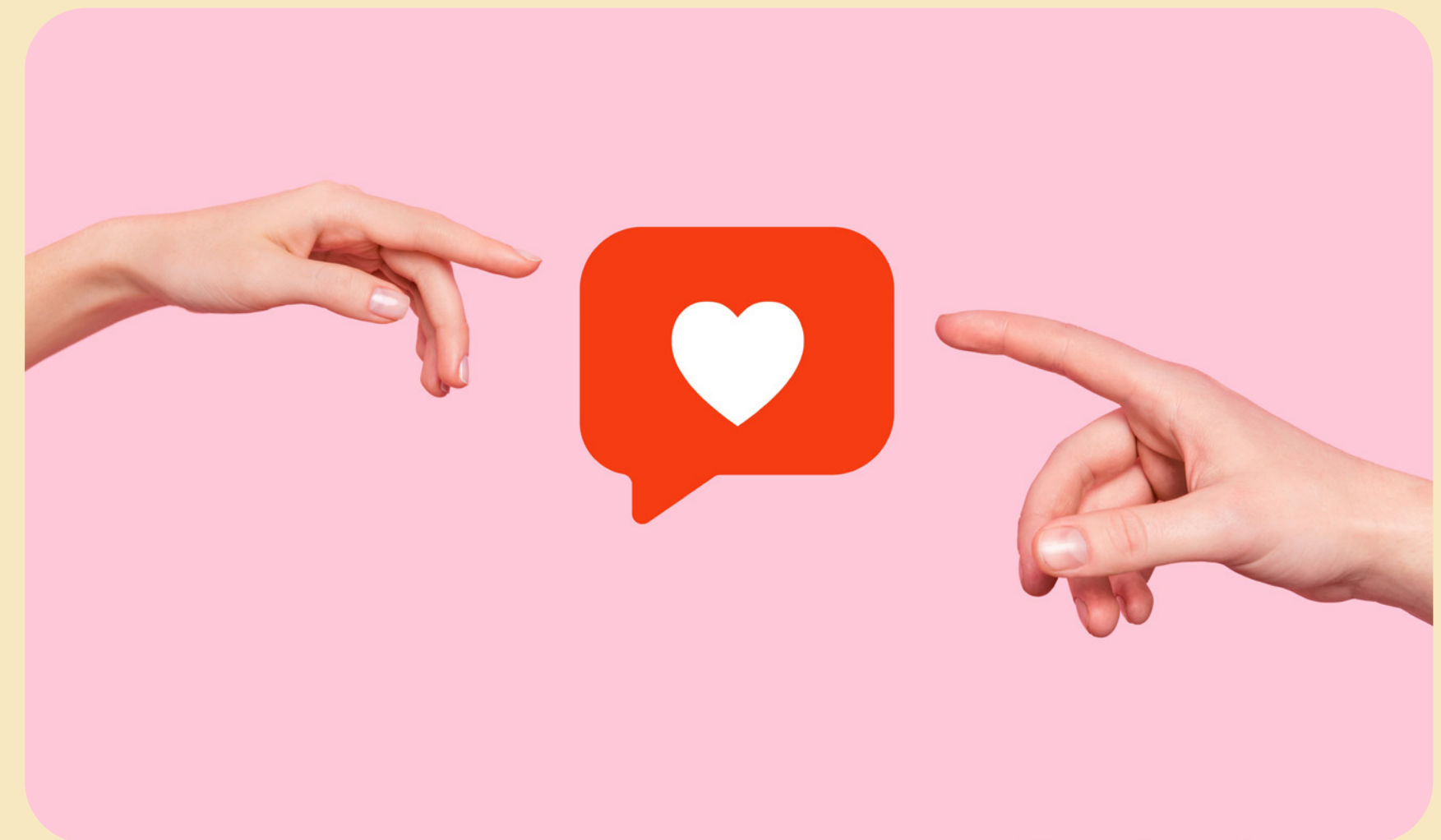
# Engagement Rates

*What is  
your average  
engagement rate?*

7.22%

is the average engagement rate for  
TikTok content creators in Canada

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?*

84.68%

of creators are happy to produce content.





# Public Opinion

*Does the general public have a favourable perception of your profession?*

60.69%

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







02.

# Return on Investment for Creators\*

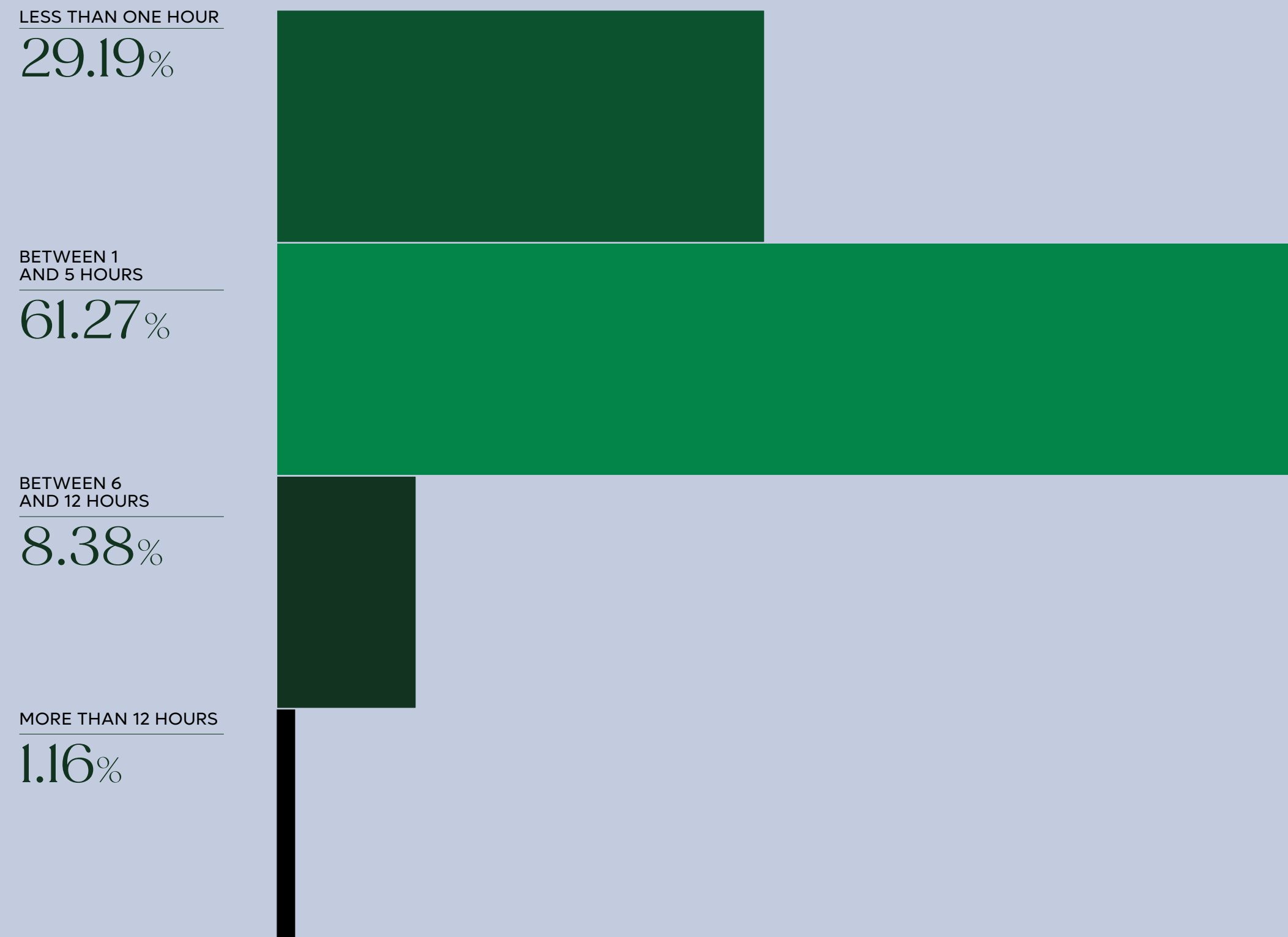


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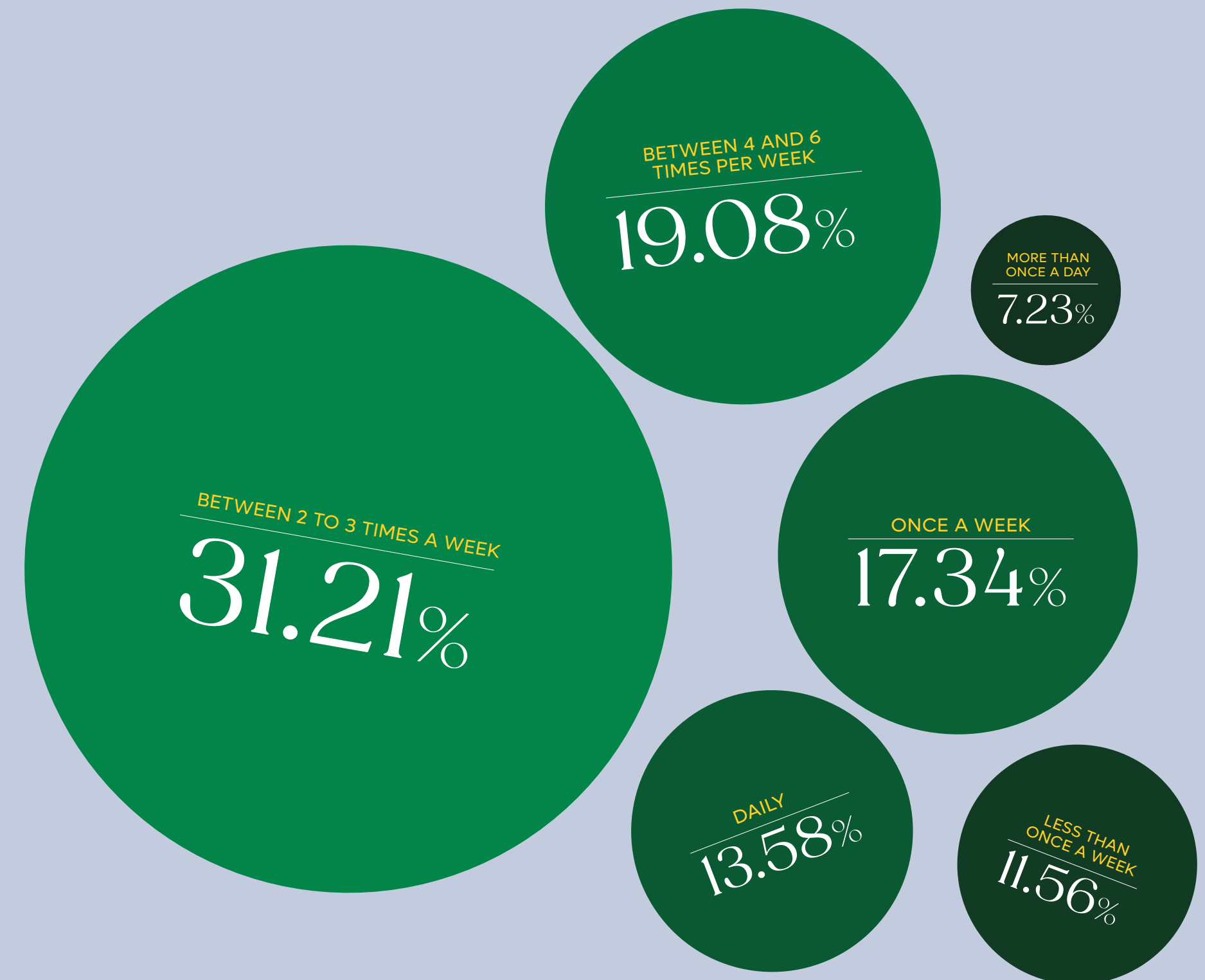


# Time Invested in Content Creation

• 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



81.50%

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?*

71.10%

of creators have experienced  
some form of exhaustion.





# Annual Income

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



## 68.90%

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

\*Please note that TikTok creators in Canada 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?

80.06%

of creators have already worked with a brand.



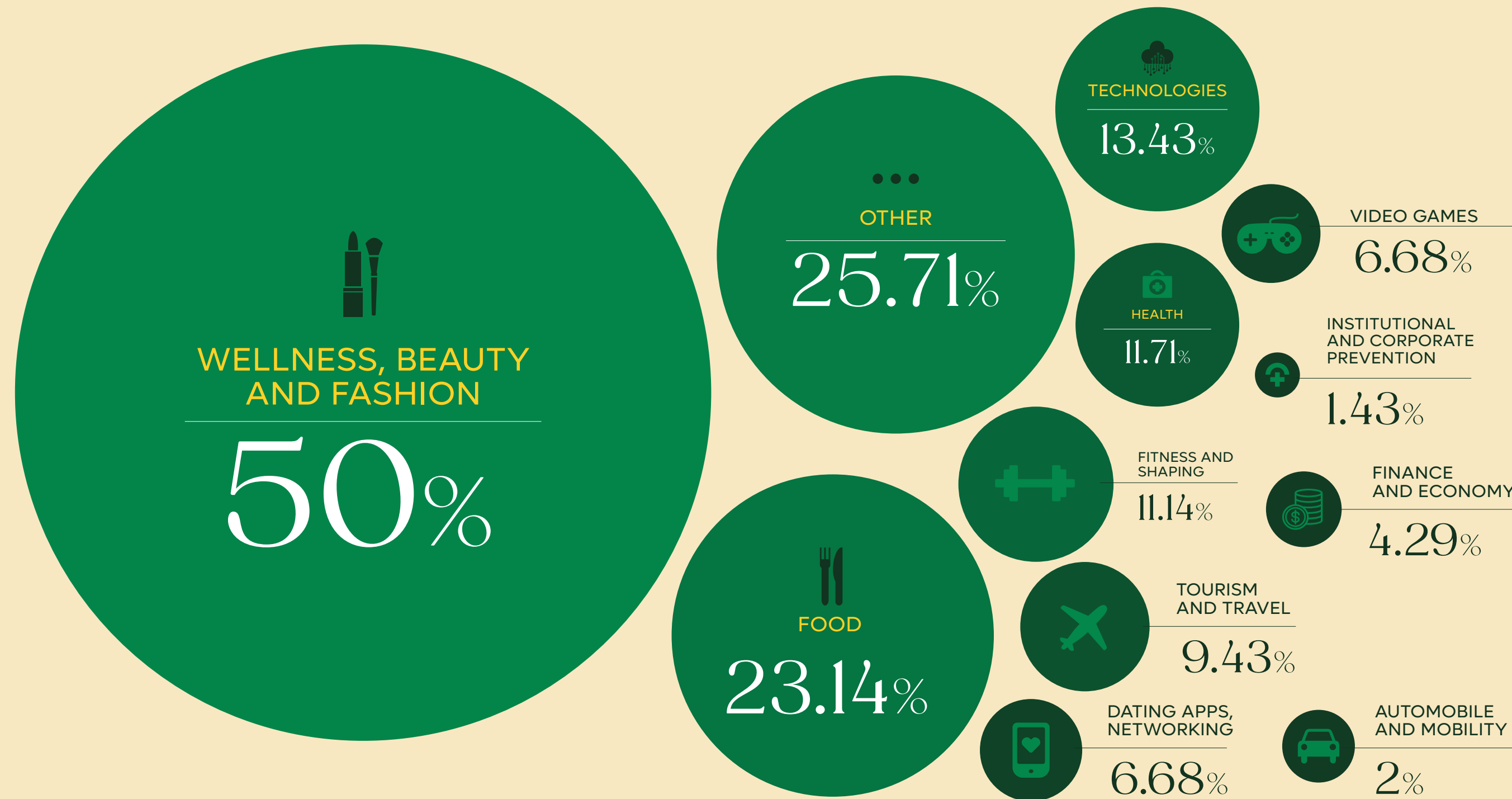


# Brand Sectors

• 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?*

2/3

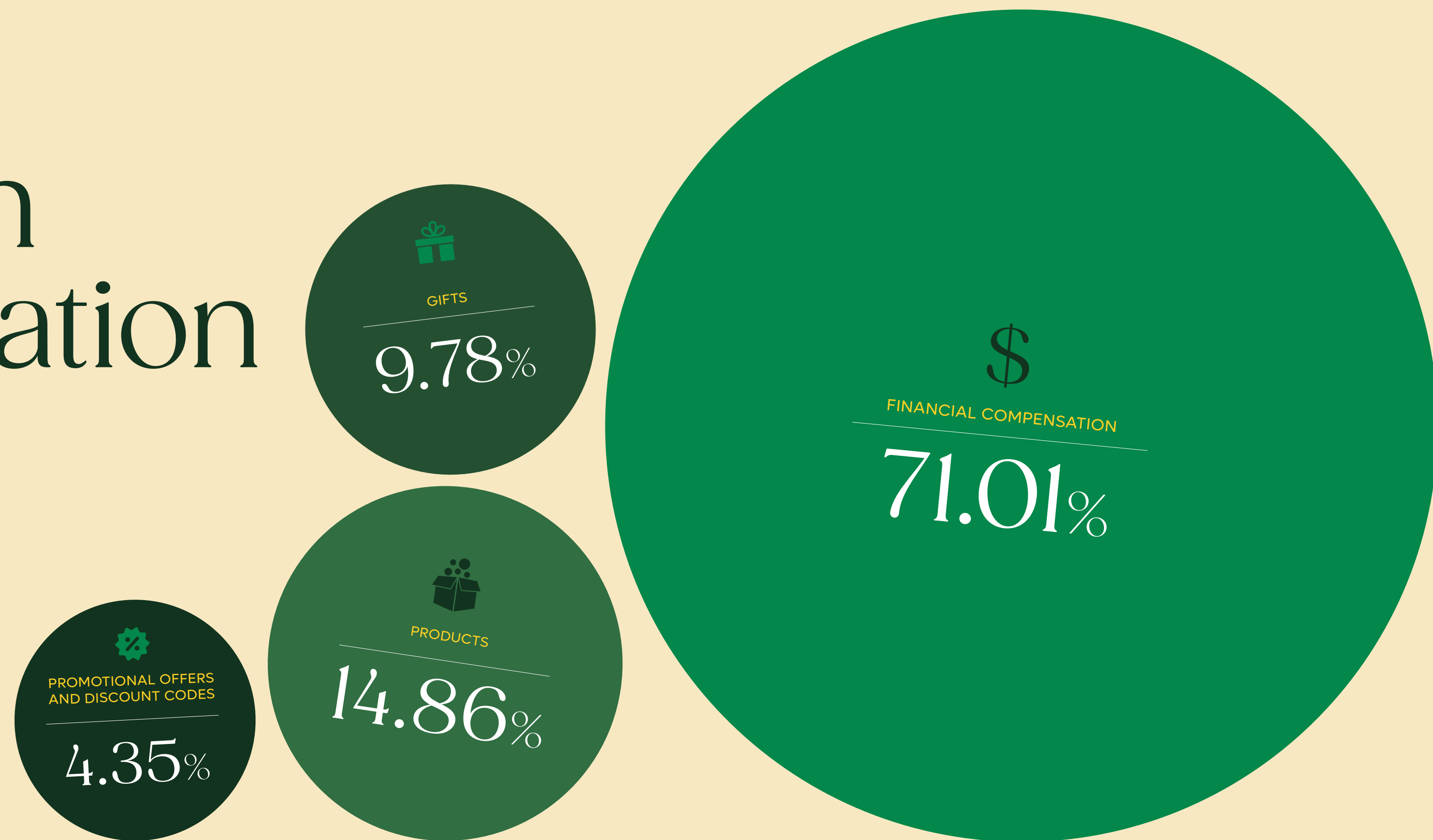
of the creators who have never  
collaborated with a brand  
would like to do so.





# Compensation for a Collaboration

• How were your partnerships compensated?





# Average Compensation for a Sponsored TikTok

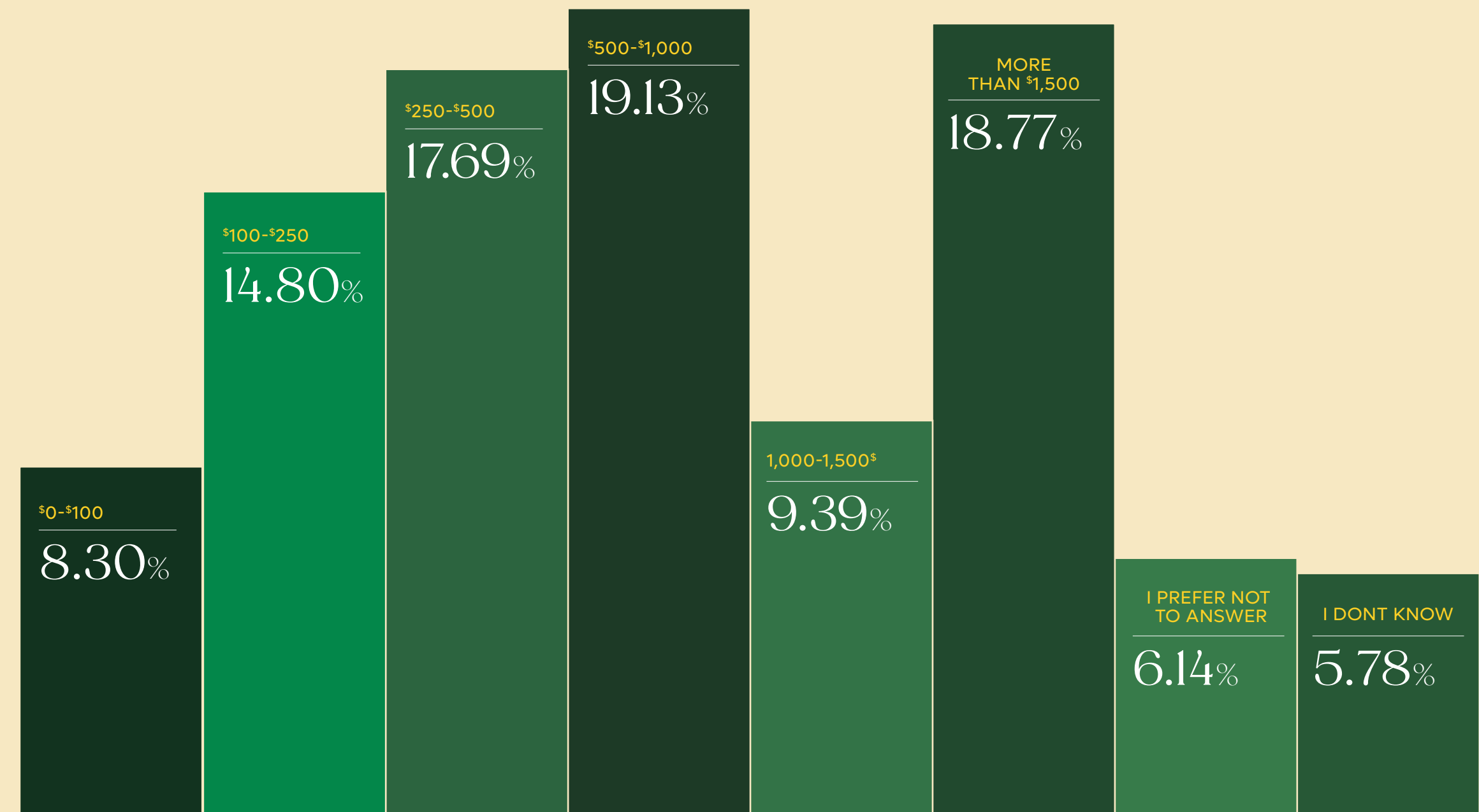
• How much do you charge for a sponsored TikTok?

Compensation for the production of a sponsored TikTok generally ranges from

**\$500 to over  
\$1,500** (47.29%)

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?*

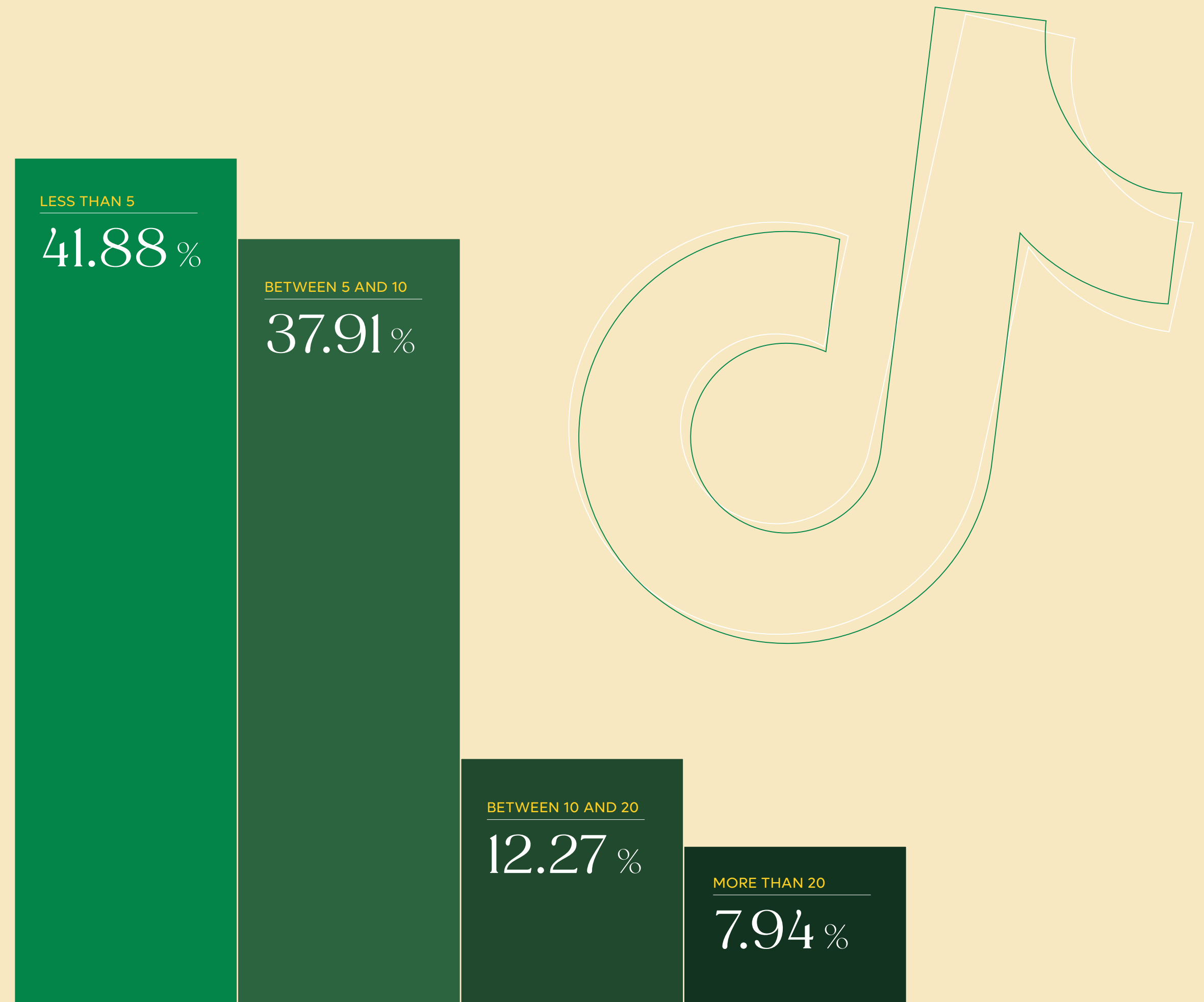
Nearly  
**90%**  
of creators are not represented  
by an agency.





# 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 Canadian 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.*

53.3%

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 potential benefits for the community (1<sup>st</sup>), the freedom to create content (2<sup>nd</sup>) and the quality of the product or experience (3<sup>rd</sup>)

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.*



75%

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



50.40%

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

- 1<sup>st</sup> Lack of freedom
- 2<sup>nd</sup> Insufficient production time
- 3<sup>rd</sup> Excessive edits and complications in client approval



# Performance Impact of Partnership Content



## 49.82%

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?

THERE WAS NO  
DIFFERENCE

49.82%

PERFORMANCE  
WAS WORSE

25.99%

IT GENERATED MORE  
VIEWS THAN USUAL

20.58%

I DON' T KNOW

3.61%



# Professional Challenges

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

37.57%

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.*

85%

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







CLARK

is here to guide you





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



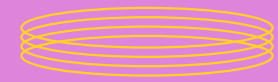
We believe in influence and creativity.





# 6 Areas of Expertise

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



## Influencer Marketing

- influencer selection
- influencer and brand relationship management
- media amplification
- campaign monitoring
- tracking and reporting



## Strategy, Trends & Storytelling

- consumer research
- sector studies
- storytelling
- digital trends
- brand audits
- competitive intelligence



## Branding, Design & Content Creation

- video production
- photo production
- visual branding
- creative intentions
- mood boards
- mock-ups



## Clark Talent Factory

- active research and monitoring to identify new talent, emerging profiles and the ideal influencers



## Community Management

- management of social media accounts and communities
- content creation
- tracking and reporting



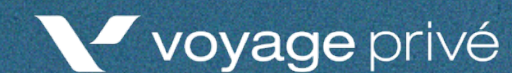
## Experiential Marketing & Event Marketing

- designing brand experiences
- interactivity
- inviting influencers and journalists
- video and photo
- digital resonance





# Our Clients







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