
MARKET FACTS!

MARKET FACT #28

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84%

of creators agreed they get more requests for brand collaborations than they can handle

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COMMENT: Influencers who are the target of brands for Content Creation are having to deny work. Despite the crisis involving Social Networks, and the Criminal Duopoly ([Google & Facebook](#)), [and after brands started bringing influencer marketing in-house](#) as a way to handle tough economic times because of it, the FUNNELS of attention are still game. But the remaining chunk of The Market requires this: [Creators said great partnership experiences start with quality products \(53%\), high compensation \(40%\) and creative freedom \(39%\)](#). They want a mix of all. Can you blame them in such a chaotic market?

A MESSAGE FOR BRANDS

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