

The future belongs to **builders and creators**

*The past, present and an incredible future
of being a knowledge entrepreneur*



The creator universe

One of the fastest growing sphere of influence despite being only **20 years old**, capturing attention of global brands and corporation to tap and take advantage of this new media ecosystem

\$ 104.2bn

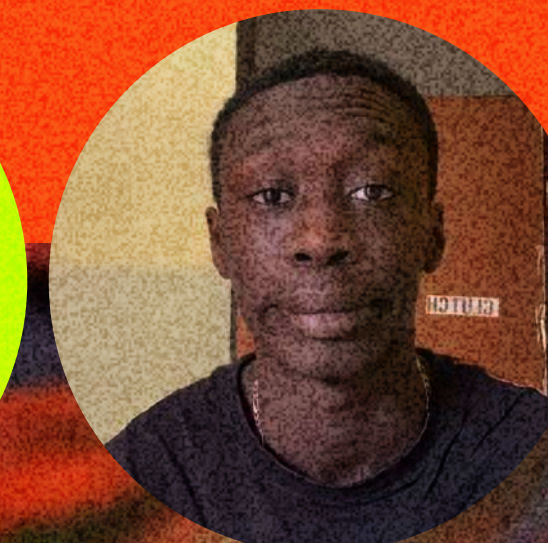
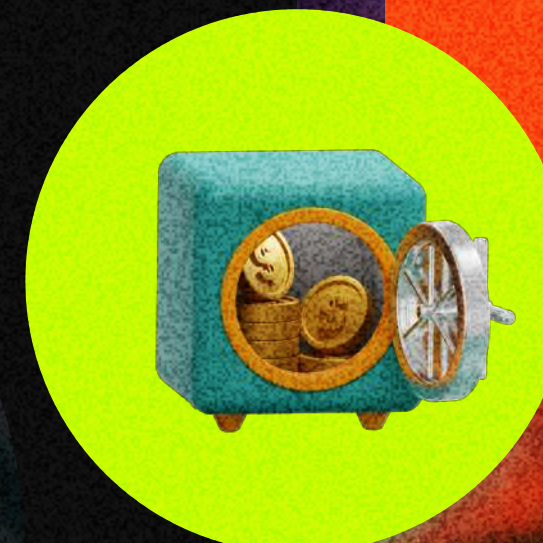
Market size

\$ 15bn

Projected spend by brands on influencer marketing



50mn
creators



Age of opportunity

40%

of Gen-Z now prefer new age platforms over Google for search

ET The Economic Times
View: How creators and NFTs are fuelling the Digital Renaissance
25-Nov-2021



TC TechCrunch
LinkedIn rolls out new tools to give creators more ways to share visual content
11-Aug-2022

NYT The New York Times
For Gen Z, TikTok Is the New Search Engine
2 weeks ago



ET The Economic Times
Khaby Lame, the most-followed TikToker, is a multi-millionaire; earns around \$750,000 per video
4 weeks ago



LA Times Los Angeles Times
As TikTok eats the world, YouTube makes a bid for creators' hearts — and wallets
2 weeks ago



S The Sun
Islam Magomedov — known as 'Dini Khabib' — signs five-year contract with UFC after talks with...
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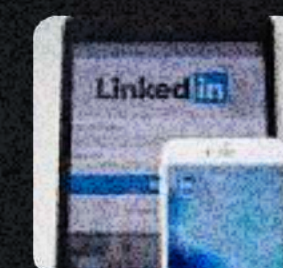


Mashable India
"None Of Us Were Talking About TikTok Three Years Ago" Google CEO Sundar Pichai Admits Tough...
1 month ago

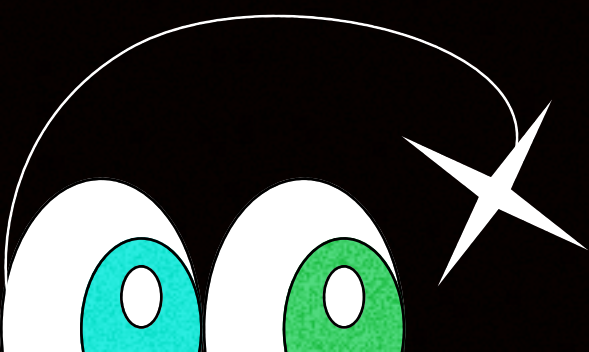
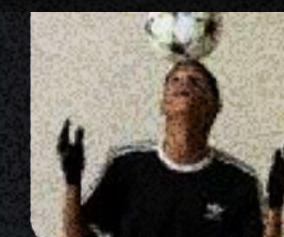
WIRED
The Enduring Legacy of Clubhouse's Chatty Revolution
31-Mar-2022



LinkedIn is the latest tech giant to launch a creator program
12-Feb-2021

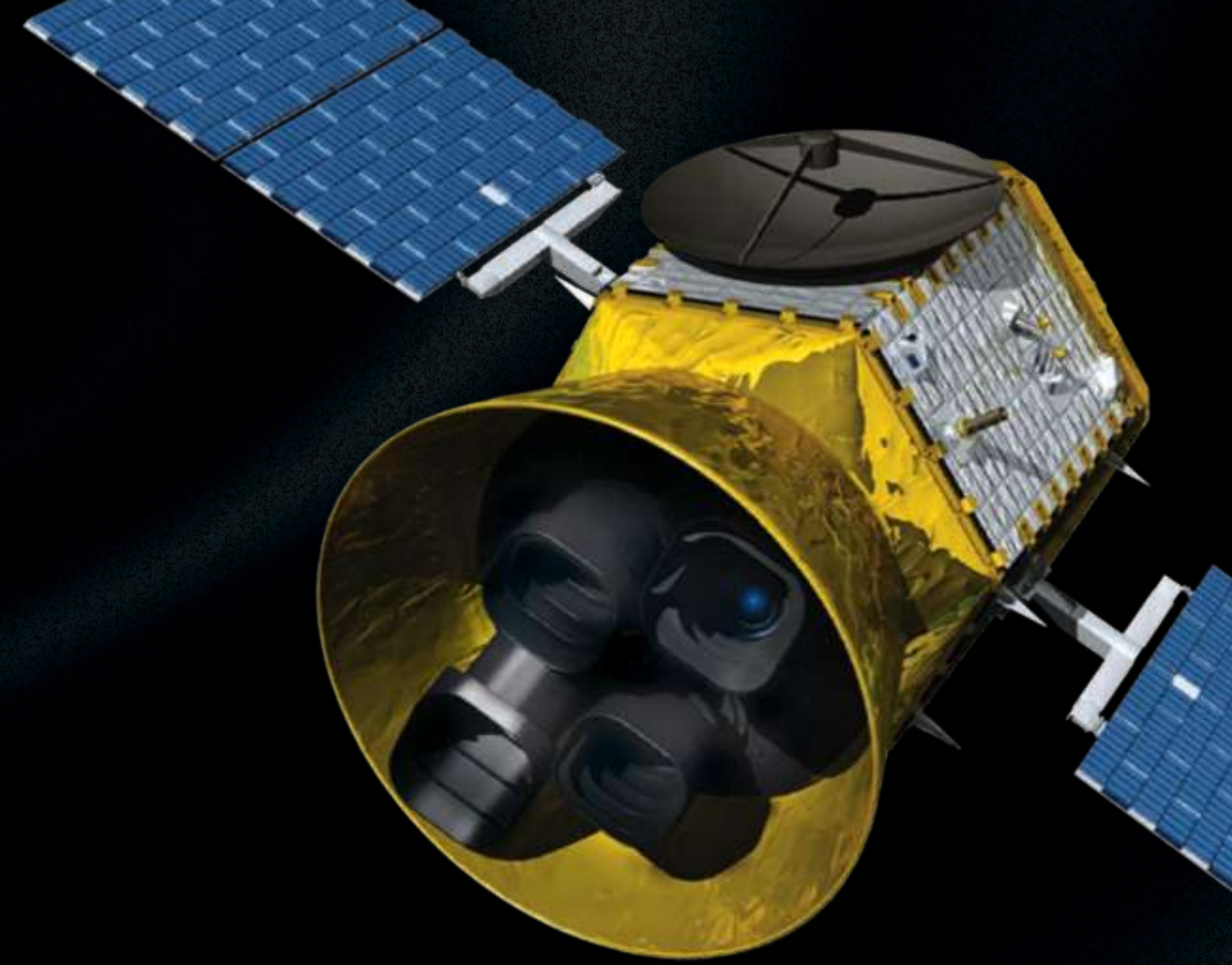


is Brazilian football influencer became a global star
2 weeks ago

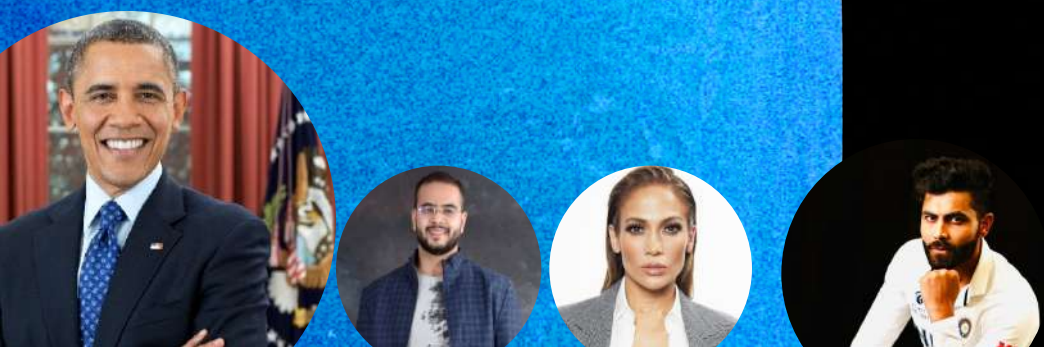


Planet **LinkedIn**

A place where you can showcase your professional assets, past experiences, thought leadership, connect with professionals, and like-minded business people and organizations



- 2016 **\$26.2bn** acquisition by microsoft
- Present **810mn** members
- By 2025 **5mn** active publishers on LinkedIn



Creator opportunity **LinkedIn**

20x

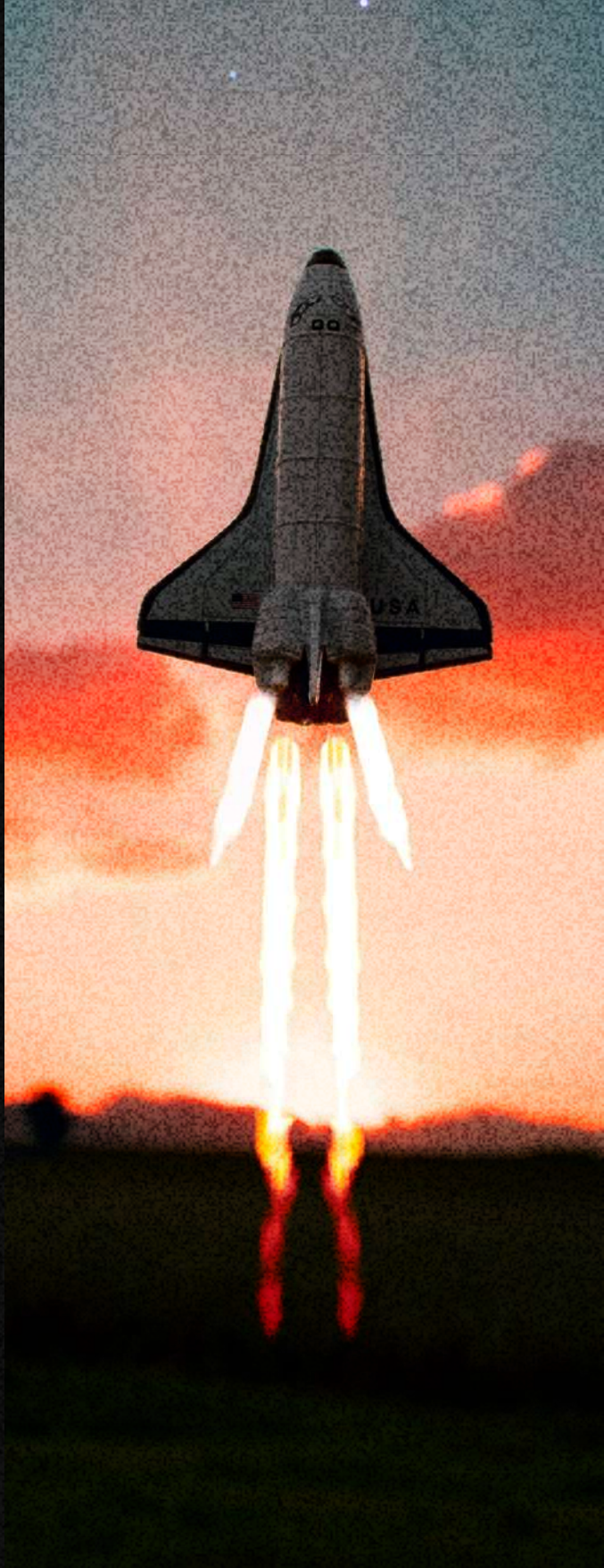
growth in the last 10yrs in India

22%

growth in user sessions in last quarter

\$25mn

LinkedIn creator fund



Out of all the social media platforms, LinkedIn remains the best opportunity for growth

Creators per **1000** users



Shifting Trends

LinkedIn now, actively aims to be **creator focussed**

Engagement

Engagement

Engagement

Engagement

Text posts

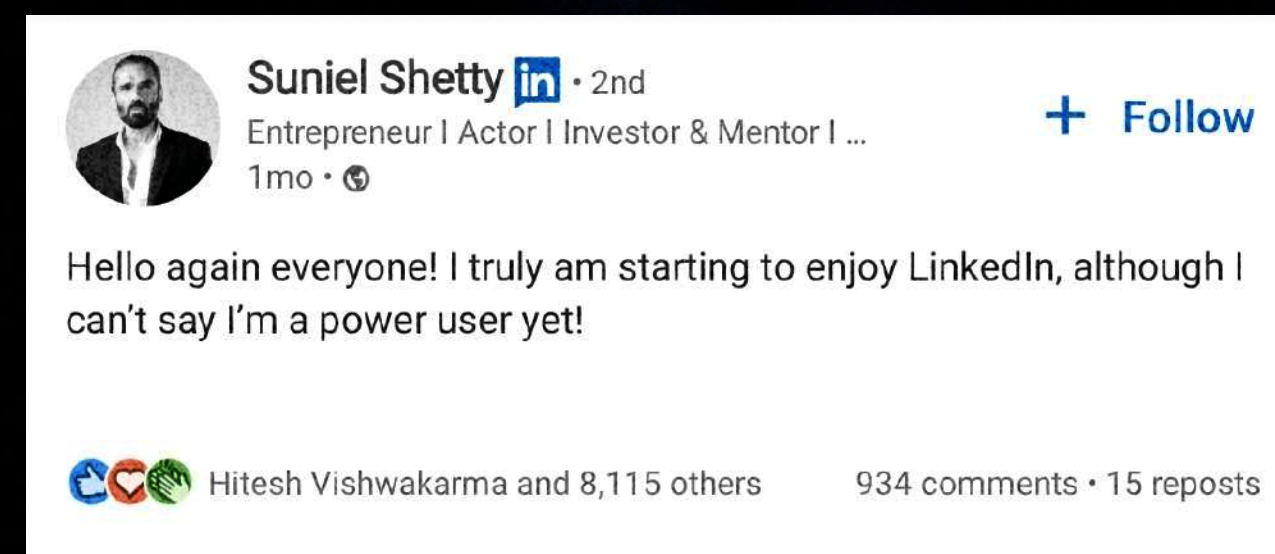


Image posts

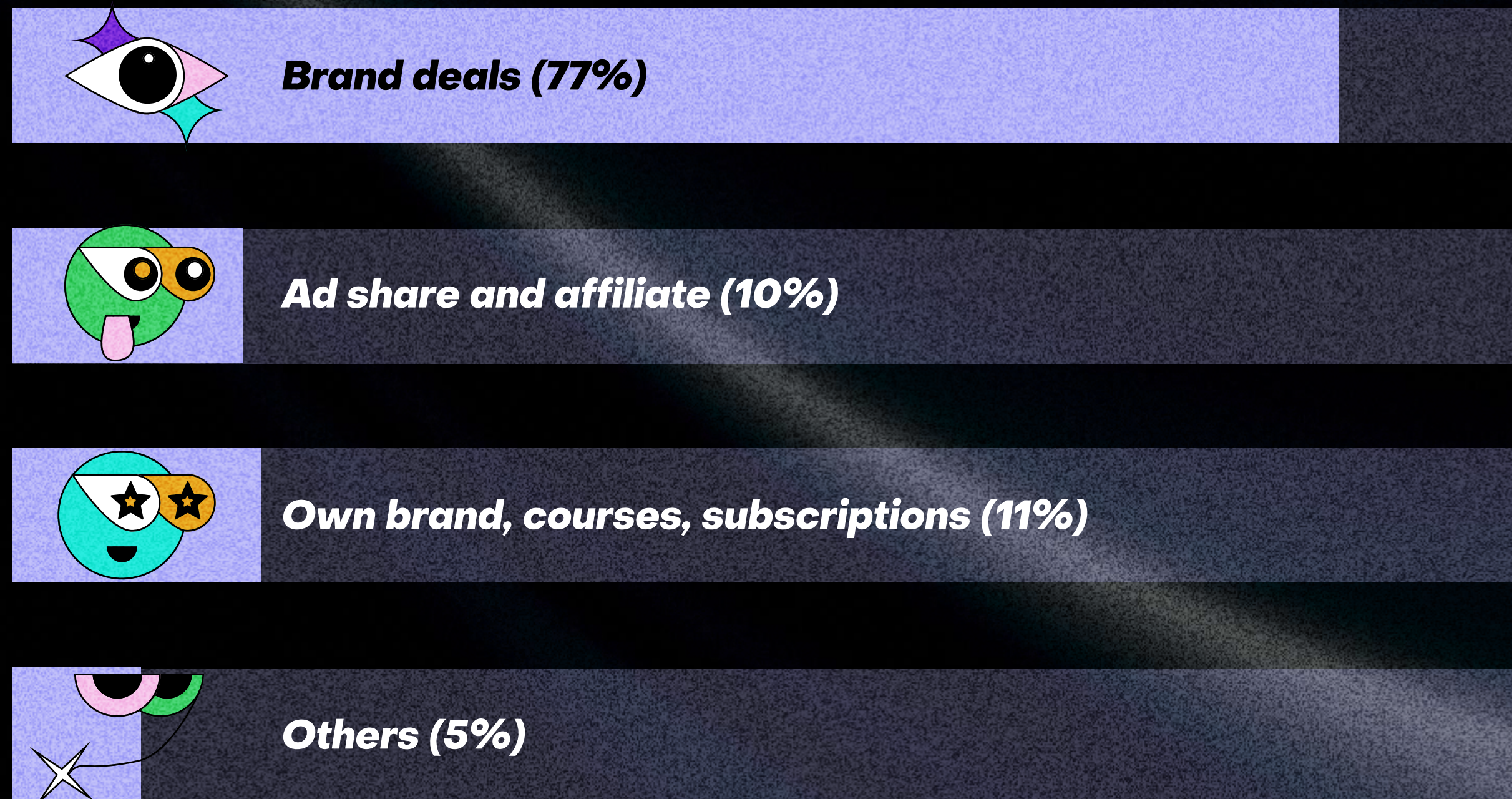


Posts with a personal story



Monetization

How do creators earn money?



Average monthly earnings of creators

Out of the ~150k professional content creators, we estimate that the majority of them can earn anywhere between \$200 – \$2.5K per month, depending on the reach and engagement they can drive.

Less than 1% of professional creators (those with >1M followers) have the potential to earn anywhere between \$2.5K – \$65K per month.



David Nelmes

Maintaining a right balance between brand posts and one's own content is very nuanced and difficult to crack. Most creators lose authenticity because they go way overboard with branded contents, I would suggest to have minimum of 5 own posts before doing brand work.

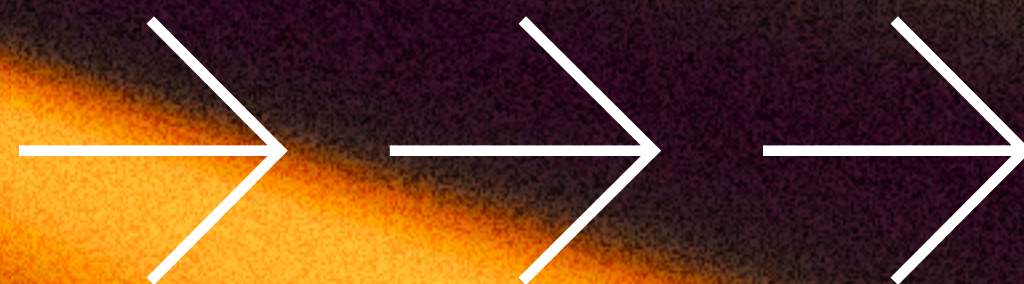
62%

Creators feel that generating sustainable income was their biggest challenge and brand Deals are significantly unreliable.



*The future is **bright***

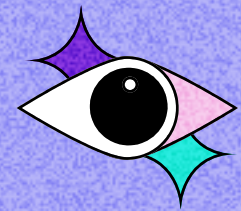
No matter what you are creating, for whom you are creating – we've got some takeaways for you to take your **content**, **monetization** and **community** belonging to the next level



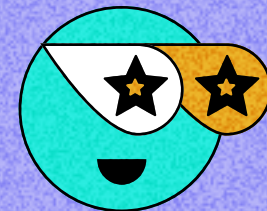
Embrace multiple **revenue streams** through varied offerings

83% Creators aim to stabilize their revenue stream

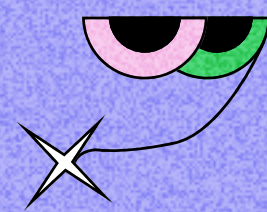
Emerging avenues creator's are using to monetize



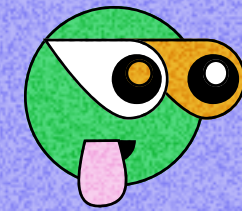
Coaching/Consultancy



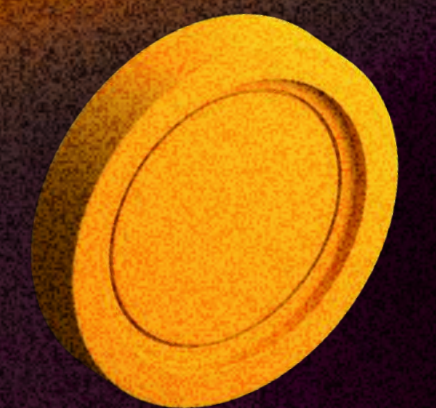
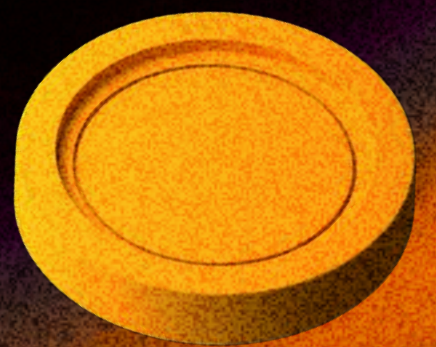
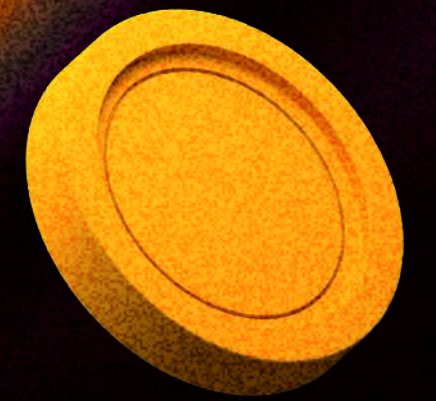
Memberships



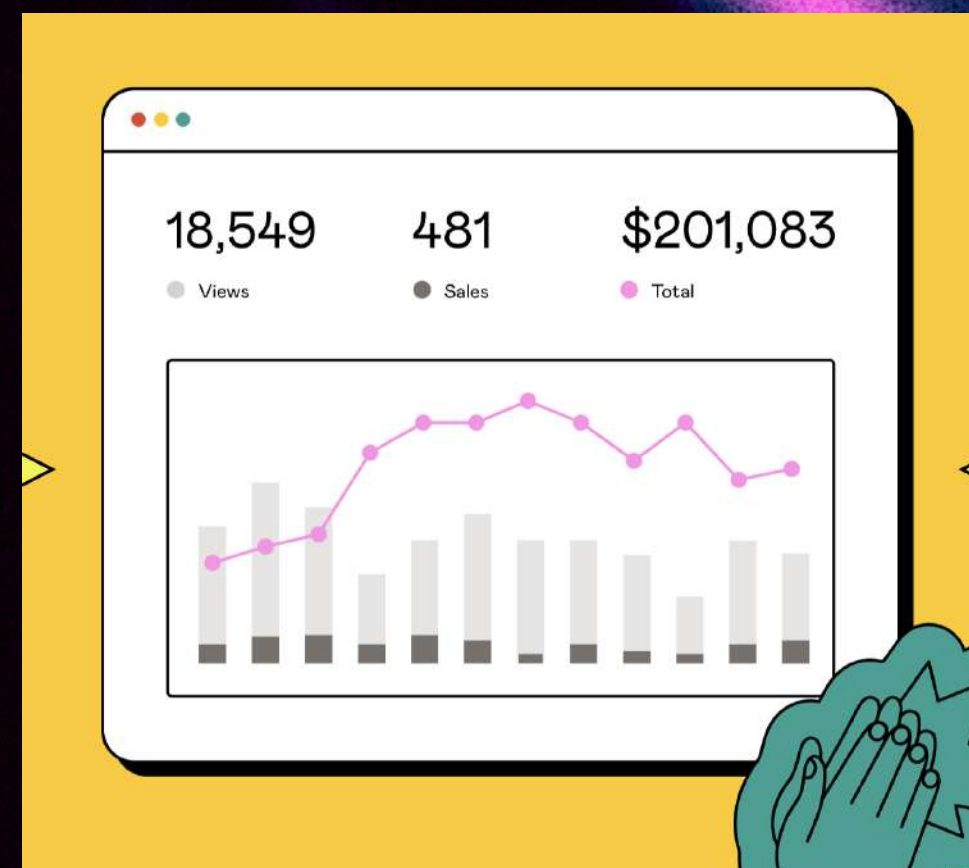
Courses



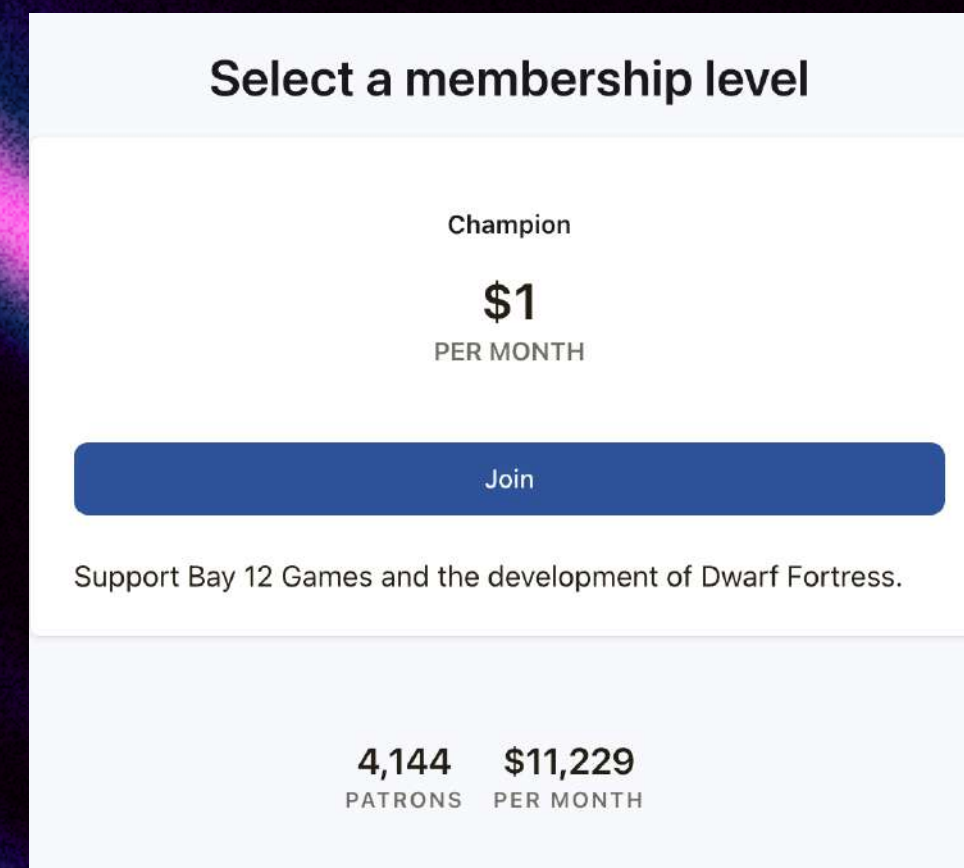
Digital downloads



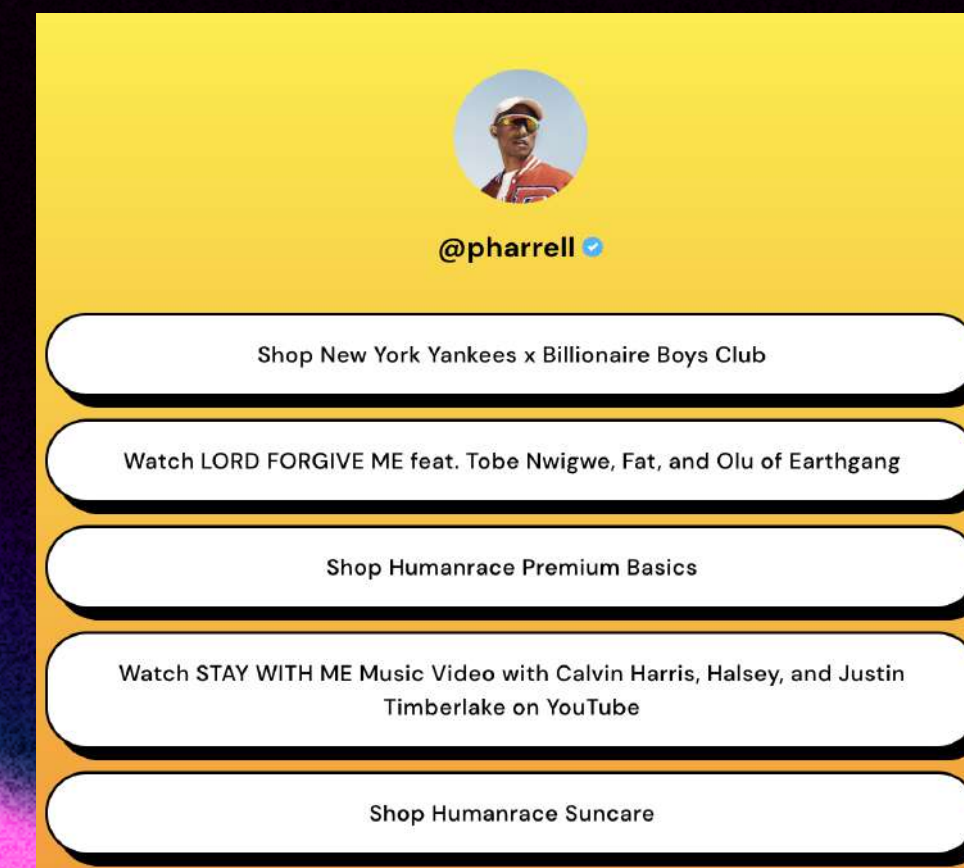
As a knowledge entrepreneur, take content distribution in your own hands. Focus on tools which assist you to direct traffic and manage continuous monetisation stream.



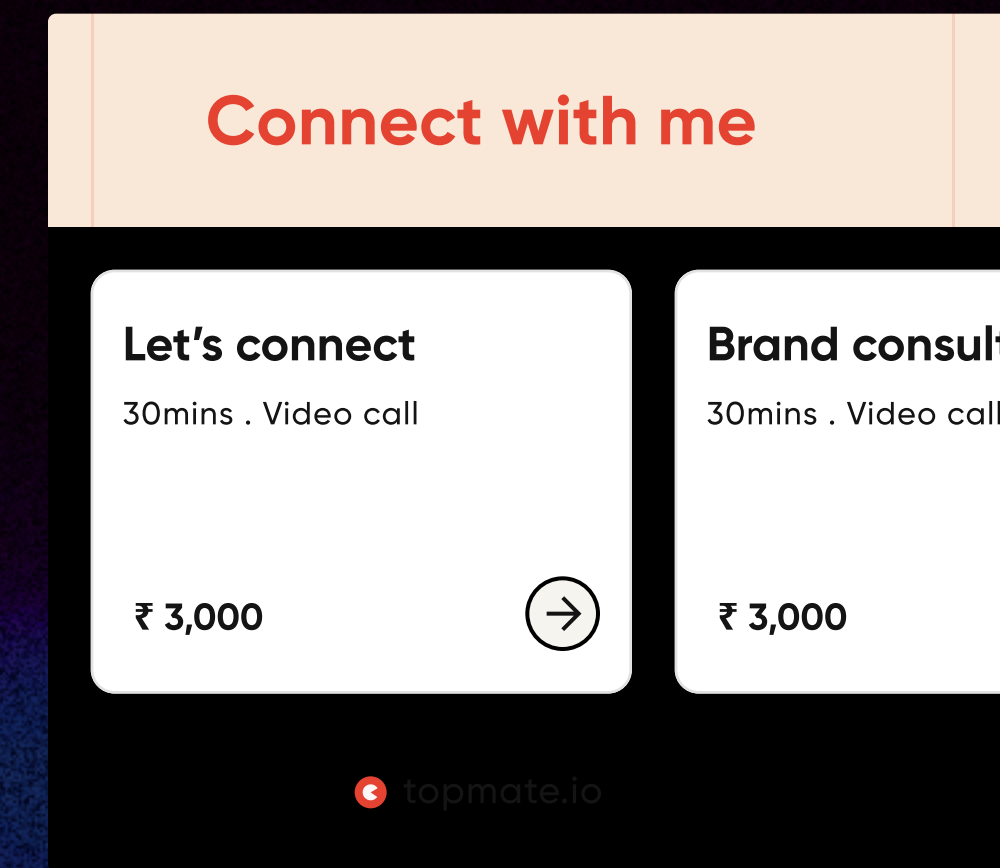
 **Gumroad**
Sell digital products



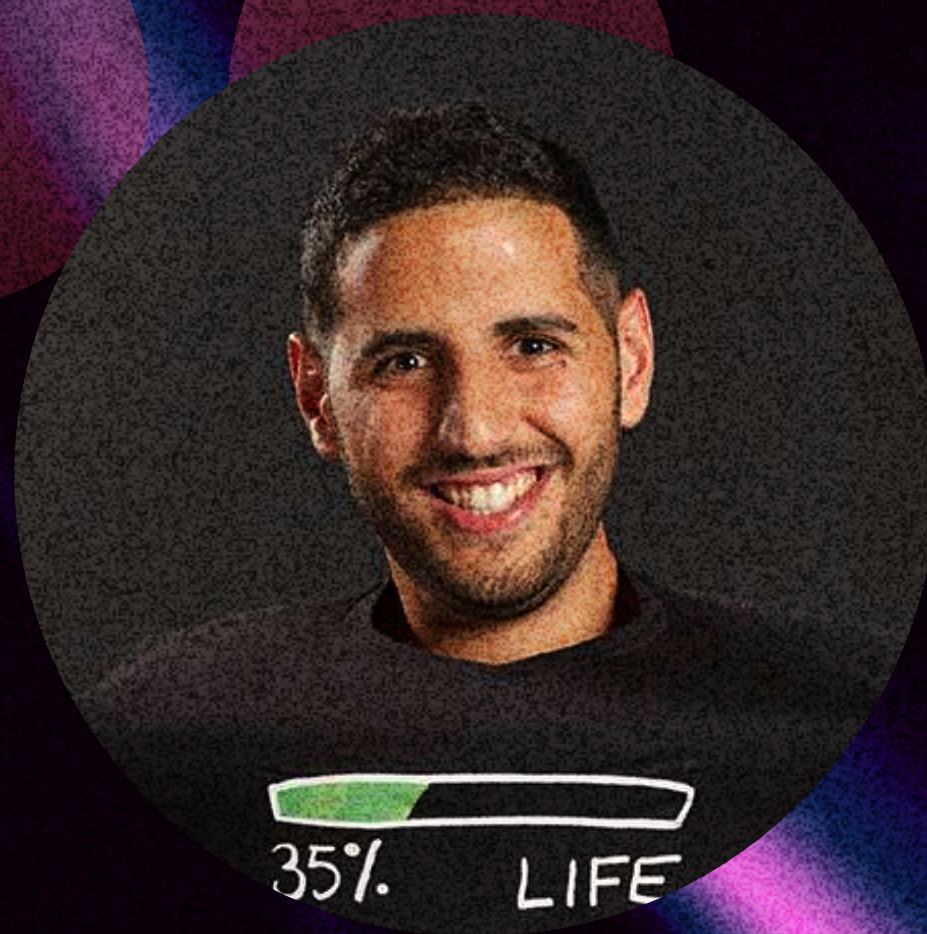
 **Patreon**
Offer memberships



 **Linktree**
Showcase yourself



 **Topmate**
Offer your time



Nas daily

I have realised that its very easy to get caught in the rat race but you have to always strive to put quality content and audience connect first.

It was very important for my audience to trust me, thus my proof of work and online testimonials are as much important as personal recommendations, so always have loyal fans. Ultimately my audience wants to relate with me, know about me, and ask what's on their mind.

The better connect they feel, the harder it is for other creators to compete with you.

It's a **wrap**

Thanks for reading, hope you liked it,
and double hope that you share it with your friends

Share report



 **topmate**

We are at the forefront of this upcoming revolution, and empowering influencers to leverage the power of their expertise to build deeper relationships with their community along with a reliable source of income.

From creating best practices to unique interactive tools that can't be found anywhere – everything we do and create exists to help knowledge influencers thrive.

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