SMART MARKETER LIVE

Build Your Creator Army

Design your creator-program to add $100k - $1mm/month+ in profitable revenue.

Nehal Kazim · adpros.com

The Dream Creator Program

Unbeatable

Creatives that are so good that other creatives can't touch them.

Breakthroughs

It's a system to find breakthroughs, not content or winners.

Everywhere

Virality vortex where it feels like your brand is everywhere.

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Creator Performance Network

This Is Going To Be Interactive

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Do not edit
How to change the design



Do you have an active creator program right now? UGC, Trybe, TikTok Shop, Seeding, etc

Presenting with animations, GIFs or speaker notes? Enable our Chrome extension

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WHAT'S POSSIBLE

Support Pets: $3M a month in creator revenue

SUPPORT PETS
Don't Leave Them Behind™

$3M per month · Pets

Program Type
UGC (pay per asset)

Number of Creators
<50

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WHAT'S POSSIBLE

Audien: $2M a month in creator revenue



$2M per month · Tech

Program Type

UGC (pay per asset) + TikTok Shop Creators

Number of Creators

<100

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WHAT'S POSSIBLE

Alter: $1M a month in creator revenue

AlterMe

$1M per month · Health

Program Type

Seeding

Number of Creators

<100

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TikTok Shop's projected global GMV in 2026 is $112.2 billion

almost double 2025's ~$64.3B.

	Shop Info	Revenue
1	medicube US Store BRAND	$28.31m
2	Comfrt BRAND	$14.56m
3	QVC, Inc BRAND	$13.45m
4	Dr.Melaxin BRAND	$10.36m
5	VEVOR Store BRAND	$9.72m

	Shop Info	Revenue
5	VEVOR Store BRAND	$9.72m
6	Shark Home BRAND	$8.94m
7	Halara US BRAND	$8.70m
8	Tarte Cosmetics BRAND	$8.64m
9	CROCS US SHOP BRAND	$8.30m
10	Mellow Sleep BRAND	$7.47m

Kalodata

TRYBE


Over 30% of that came from last month alone
$7.7M
Apr
$11.0M
May
$13.1M
Jun
$22.2M
Jul
$34.6M
Aug

What You Will Leave With

WHAT YOU LEAVE WITH

Five steps to your one-page creator plan

1. Choose your program type
2. Find your opportunity: where to focus, which metrics to track
3. Choose the metrics to focus on
4. Decide how to implement
5. Design your program by the numbers

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Ready??

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PART 1 · WHICH PROGRAM SHOULD YOU RUN?

Creator Compensation

Per asset

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To a store

To TikTok

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Other Programs: Spokesperson, Influencers, CPM-based, Clippers, Gifting, Hybrid

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How Do I Choose?

How do I choose which program is right for you?

What does your brand value most?

Value long-tail and community	**Gifting / Clippers / CPM Based**
Value authority and influence	**Influencer / spokesperson**
Value ad performance	**Paid ads affiliate / Fixed Fee**
Value Tik Tok Shop	**TikTok Shop Affiliate**
Value virality	**Organic Affiliate**

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If You Had To Choose One Program To Add $100k-$1mm/Month, What Would It Be?

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TODAY'S FOCUS

Today we go deep on two programs.

Ad affiliates

Creator content runs as paid ads, and creators earn on the sales it drives.

TikTok Shop affiliates

Creators promote your products on TikTok Shop and earn commission on each sale.

Three Creator Program Engines

PART 2 · WHERE'S THE OPPORTUNITY?

Every program runs on three engines

1

Acquisition

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Retention

Creators come back because the money and the feedback are there. Earnings per creator predicts it.

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Let’s Break These Down

1/3 Acquisition

Acquisition: get the right creators in the door

1

Outreach

Reaching out to creators you want.

2

Inbound

Getting creators to come to you.

3

Interest

Getting creators bought in to join.

Acquisition: Three Metrics to Track

1 How many creators did you outreach?

Creators outreach per month

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Acquisition: Three Metrics to Track

1	How many creators did you outreach?	**Creators outreach per month**
2	How many creators are interested?	**Outreach interest rate**

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3	How many creators say yes to your outreach?	**Outreach acceptance rate**

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2/3 Activation

Activation: turn interested creators into live posts

1

Receives product

Get the products to record content for your brand.

2

Records

Capture content for your brand in a compliant way.

3

Post

The post or ad goes live.

Activation: Five Metrics To Track

1	How many samples did you send?	**Sample volume**

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4	How fast does a creator go live?	**Days to first live asset**

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4	How fast does a creator go live?	**Days to first live asset**
5	How many assets get launched?	**Asset launch rate**

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3/3 Retention

Retention: a program both sides want to keep

1

Winner Production

Engine to keep producing winners and breakthroughs.

2

Creator Engagement

Keep creators engaged and feeling part of a community.

3

Brand Compliance

Messaging, legal compliance, brand compliance, new offers.

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Retention: Five Metrics To Track

1	How much revenue are creators generating?	Creator GMV

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4	How many creators are actively creating for you?	**Active creators**
5	How many assets are creators submitting?	**Submission volume**

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All Metrics to Track

Acquisition

- Creators outreach per month
- Outreach interest rate
- Outreach acceptance rate

Activation

- Sample volume
- Time to sample
- Submission rate
- Days to first live asset
- Asset launch rate

Retention

- Creator GMV
- Creator spend %
- Creator ROAS %
- Active creators
- Submission volume

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Which Engine Is The Opportunity?

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What Is THE Engine To Work On After This Event?

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Putting It All Together

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PART 3 · IMPLEMENTATION

How To Create Your Dream Creator Program

1

Choose One Program

1 program is what most brands should limit themselves to: ad or organic affiliate

2

Assign One Owner

Choose between founder, in house, agency.

3

6 Months

Give it time. Pilot for 6 months: enough budget, feedback loops, optimization calls and more.

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	A	B	C
1	CREATOR PROGRAM FINANCIAL MODEL		
2	adpros.com		
22			
23	**CONTRIBUTION MARGIN WATERFALL**	**$ per month**	**% of affiliate revenue**
24	Affiliate revenue	$250,000	100.0%
25	Less: COGS on affiliate revenue	($37,500)	(15.0%)
26	**CM1**	**$212,500**	**85.0%**
27			
28	Less: Ad spend	($125,000)	(50.0%)
29	Less: Affiliate commissions	($25,000)	(10.0%)
30	**CM2**	**$62,500**	**25.0%**
31			
32	Less: Manager fee (base)	($5,000)	(2.0%)
33	Less: Manager performance fee	($7,500)	(3.0%)
34	Less: Total manager fee (base + performance)	($12,500)	(5.0%)
35	Less: Creator platform fee	($3,750)	(1.5%)
36	Less: Sample budget	($2,500)	(1.0%)
37	Less: Creator incentive	($2,500)	(1.0%)
38	Less: Payment processing	($7,500)	(3.0%)
39	**CM3**	**$33,750**	**13.5%**
40			
41			
42	**ORGANIC LIFT**		
43	Organic lift revenue	$50,000	20.0%
44	Less: COGS on organic lift	($7,500)	(3.0%)
45	Less: Payment processing on organic lift	($1,500)	(0.6%)
46	Less: Ad spend on organic lift	$0	0.0%
47	Less: Manager fee on organic lift	$0	0.0%
48	Less: Affiliate commissions on organic lift	$0	0.0%
49	Less: Creator platform fee on organic lift	$0	0.0%
50	**Organic lift contribution**	**$41,000**	**16.4%**
51	**Adjusted CM3**	**$74,750**	**24.9%**
52	Adjusted CM3 % of revenue	24.9%	
53	Adjusted CM3 as % of affiliate revenue only	29.9%	

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