



**THE CREATOR ECONOMY:
BEST PRACTICES FOR
WORKING WITH
INFLUENCERS & CREATORS**



WITH
MONICA BANKS

Marketing has changed a lot since the advent of social media, and one of the biggest changes is the concept of influencers, content creators, and the creator economy. In this course, Monica Banks walks you through why content creation is a must have when starting a business today, and how you can find and work with influencers and content creators (or become one yourself!) to increase your sales and build your brand.

Learn how to leverage the creator economy and content creation for your own business!

- Learn what the Creator Economy is and why it's important
- Discover how you can benefit from the Creator Economy
- Find your creator game changers
- What UGC is and best practices around it

About Monica Banks

[Monica Banks](#) is the CEO & Founder of Gugu Guru - the premier personalized social shopping destination for parents, powered by mom creators. Prior to becoming the founder and CEO of Gugu Guru, Monica was a branding and marketing consultant in the Mom & Baby industry. She currently lives with her husband, two children and dog in Long Island, New York.

QUESTIONS TO CONSIDER WHILE WATCHING THIS COURSE:

1. How can you leverage the creator economy for your own business? Would it make sense for you and your brand to work with creators or become a creator yourself and work with other brands?
2. What is your objective? What do you want content to help you with? Are you looking for education (how-to, FAQ, etc), brand awareness, community building, or just looking for people to buy your product?
3. Where is your content going to be used? What type of content are you looking to create or have created?
4. Do you have a brand and voice guideline? If not, this is a great time to create one to be able to share with creators.
5. Create clear expectations for your creators and the content you'd like to receive.



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