

THE CREATOR-BRAND COLLABORATION PLAYBOOK



10 MINUTE GUIDE

WHAT IS INCLUDED

- ☐ Define Your “Why”
- ☐ Find the Right Fit
- ☐ Pitch with Purpose
- ☐ Measure What Matters

TOP TIPS



Define Your “Why”

DISCOVER YOUR PURPOSE

1. Understanding your brand's mission is crucial for effective collaborations.

Before the emails, decks, or deliverables — ask:

- What do I stand for?
- What stories do I want to tell?
- Who do I want to reach and empower?
- Who do I NOT want to speak to?

WHY?

Social Saints Tip: Write a one-line mission that sits at the heart of your bio, pitch deck, and collaborations.



AUTHENTICITY TRUMPS VOLUME — OVER-POSTING PRODUCT PROMOTIONS ERODES TRUST.



Build **long-term partnerships (3+ posts or a series)** with storytelling asks (how product fits into creator life), not just single product plugs.

Scenario 1— Wellness brand (long-term creator relationship)

Context: Small wellness brand wants sustained trust-building, not just spikes.

Objective: Build email list of quality leads in 12 weeks and 10% lift in product trial sign-ups.

Social Saints approach:

Run a 6–8 week creator series with 5 creators producing two long-form assets (Instagram/TikTok) + one live Q&A each. Each creator integrates sign-up link that collects emails.

Measure email sign ups, conversion to trial, and sentiment in comments/DMs.

Why it works: Long-form and repeat exposure reduces “ad fatigue” and establishes genuine product use cases — over-promotion damages trust; long-term storytelling avoids that.

Find the Right Fit



SKIP THE SPRAY-AND-PRAY OUTREACH. LOOK FOR PARTNERSHIPS THAT FEEL MUTUAL!



Would you post about this product even if it wasn't paid?



Does the brand's content reflect the same authenticity you do?



Does it make sense in your lifestyle or brand world?

RIGHT FIT

Compatibility

- Shared audience values (not just numbers)
- Visual and tone alignment
- A genuine reason your communities should connect

Social Saints Tip: This is a good point to start thinking about if the creator you are partnering with represents and/or aligns with the community you are trying to connect with.

HEY BRANDS!

NANO-INFLUENCERS ACCOUNTED FOR 75.9% OF INSTAGRAM'S INFLUENCER BASE IN 2024

Micro-collabs not only scale authenticity without the celebrity price, however, there is a large trust among their communities.

Make sure to give your talent a clear creative brief + your shared KPI (e.g. clicks to product page) to compare performance.



Pitch with Purpose

PITCH TEMPLATE

CRAFTING YOUR PITCH

A compelling pitch is essential for successful collaborations. Outline your unique value proposition, target audience, and how the partnership aligns with both brands' goals. Being clear and concise will help capture attention and generate interest in your proposal.

A great pitch = **clarity** + **confidence** + **creativity**.

Your message should tell them:

- Who you are (voice, niche, reach)
- Why you love their brand (specificity wins)
- What you can deliver (ideas, format, timeline)

Template:

“Hey [Brand], I’m [Name], a [Creator type] who helps [audience] discover [theme].

I love how [brand element] aligns with my community’s values.

Here’s a quick idea for how we could collaborate...”

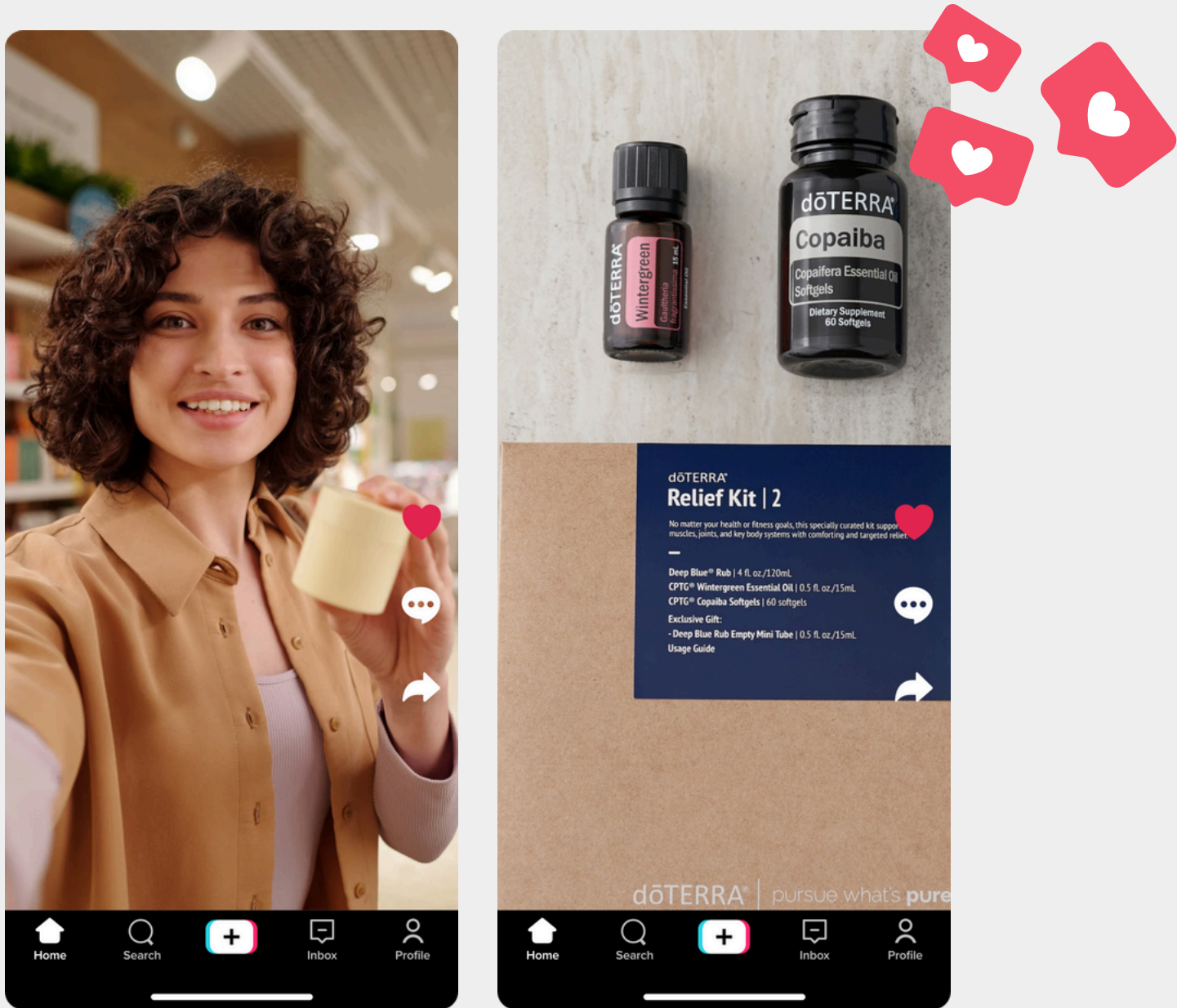
PITCH



Measure What Matters

FORGET VANITY METRICS —
FOCUS ON COMMUNITY IMPACT.

It’s not always about vanity metrics — focus on **community impact**, engagement quality (saves, comments, DMs), Brand sentiment (how people feel) and Conversions (link clicks, sign-ups, purchases).



SAME GOALS
DIFFERENT
VOCABULARY

Creators and Brand usually have the same goals - just different vocabulary.

Engagement

Likes & comments

Awareness

Viewership & Watch time

Consideration

CTR, Subscribe & Follow

REVENUE

REVENUE

Keep It Real

KEEP IT REAL



The best partnerships are long-term relationships, not one-off posts.
Be transparent, over-communicate, and deliver quality.
Ask for feedback and share insights after each collaboration.

SOCIAL SAINTS TIP : Treat your brand partners like creative collaborators, not clients. It keeps projects fun, human, and sustainable

Remember the important stuff...



TRANSPARENCY & AD DISCLOSURE GUIDE

At Social Saints, we believe the most powerful collaborations are built on trust — and that starts with transparency. Whether you're posting, vlogging, or podcasting, it's your responsibility (and ours as a creative community) to make sure audiences always know when content is paid for or gifted by a brand.

1. Why It Matters

UK advertising law (through the ASA and CMA) makes it unlawful to mislead consumers.

That means if you've been paid, gifted, or rewarded by a brand in any way — you must make that relationship clear.

Being transparent protects:

- You — from breaking advertising rules
- The brand — from legal or reputational risk
- Your audience — so they trust what you share
- Even if a brand "just gifted" you something, that still counts as a commercial relationship.

3. Keep in Mind

This guide is for information only — it's not legal advice. If you're unsure about how to disclose, ask your brand contact or drop us a line — we'll help you navigate it. Need a quick compliance check before posting?

2. How to Stay Compliant

Social Media (Instagram, TikTok, Facebook, X)

Always include #ad — and make sure it's clearly visible at the start of your caption or overlaid on visuals. Hashtags like #partner, or #gifted alone aren't enough — regulators prefer #ad.

- If you're tagging a brand, linking to them, or using their hashtags — you still need #ad if any payment or gifting occurred.
- Stories, Reels, or Visual Posts add #ad as text directly on the image or video, so it's visible without tapping or expanding text.
- Make sure it's easy to read (not hidden in tiny text or pale colours).

YouTube, Podcasts & Long-Form Content Mention your partnership out loud early in your video or episode — e.g.:

"This video is in partnership with [Brand]" or "Thanks to [Brand] for sending me [Product]."
Add #ad in your description or episode notes, and link to the brand if relevant.

Blogs & Written Features

- Use a clear statement near the top, such as:

"This post is in collaboration with [Brand]" or "I received [Product] from [Brand] to review." You can also use "c/o [Brand]" for gifted products — but always make your brand connection obvious.



REACH OUT TO THE SOCIAL SAINTS TEAM AT **INFO@SOCIALSAINTS.CO.UK** FOR GUIDANCE OR TO BOOK A CREATOR AUDIT SESSION. LET'S KEEP COLLABORATIONS CREATIVE AND COMPLIANT — BECAUSE REAL INFLUENCE IS BUILT ON HONESTY.

CONTACT US

FOR FREE A CONSULTATION

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