Creator Wire

CREATORWIRE.XYZ

The Lunar Strategy PlayBook

How to run Creator Campaigns that Convert

7K+
creators

330+
active now

$150K
paid last month

If your running creator campaigns & they're not converting, this is the exact playbook we use at Lunar Strategy after 7 years & $7m+ deployed into creators.

Feel free to steal it all.

Who This Is For

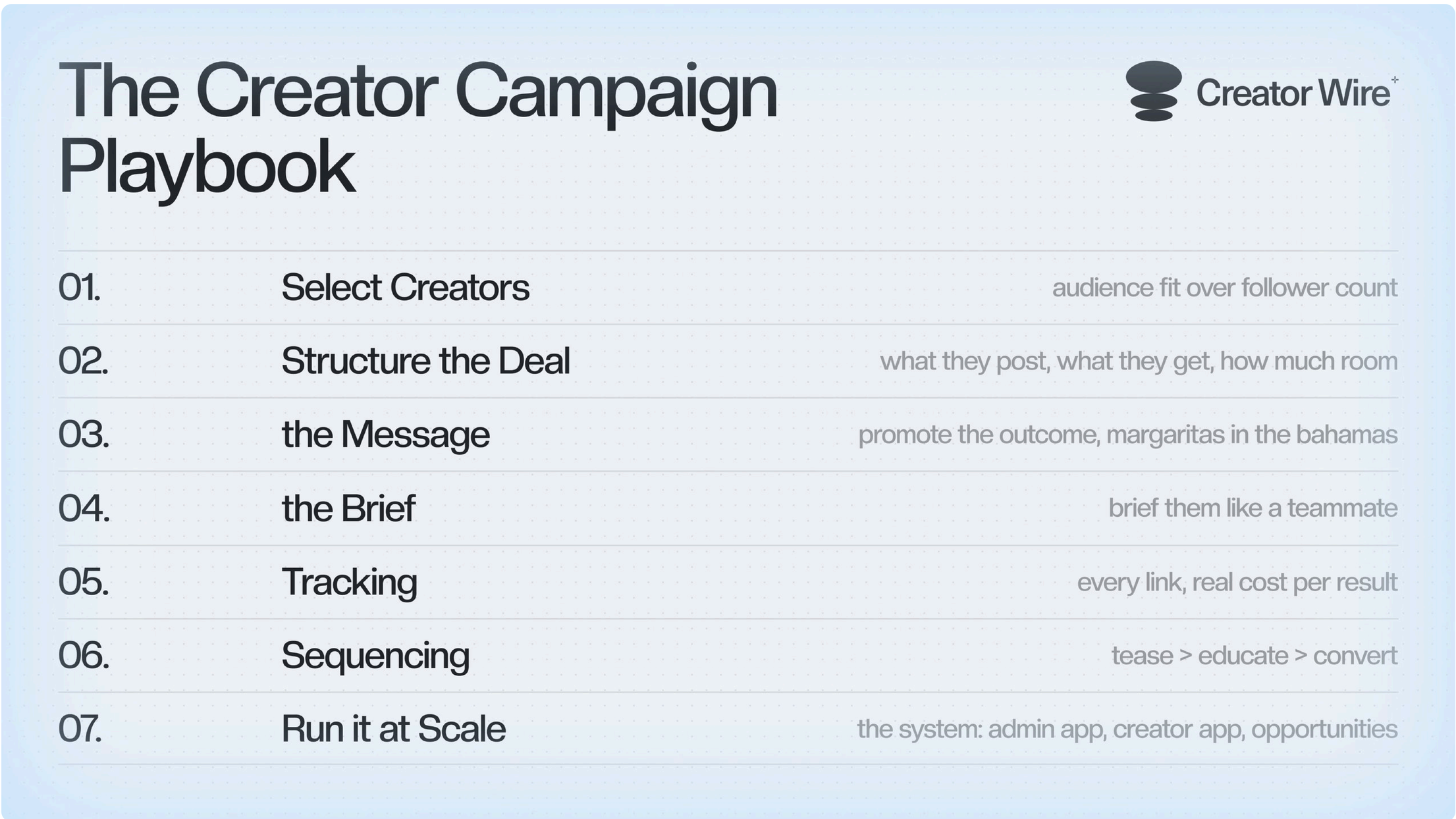
You are a founder, marketer, or a growth lead & you've either tried creator campaigns & they underdelivered, or you about to spend real money on one & you don't want to waste it. maybe you've run a few, got some impressions, & couldn't tell anyone internally whether it worked.

Everything here comes out of running these for clients. Where there's a number, it's from a real campaign.

TL;DR

- Most campaigns fail on selection, structure & tracking
- Build a roster & tier it
- DM them like a human
- Pick the deal shape before u pick the number
- Price the deliverable, never the follower count
- Lock the terms, leave the words open
- Brief them like a teammate, one revision round
- Lead every message with the outcome (margaritas in the Bahamas)
- Run it in waves
- Track cost per result
- Boost the posts that already work
- Systemize it once it works, the roster is the asset

Here's the whole thing, part by part.



1. Why Most Creator Campaigns Fail

Before the mechanic comes the diagnosis. after 7 years of running these, the same five things kill campaigns & none of them are the creative:

- Botted accounts that look great in a screenshot & convert nothing
- Deals dragged out over DM, back & forth for days, then half of them ghost
- Manual tracking that eats hours & still cant tell you what worked
- Never being able to find the right creators when you need them
- Payouts that sit pending until the creator stops replying to you

Notice what isn't on that list: nobody ever lost a campaign because the post wasn't smart enough. Theres a 6th one thats quieter & kills more budget than the other five combined: the number never gets agreed.

We've watched a campaign sit dead for two weeks because there were three different budget figures in three different chats, ~100 creators at $200-300 a post in one, $100 a creator in another, $5-10k for about 50 in a third, & nothing approved anywhere. The creators were ready. The brief was ready. Nothing shipped.
Fix the boring stuff & the campaign mostly runs itself.

2. Building the Roster

The most common mistake is picking for follower count. A 200k account with botted followers & no real audience does nothing for you.

Where Creators Come From you have four sources & they are not equal:

- Our own inbound, creators who already post about ur category unpaid. highest intent, smallest volume
- A curated network someone else already vetted. fastest, & the only one that scales past a handful a month
- Agencies acting as curators, they bring their own roster & run their own campaigns on top of urs
- Cold outreach, slowest, lowest hit rate, still works if your specific about why you picked them

Inbound sounds like the dream until it arrives. We hit a point where creators were sending 50+ DMs a week asking to get in, & every one of those was a person manually reading, replying, vetting, explaining. We replaced it with an application form & a routing flow, which is boring & is also the only reason the roster is at 7,000+ approved creators now instead of 200.

The Vetting Checklist

What to look for:

- Does their actual audience use the thing your selling
- Real replies & real conversations
- Smart followers, are other good creators engaging with them
- Have they posted about your category before, unpaid
- Do their last 3 paid posts still sit on their profile, or did they quietly delete them

What to avoid:

- Follower count as the only metric
- Anyone who wont show you their past campaign results
- Accounts that only ever post paid promos
- Engagement that spikes on paid posts & dies everywhere else
- An account that has never once been argued with, nobody disagreeing means nobody reading

We run the quality weighting through sorsa, so a creator with 8k real readers ranks over a creator with 80k that nobody replies to.

Vetting changes the number. on one campaign 130+ creators applied & ~46 came through onboarding. That is the filter doing real work, & the ones who came through are the ones you can go back to next quarter.

Reading an Account in 60 Seconds

You don't need a dashboard for the first pass:

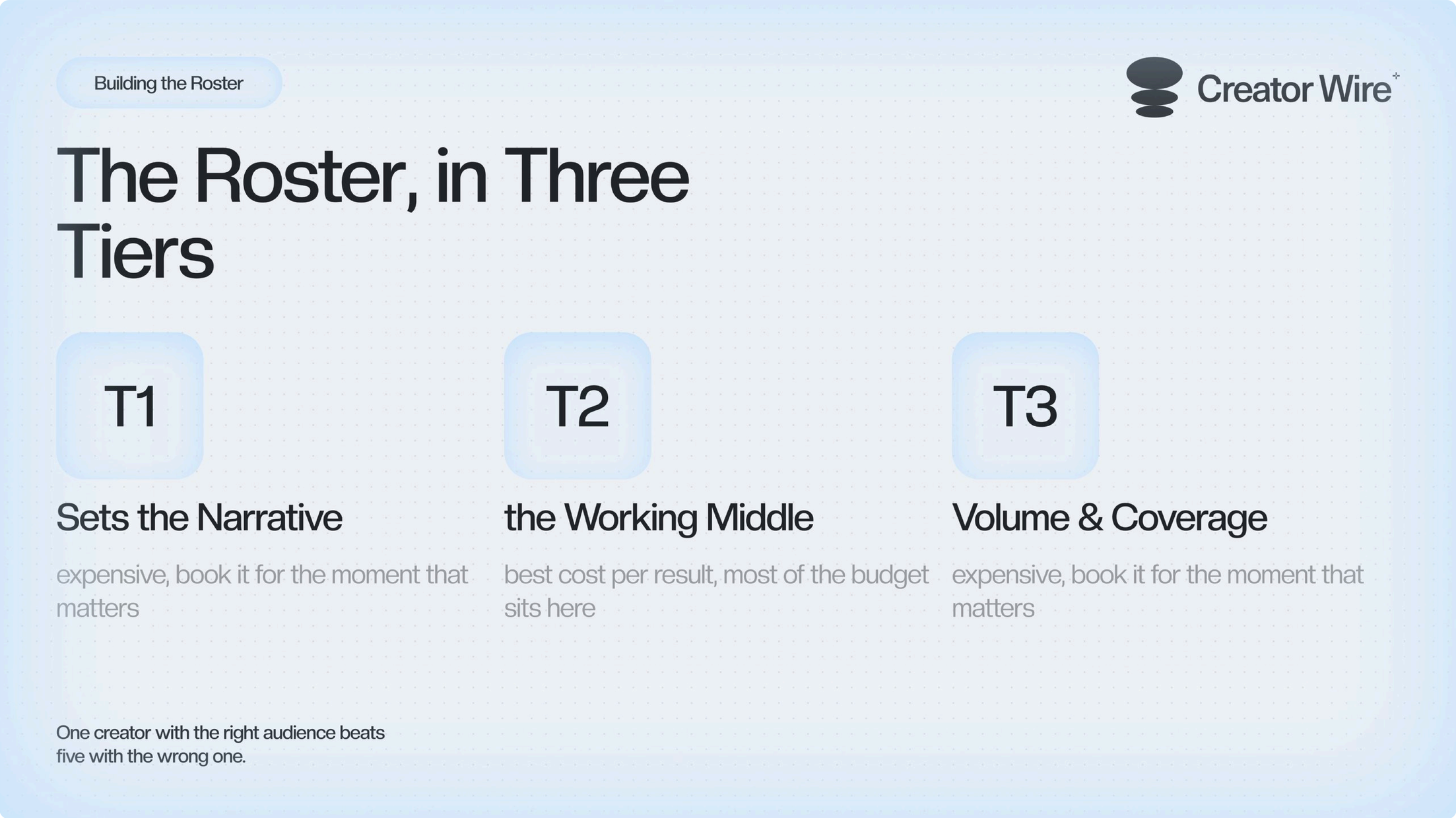
- Open replies, paid accounts look fine on the feed
- Check if the replies are from named accounts you recognise or from handles with numbers at the end
- Scroll back 2 months, is the category mentioned anywhere unpaid
- Look at what happens to a post after hour one: real accounts keep accumulating, farmed ones flatline
- Check if they ever post something with an actual opinion in it

Tiering the Roster

Don't treat ur list as one pool. Split it:

- T1, the accounts that set the narrative. expensive, book them for the moment that matters
- T2, the working middle. Best cost per result, this is where most of your budget should sit
- T3, volume & coverage. Cheap, good for making something look everywhere at once

A campaign that is all t1 is expensive & thin. A campaign that is all t3 is loud & forgettable. The split we keep coming back to is a small t1 anchor for the launch moment, the bulk in t2 for the actual work, & a t3 layer for coverage. The exact ratio changes with the goal, the principle doesn't. One creator with the right 20k audience will beat five big accounts with the wrong one.



3. Outreach, How to Get a Yes

A cold DM should read like your dming a friend.
the reason most outreach fails is that it makes the creator do work. it asks them to figure out who you are, what you want, whether they qualify, what they get, & what happens next, all from a message that opens with "hope you're well".

What gets a reply:

- Say why you picked them specifically, one line, & make it something only true of them
- Say what the deal is in numbers, not in "lets explore a collaboration"
- Say what you need from them & by when
- Make the yes one word long

What kills it:

- A paragraph about ur company before u've said what u want
- Lets hop on a quick call" for a $200 post
- Sending the same message to 50 people with the handle swapped
- Attaching a deck

The calibration test, would you send this message to somebody you know. if the answer is no, rewrite it.

The Follow-Up Rule

One follow-up, a few days later, shorter than the first message. After that leave it. Chasing a creator who didn't reply twice costs u more than the post was worth & it makes you the account they mute.

4. How We Structure Deals

His is the part everyone skips to get to the content, & its the part that decides whether the campaign works. so heres the whole funnel, start to finish.

4.1. Pick the Deal Shape Before U Pick the Number

there are five shapes a creator deal takes. pick the shape first, the price comes after.

- Invites, private paid deals at the creators own rate or a custom offer. Guaranteed cash, one creator, one negotiation
- Boosts, an open reward pool. creators join, post with the required tags, & climb a leaderboard scored on tracked views weighted by audience quality
- Collabs, partner with a brand, post to a light brief, earn a permanent badge on the profile. no cash
- Referrals, a personal tracked link, paid per qualified action
- Challenges, judged contests. tracks, missions, a jury plus social scoring

Teams often default to invites for everything, then wonder why the budget ran out after 6 posts.

4.2. Matching the Shape to the Goal

pick by what u need out of it:

- You need a specific account on a specific day, invite
- You need volume & u don't care exactly who, boost
- You need coverage & ur budget is small, boost with a capped pool
- You need signups u can count, referral
- You need depth & ur willing to judge submissions, challenge
- The brand is hot & the access is worth more than the fee, collab

The collab one surprises people. Status campaigns work when the platform behind the badge actually means something later. on one of ours the badge sits permanently on the creator profile & puts them first in line for every brief that follows, & the top tier isn't even won on reach, its judged on how good the read was. reasoning weighted heavier than impressions.

That only works if you honour it. A badge that leads nowhere is worth nothing the second time you run it.

4.3. Setting the Rate

price the deliverable

What moves the number:

- Format, a researched thread is not a one-liner & should never be priced like one
- Exclusivity, are they posting about a competitor next week
- Timing, launch day costs more than the Tuesday after
- Usage, are you repurposing their post into paid ADS
- Whether they have to hold the link in bio
- Turnaround, same-day costs more than a week of notice

For reference, on the qrt amplification tier we pay $50-75 per qrt for 10k+ follower accounts, & only if it lands inside the first 2 hours. That time window is the whole deal. You're paying for the moment. On the open pools the economics flip. Instead of negotiating 40 times u escrow one pool & let the leaderboard allocate it. That is the only way we've found to run 30-60 creators a month without a person on every DM. Set a rate card once & reuse it. Two campaigns in, u stop negotiating & start filling slots.

4.4. Writing the Deliverable

be specific enough that nobody has to ask:

- The format, thread, single post, or a series over a week
- How many, & by when
- The CTA & the link, locked
- The tags & mentions required
- Whether the post stays up, & for how long
- What counts as done

A deliverable that reads "1 post about us" will get you 1 post about them. On the open campaigns we keep one structure for every single detail page, what it is, how you earn, the steps, the content rules, the timeline, the payment terms. same order every time. Creators learn it once & then they never have to ask a question again, which is worth more than it sounds when you have hundreds of them.

4.5. Eligibility & Targeting

on an open campaign you don't want everyone, you want everyone who qualifies.

Set eligibility per campaign:

- Default to the whole approved roster
- Narrow by tier when budget is tight

- Narrow by niche when the audience has to match
- Show the creator why they qualify, on the card, before they join

When a creator sees "You qualify" with their own numbers next to it, they join. when they see a generic pool with a payout band that might apply to somebody, they scroll past.

The notification layer matters as much as the targeting. We ping only the eligible creators, with their own numbers in the message. Blasting the whole roster on every campaign is how you train people to ignore you.

4.6. The Review Window

let the creator write it, then read it before it ships.

- Optional draft review before posting, not after
- One revision round, max
- Your checking facts & claims, not rewriting their voice
- Posts stay live after the campaign, thats part of what u paid for

More than one revision round & u've basically written it urself, which is exactly the post that converts nobody. the review window is also where compliance lives. On regulated or listed clients some words simply cannot appear, & a post that uses one costs more than the campaign earns. that list goes in the brief, not in a revision note after the fact.

4.7. Payment, Escrow & the Invoice Problem

this is where trust is won or lost.

- Escrow the pool before the campaign opens, not after
- Pay in cash, USDC, clean money with no vesting
- Define the pending state, when exactly does a payout move from pending to paid
- Cap the budget so a runaway leaderboard cant eat ur quarter

Vested project tokens are not a payout, they're a maybe. creators know the difference & the good ones price it in or pass. Theres a practical problem nobody warns you about. most creators wont produce an invoice & wont go through a kyc process for a $75 qrt, & most finance teams cant book pass-through creator cash with no matching cost documentation.

That is solvable, & it has to be solved before the campaign. A payout that sits pending for three weeks costs you the roster, & rosters are slow to rebuild.

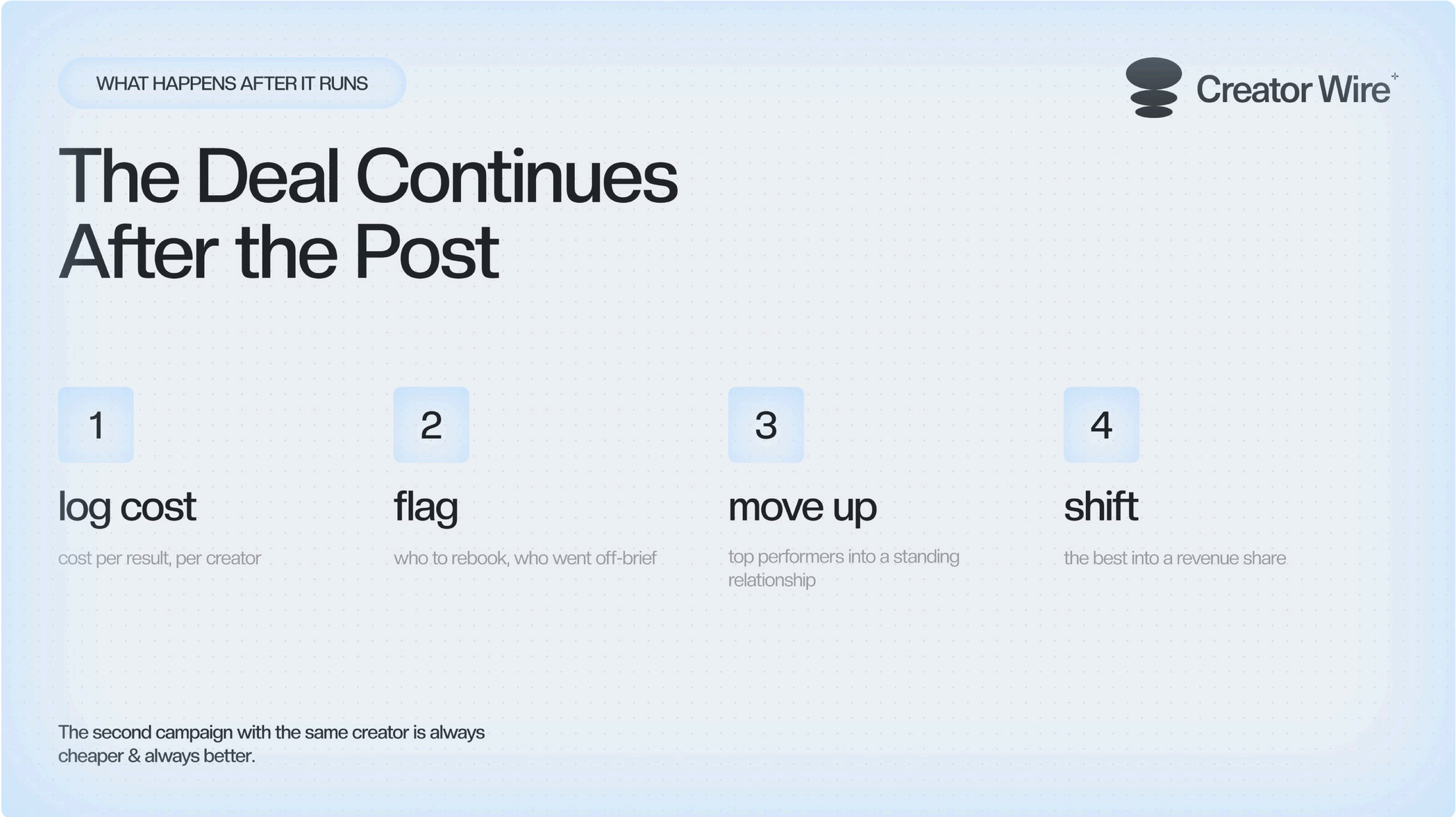
4.8. What Happens After It Runs

the deal doesn't end when the post goes up.

- Log cost per result per creator
- Flag the ones u'd rebook at a higher rate
- Flag the ones who delivered late or off-brief
- Move the best performers into a standing relationship, not a new negotiation every time
- Where it fits, move ur top creators into a revenue share instead of a per-post fee

That last one is the real graduation. on one program the strongest creators from a badge campaign got invited straight into an affiliate deal, 40% revenue share for three months, with a lower ongoing rate for plain user referrals underneath it. the badge campaign cost nothing in cash & it produced the shortlist for the thing that actually pays them.

The second campaign with the same creator is always cheaper & always better. Thats the whole reason to keep a roster instead of a rolodex.



5. Why Creators Say No

Worth understanding the other side of the table, because the reasons are consistent & most of them are fixable.

- The rate is below their floor & the message didn't say the rate, so they didn't bother replying
- The brief reads like they'd have to post something they don't believe
- They got burned before on a payout & now they only work with people they know
- The timing clashes with something else they've committed to
- Your product needs explaining & they don't understand it well enough to defend it in replies

That last one is underrated. a creator who posts about something they cant defend in the replies gets dunked on, & they know it. If your product takes 20 minutes to understand, either give them the 20 minutes or accept a shallower post.

What makes a creator say yes to a lower number than they normally take:

- They already use the product
- The brand is hot & being early is worth something
- There's a path to more work, not a one-off

- The brief gives them something interesting to say

The last one is free & almost nobody does it. Give a creator a genuinely interesting angle & they will do more work for less money, because it makes their feed better.

6. The Message (Margaritas in the Bahamas)

The messaging framework we put on every campaign: promote the outcome.

When you sell a holiday, the thing people want is the margarita on the beach. The flight & the hotel wifi are just how they get there. Crypto messaging drowns in features, "fast finality, low fees, modular stack". it reads like a spec sheet & converts no one.

So brief your creators to lead with the outcome:

- What the user gets to do now
- How it feels, faster, cheaper, less stress
- What changes in their day to day

Let the specs back it up underneath. the hook is always the margarita.
The test: read the first line out loud. if it describes the product instead of the person using it, rewrite it.

The Same Product, Three Audiences

One more thing teams get wrong, they write one message & send it to everyone. the outcome is different per audience & the creator set should be too.

- For traders, the outcome is an edge they can act on today
- For builders, the outcome is time they don't spend rebuilding something
- For allocators, the outcome is a number they can defend to somebody else

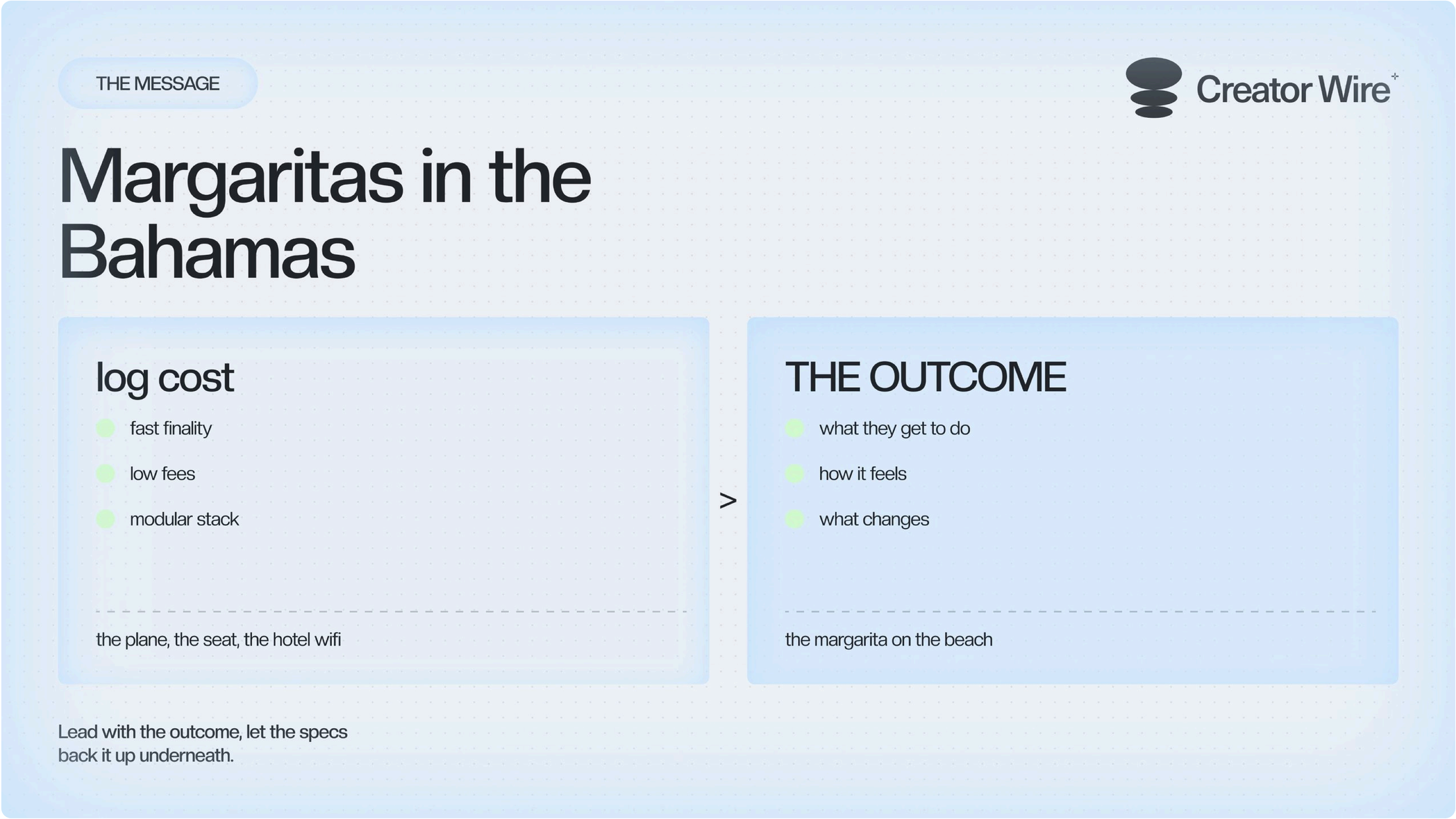
Three different hooks, three different creator tiers, one product. stop targeting everyone & the conversion moves.

The Compliance Layer

On some clients the message is constrained before u start. listed companies, regulated products, anything with a token attached, there will be language legal will not allow & you need it in writing before the briefs go out.

What that looks like in practice:

- A banned word list, exact words, not themes
- An approved framing for the thing you cant say directly
- One sanctioned sentence for the question every creator will get asked
- A rule about what creators can claim vs what only the brand can claim



7. The Brief

This is where campaigns die. Don't hand a creator a corporate one-pager.

A good brief gives them:

- The one thing u want people to walk away knowing
- 2-3 real proof points, numbers, a named partner, a live product
- What NOT to say
- A few example posts u actually like
- The deadline & the exact link
- The banned words, if there are any

What stays out:

- A script
- A hashtag list nobody uses
- Adjectives u want them to include
- A tone guide written for a brand team
- Anything u wouldn't say out loud to them on a call

Treat it like briefing a teammate, make it easy for them to make you look good.

The One-Line Brief

The best brief we run is close to one line, post ur read on a live market, your own words & your own charts, recycled threads get dropped. thats it. That constraint does more for quality than a 12-page deck would, because it tells the creator exactly what good looks like & then gets out of the way. When the brief gets long, ask which line would change what they post. Delete the rest.

Briefing for Quality vs Briefing for Control

Theres a real tension here & ur going to feel it every campaign. The more you control the post, the more it reads like an ad & the less it converts. the less you control it, the more you risk a claim you cant back.

The split that works:

- Control the facts, the claims, the link & the timing
- Don't control the voice, the format, the joke or the angle
- Give them the hook & let them find their own way into it

Forced scripts flop, every time. we have never once seen a scripted post outperform the creator's own words on the same brief.

8. The Campaign Shapes That Actually Work

Once you know how to structure a deal, the question becomes what to run. these are the shapes that have worked repeatedly.

The Amplification Wave

the simplest one. a pool of creators quote-retweeting or posting around a single moment.

- Works for launches, listings, product drops, funding news
- Lives or dies on timing, a qrt an hour after the moment is worth a fraction of one at the moment
- Pay on the window
- One push like this pulled ~800 quote-retweets off our network on a live competition

The Status Ladder

Tiered badges instead of cash.

- Entry tier on a low, realistic threshold so most people can reach it
- A middle tier on a real number
- A top tier judged on quality, not reach, so the best writers can win without the biggest following
- One badge per creator, the highest tier they reach, so nobody farms the bottom
- Impressions accumulate across every approved entry, which makes people post more than once

The ladder we run sits at a low entry threshold, a much higher middle threshold, & a judged top ten. The judged tier is the one people chase.

The Competition

Team-based, captain-led, run over weeks.

- Creators lead teams & bring their own community in with them
- A public leaderboard, updated live
- A tiered prize pool instead of one winner
- The design & the landing page carry more weight than the prize size

This is the one that produces the biggest numbers & it is also the most work. Don't run it as your first campaign. Theres a variant worth knowing, point the competition at a competitors user base rather than at the open market. Offer a bonus to anyone with real volume somewhere else who comes & tries you, & run a faction inside the competition built around exactly those people. You are targeting the ones who are already frustrated.

The Referral Funnel
Pay for the action, not the post.

- A personal tracked link per creator
- A precise definition of what counts as qualified
- A pending state until attribution actually lands
- A hard budget cap

The trap is a vague definition. "signup" means three different things to three different teams, so write it down before anyone posts.

The Points Layer
points sitting underneath any of the above.

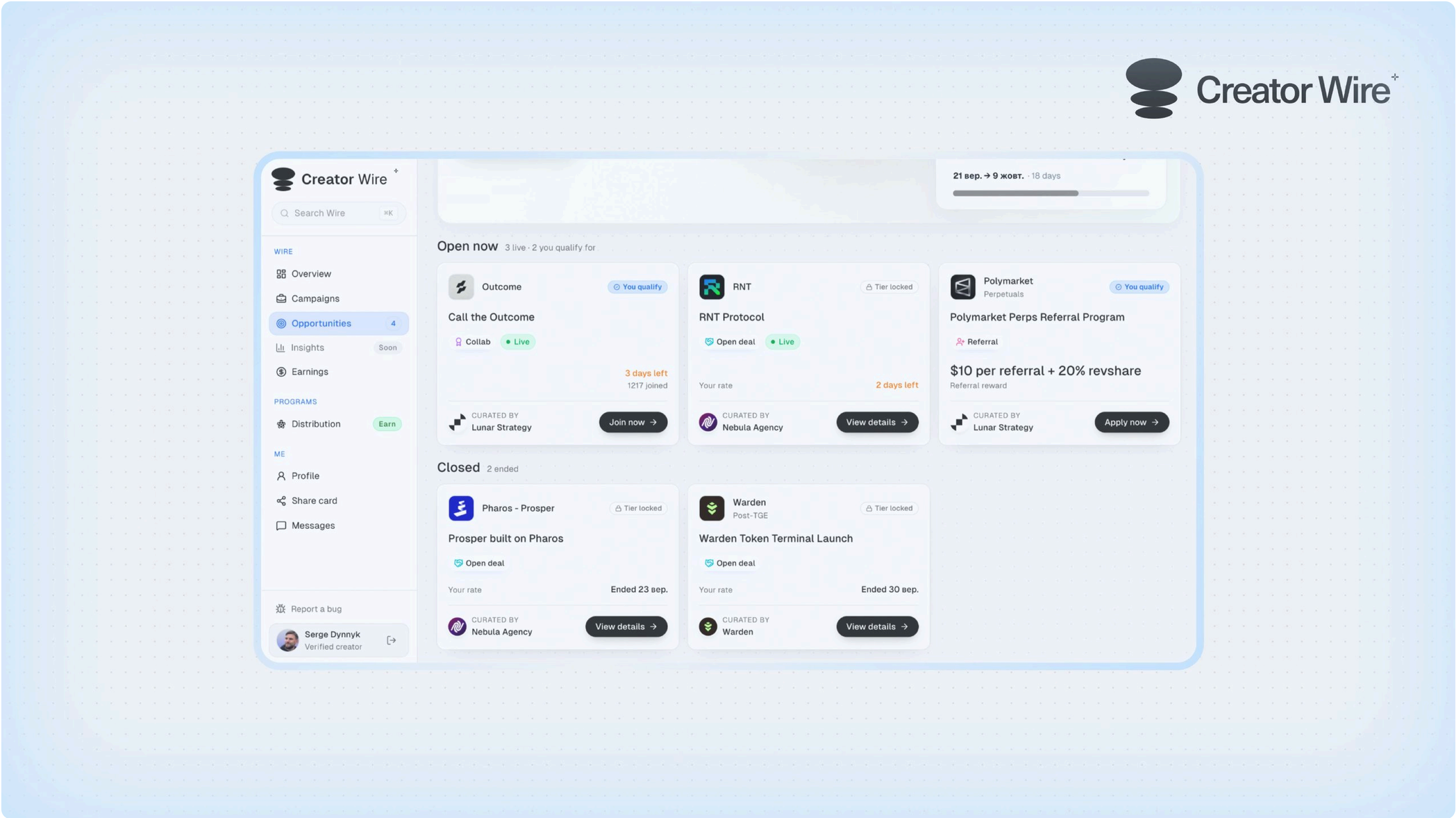
- Works best stacked on a competition or a badge campaign
- Gives people a reason to come back daily instead of posting once
- Needs a defined conversion at the end or it reads as a scam
- Decide the reward before u launch it, not after people have farmed for six weeks

The pattern across all five, the mechanic gives people a reason to post more than once. a campaign where every creator posts exactly once is a campaign you have to fund again from zero next month.

9. Open Deals, Where Creators Come to You

Everything up to here assumes you go out & hunt down creators one by one. The other play is putting the deal out in the open & letting them come to you.

Thats what the opportunities tab on creator wire is built for. Every active offer sits on a single page, visible to every vetted creator, & they join on their own. No DMs, no back-and-forth negotiations, no spending three days in chat over a $200 post. The first one we launched brought in 300+ creators with 50 posts sitting in review inside the first few days. Another pulled roughly 600 submissions.



You aren't handpicking the roster on an open deal. u set the boundaries & let the roster filter itself.

What you get:

- Nne clear brief instead of forty individual negotiations
- Good creators u never would have discovered on a standard list
- Creators posting multiple times, because the incentive stays active.

The Reward Doesn't Have to Be Cash

The open format we run right now centres on the badge. creators deliver against a light brief, we review the content, & anyone who passes earns a permanent badge on their profile. zero cash fee per post.
it works because that badge carries real value down the line:

- It sits on their profile where other brands can see it
- It puts them first in line for the next brief
- It shows you who actually delivers, giving you the shortlist for paid work later

A badge is only worth something the second time if u deliver on the promise the first time. a badge that leads nowhere gets ignored, & then ur future open campaigns die on the feed.

On paid campaigns, escrow the budget before the page opens. no campaign invite goes out until funds sit locked. a creator who gets paid promptly on their first open deal will jump into the second without questioning the terms.

The Review Step Is the Whole Quality Control

On an invite deal you picked the creator, so you already know the quality bar. On an open campaign anyone can apply, so u move the filter to the back end:

- The submission goes directly through the platform, never as a screenshot in DMs
- It hits a review queue before anything gets credited
- Posts made outside the timing window or breaking guidelines get rejected
- You check facts, claims, & guidelines - not their voice

This is where open deals fail. skip the review process & you wind up paying engagement farmers while handing your client a report full of embarrassing posts.

Running One, Start to Finish

- Write the deliverable tight enough that nobody has to ask questions
- Define a strict time window with start & end dates, not just a soft deadline
- Publish content rules & banned terms directly on the card before anyone opts in
- Set up tracking beforehand so every post tagging the brand gets logged automatically
- Notify qualified creators directly rather than blasting the whole roster
- Clear the review queue daily instead of letting submissions stack up at the end

A campaign launched with a half-baked brief yields 300 posts written off bad directions, & you can't clean that up after the fact.

What U Do With It After

The creators who participate in an open deal are ur highest-intent list. You didn't chase them down, they picked you, & you now have real content to evaluate.

- Rank creators based on actual post performance
- Move top performers onto ur invite list for next quarter at higher rates
- Note who joined but failed to submit—that data tells you something too

An open deal is the most efficient way to connect with hundreds of creators eager to work with you. run it carelessly & you get low-quality noise; run it with proper review controls & you build next year's core roster.

What an Open Deal can Do

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run it with a review step & u get next year's roster.

01.	Set the rules once	one set of rules instead of forty negotiations
02.	Reward with a badge	a permanent profile badge, no fee per post
03.	Pay in cash	the funds land before the page goes live
04.	Notify the eligible	only creators who qualify get the ping
05.	Review every post	submitted on the platform, checked before it counts
06.	Rank the results	the top of the list is next quarter's invite list

10. Sequencing & Launch Day

A campaign is a sequence, build it over a few days:

- Tease, get the audience curious
- Educate, what it is & why it matters
- Convert, the drop / launch / cta window

Spraying 10 posts at once burns the budget & the narrative. build momentum instead.

Launch Day, Hour by Hour
Heres the shape we run:

- The day before or the morning of, wave one posts. these set context
- 12 hours out, the core account posts
- 1 hour out, the core account posts again
- At launch, the announcement goes live
- Immediately after, wave two quote-retweets the announcement post

Wave two is the one people skip & its the one that makes the announcement look like an event instead of a post. A quote-retweet wave on the announcement compounds the same content instead of splitting attention across ten separate posts.

If theres press attached, sync it. We've run launches where the press release fires at 9am & a live media appearance happens an hour before it, with the creator waves timed around both. The creator content is what makes the press look like momentum instead of an announcement nobody saw.

SEQUENCING A CAMPAIGN

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Build Momentum Over Days

1	2	3
Tease	Educate	Convert
Get the audience curious	What it is & why it matters	The drop / Launch / CTA Window

Spraying 10 posts at once burns the budget & the narrative.

11. The Funnel Behind the Post

(ITS THE FUNNEL)

Creator Wire

Why most Projects Don't Convert

REACH

CREATORS & POSTS

YOUR X PROFILE

LANDING PAGE

CONVERT

MARKETING IS A CHAIN OF TOUCHPOINTS. EVERY STEP EITHER KEEPS THEM OR LOSES THEM. MOST PROJECTS LEAK.

Marketing is a chain of touch-points. every step between someone seeing you & someone converting is a place you keep them or lose them. A creator campaign runs the same chain every time, reach, a creator post, your X profile, your landing page, convert. One weak link & the whole chain leaks.

Why the Conversions Aren't Coming

Great reach & still nothing converting usually traces back to one of these:

- Creators with the wrong audience & no trust
- Bad copy
- Poor design
- A landing page nobody wants to stay on
- An X profile that isn't set up to convert
- No real campaign running at the same time
- Weak messaging
- The honest one, the product isn't good enough yet

Check the last one first. no funnel fixes a product people don't want.

What a Good Visual Does

Most touch-points are visual, so most of the funnel is design:

- Hooks attention in the first second
- Explains the thing & supports the text
- Stays simple
- Looks good
- One clear cta, when it needs one
- Trust symbols, partners, audits, backers
- Brand consistency, so it all feels like one thing

Simplicity wins. If people have to work to understand it, they're already gone.

Touchpoint 1, the Post

- Hook in the first second
- One idea, big readable text
- Show the outcome
- A clear CTA, if it needs one
- Trust markers if you have them
- On-brand colors & fonts

TOUCHPOINT 01

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Optimize Your Post

- ✓ Hook in the first second
- ✓ One idea, big readable text
- ✓ Show the outcome, not the tech
- ✓ A clear CTA (if it needs one)
- ✓ Trust markers if you have them
- ✓ On-brand colours & fonts

Touchpoint 2, the X Profile

Your X profile is a landing page too, treat it like one.

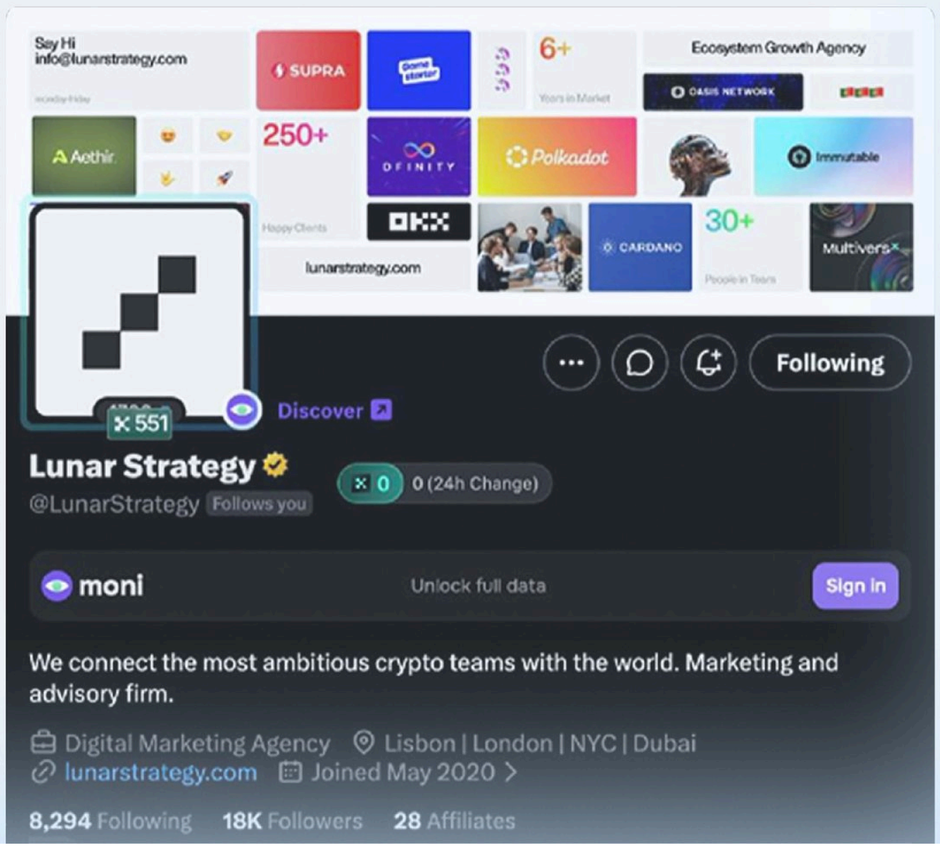
- PFP & banner that explain what you do
- Bio = the outcome in one line
- Pinned post = your best proof or offer
- One clear next step, link, DM or signup
- Social proof, partners, numbers, results

TOUCHPOINT 02

Creator Wire

Optimize Your X Profile

- ✓ Treat it like a landing page
- ✓ PFP & banner that explain what you do
- ✓ Bio = the outcome in one line
- ✓ Pinned post = your best proof or offer
- ✓ One clear next step (link, dm, signup)
- ✓ Social proof: partners, numbers, results



Touchpoint 3, the Landing Page

- Build it around ONE action, signup or deposit
- Headline sells the outcome, above the fold
- One primary cta, repeated
- Trust icons, audits, backers, partners
- Proof, real numbers, tvl, testimonials
- Fast, Simple, Mobile-first

TOUCHPOINT 03

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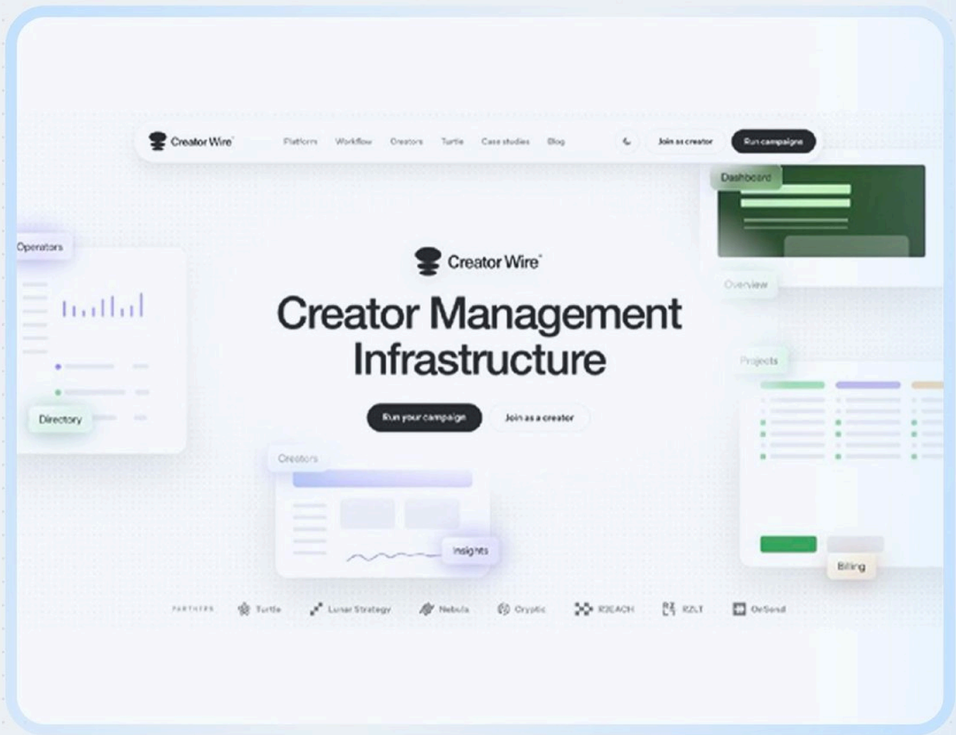
Optimize Your Landing Page



- ✓ Build it around ONE action (signup / deposit)
- ✓ Headline sells the outcome, above the fold
- ✓ One primary CTA, repeated
- ✓ Trust icons: Audits, Backers, Partners
- ✓ Proof: real numbers, TVL, testimonials
- ✓ Fast, Simple, Mobile-first

How to Tighten the Funnel, in Order

1. Messaging. make it outcome-driven & sell what the user gets, the yield, the airdrop, the edge. skip the tech specs & feature dumps (section 6 has the full margarita framework)
2. Distribution. tighten the visual & copy everywhere it shows up, creators, PR, ads
3. Your X profile. Its a landing page too, treat it like one
4. Your landing page. build it around the one action you want, a signup or a deposit every step compounds, so work through all four & the conversion rate moves.

What Fixing the Funnel Looks Like

- Vault, 0 → $40m tvl in 5 months, we designed the flow
- Prediction market, 0 → $27m
- RWA product sold, $500k, $0 budget, all organic
- Prediction market, a few $100k → $2b, ambassadors & flow from lunar

The funnel is where projects win or lose. Design each step, tighten each touchpoint, keep it simple, sell the outcome, & the conversions follow.

12. Tracking

If your tracking campaigns in a choppy google sheet, your losing hours & missing what worked.
track from day one:

- Every post link in one place
- Reach & engagement per creator
- Clicks, signups & conversions on top of impressions
- Cost per real result, so you know who to rebook
- Time to post, did it land in the window you paid for
- Cost per thousand, per creator, so the tiers are comparable

Cost Per Result, Worked Through

Heres what it looks like run properly. One flat $3k push, 130+ creators applied, ~46 onboarded after vetting, paid $50-75 per qrt & only if it landed inside the first 2 hours.

What that gives you is a ranked list. the creator who cost $75 & drove real clicks & the creator who cost $50 & drove impressions with nothing behind them are not the same line item, even though the spreadsheet total looks identical.

By campaign three, the list is what your buying. the roster is the asset, every campaign either sharpens it or wastes it.

Attribution, Honestly

Be realistic about what u can attribute.

- Tracked links per creator, the only clean signal you get
- A "how did u hear about us" field on signup, boring & surprisingly accurate
- Time-correlation on the spike, weaker, still tells u something
- Anything claiming exact multi-touch attribution on social, treat carefully

You need enough to rank creators against each other. Directionally honest beats precisely wrong.

What the Report Is Actually For

The report is for the next campaign.

- Which creators to rebook, at what rate
- Which tier delivered the best cost per result
- Which format outperformed, thread vs single post vs video
- What time of day the good posts landed
- Who delivered late, who went off-brief, who quietly deleted it after

Every campaign should end with a shorter, better list than it started with. if it doesn't, you ran a campaign & learned nothing.

TRACKING

Creator Wire

Cost per Result, the real Scoreboard

$3K	46	$50-75
campaign push	creators onboarded	per qrt, first 2 hours

reach	clicks	timing	cost
& engagement per creator	signups & conversions	did it land in the paid window	per real result, to know who to rebook

The roster is the asset, every campaign either sharpens it or wastes it.

13. When the Campaign Underperforms

It happens. The useful thing is knowing which part broke, because the fix is different for each.

Lots of Impressions, No Clicks

- The message was about the product
- or the cta was buried in a thread nobody finished
- Fix the hook & move the link higher

Lots of Clicks, No Signups

- The landing page is the problem
- The creators promised something the page doesn't immediately deliver

Good Engagement, Wrong People

- The audience fit was wrong, you bought reach instead of relevance
- Retier the roster before you spend again

Nothing Landed at All

- Check the timing first, then check whether the posts went out in the window
- Half of "the campaign flopped" is really "the posts went out over four days with no anchor moment"

One Creator Massively Outperformed the Rest

- Thats not luck, go find out what they did differently & put it in the next brief
- Then rebook them at a higher rate before someone else does

- The Campaign Worked but Nobody Internally Believes It
- You didn't track cost per result, so all you have is impressions
- Fix the tracking before the next one & this stops happening

14. Paid Amplification on Top

Organic creator posts & paid promotion stack.

The mechanic is simple, let the creators post, watch which posts land, then put money behind the ones that already have traction. Don't boost on a schedule & don't boost everything.

What that looks like:

- Only boost posts with real early engagement, the algorithm is telling u something, listen to it
- Small amounts first. We've seen $20 behind the right post return 13,000 views
- Target by geography when the campaign has a market focus
- Keep budget in reserve for the post you didn't predict would work

The account layer matters too. verified & upgraded accounts unlock the affiliate linking & the ad credits that make paid amplification worth running at all, & that setup takes longer than you think. Sort it before the campaign.

15. Creative & Production at Volume

Running 30-60 creator posts a month means ur design pipeline is either a system or a bottleneck.

What works:

- Build ~10 reusable, brand-locked templates a month instead of commissioning every single post
- Recycle the top-performing past posts with fresh design instead of starting from a blank page
- Keep short-form video short, 5 to 15 seconds, & brief it with a reference plus assets rather than a script
- One reference board per client so every designer is working from the same look

The Quality Bar

Theres a failure mode that has nothing to do with volume, everything starts looking like generic AI output. same layout, same gradient, same stock geometry, nothing anyone would stop scrolling for.

The fix is a named benchmark. pick a real account whose visual bar u want to hit, put it on the board, & judge every asset against it. "make it look premium" means nothing. "make it look like that account" is actionable.

Getting More Out of What U Already Made

One recording is not one asset:

- A 1 hour interview becomes a week of clips
- A press placement becomes a post, a quote graphic & a line in the next brief
- A top-performing post becomes a template you run again with new copy

The teams that look like they produce ten times more content are mostly just cutting the same material more times.

16. Running Campaigns in Other Markets

If your campaign is aimed at a region you don't live in, the playbook changes more than you expect.

- The platform changes. some markets run on telegram first & x second, so a pure x campaign lands in an empty room
- Local creators outperform translated content by a wide margin, because translated copy reads translated
- You usually need a local partner or a local network to source properly, cold outreach into a market you don't know has a terrible hit rate
- Timing has to follow their clock, a perfectly sequenced launch in the wrong timezone is just a quiet launch

The pattern that works is a small local squad, people who live in the market, onboarding local creators & local media, rather than running the same campaign in a second language.

Budget the same way you would at home, tier the roster, price the deliverable, track cost per result. The mechanics don't change, the channels & the people do.

17. Working with Agencies & Curators

At some point you either hire for this or you work with someone who already has the roster.

An agency worth working with can answer these:

- Who exactly is in ur roster & how were they vetted
- Can i see per-creator results from a past campaign, not a summary deck
- What happens when a creator doesn't deliver
- Who pays the creators & when
- What does the report look like

If they cant show per-creator numbers, they don't have them, which means they cant tell you who to rebook either.

The Curator Model

Theres a middle option that works well, agencies act as curators. They bring their own creator roster, run campaigns for their own clients on shared infrastructure, & the deals go live to a wider approved network. for a brand, that means access to several rosters instead of one. For an agency, it means you don't rebuild tracking & payouts from scratch on every client. Thats the model we run.

18. Running It at Scale

Doing this for one campaign is a spreadsheet & a Saturday. Doing it for 30-60 creators a month, across multiple clients, is a completely different problem.

Thats the exact reason we built creator wire

- Admin app, a curated network of vetted creators, for teams running their own campaigns self-serviced or agencies running it for their clients
- Creator app, creators manage their own deals, discover opportunities, & get paid direct

- Opportunities tab, curated deals go live as open pools, invites, & status campaigns like badges, all in one place

The creator path is the same every time, they see the card with the reward & whether they qualify, they join with an instant eligibility check, they post & track live, the brand reviews inside a window, then they get paid or badged. same five steps on every campaign type.

The network is at 2,000+ approved creators now, 330+ actively running live campaigns, $150k distributed to creators last month alone, every dollar tied to a completed deal & tracked in one place, not a DM thread. We've run 60+ campaigns through this since we started.

Where its going, onchain & offchain reputation are merging every month, & a creator profile carrying both is worth more than a follower count to everyone involved.

If your still running this past a handful of creators a month out of your own DMs, your losing time you could be spending on the next campaign.

In Short

- Build a roster & tier it, don't keep a list
- DM them like a person
- Pick the deal shape before the number
- Price the deliverable, lock the terms, escrow the pool
- Solve the invoice question before the posts go live
- Brief them like a teammate, one revision round
- Lead every message with the outcome
- Run it in waves, & sync with whatever else is launching
- Track cost per result, & end every campaign with a better list

- Diagnose the part that broke, not the campaign as a whole
- Boost what already works
- Systemize it once it works

Most people overthink the creative & under think the boring parts, selection, deal structure & tracking. thats where campaigns are won.

The Templates

Steal these directly, they're the ones we actually use.

The Outreach DM

hey [name], saw ur post on [specific thing they said, not a generic compliment].
we're running a campaign for [product, one line on what it does for the user].
[x] posts, [format], [date window]. [$ rate] per post, paid within [x] days of posting.
ur audience fits this one properly, thats why im asking u & not 50 people.
interested?

thats the whole message. no deck, no call, no "lets explore synergies".

The Brief Template

the one thing
[what someone should walk away knowing. one sentence. if u need two, u dont know it yet]

the hook
[the outcome, not the feature. what the user gets to do now]

proof points, use any
- [real number]
- [named partner or integration]
- [the thing thats actually live]

don't say
- [banned word]
- [banned claim]
- [anything u cant back]

examples we like
- [link to a post]
- [link to a post]

ur rate & terms
- [$] per [deliverable]
- paid [when], via [how]
- one revision round, we check facts not voice
- post stays live for [x]

The Deal Terms Checklist

Before anything ships, every one of these has an answer:

- What shape is this deal, invite / boost / collab / referral / challenge
- Whats the deliverable, exactly
- Whats the rate & what drives it
- Who's eligible, & do they know why they qualify
- Whats the deadline, & is there a window that matters
- Who's reviewing, & how many rounds

Thats the whole message. no deck, no call, no "lets explore synergies".

The Brief Template

the one thing

[what someone should walk away knowing. one sentence. if u need two, u dont know it yet]

the hook

[the outcome, not the feature. what the user gets to do now]

proof points, use any

- [real number]
- [named partner or integration]
- [the thing thats actually live]

the ask

- format: [thread / single post / series]
- how many: [x]
- live by: [date & time, with timezone]
- must include: [link, tag, mention]
- link: [exact url]

don't say

- [banned word]
- [banned claim]
- [anything u cant back]

examples we like

- [link to a post]
- [link to a post]

your rate & terms

- [$] per [deliverable]
- paid [when], via [how]
- one revision round, we check facts not voice
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Before anything ships, every one of these has an answer:

- What shape is this deal, invite / boost / collab / referral / challenge
- Whats the deliverable, exactly
- Whats the rate & what drives it
- Who's eligible, & do they know why they qualify
- Whats the deadline, & is there a window that matters
- Who's reviewing, & how many rounds
- Where does the money sit before payout
- When does pending become paid
- Whats the budget cap
- Who invoices who
- What happens if they deliver late
- Who logs the result afterwards

If you cant answer one of them, thats the one that will go wrong.

The Pre-Launch Checklist

The day before:

- Every creator confirmed, in writing, with a time
- Every link tested, from a phone, logged out
- The pool escrowed & the budget cap set
- Tracking live & tested with one real post
- The landing page checked against what the posts actually promise
- The banned word list sent to everyone
- Your own accounts ready, verified, & able to run ads if u plan to
- Wave two briefed on what they're quote-retweeting & when

The hour before:

- The announcement post drafted & queued
- Wave one already live
- Someone actually watching replies

If you want help running creator campaigns that actually convert, dm me, let's talk ✍️