



**THE**  
**CREATOR**  
Creating Jobs, Digitally!  
**ECONOMY**  
**IN SA**

Oscar Habeenzu

# The Creator Economy: Opportunities to Create Jobs and Businesses in South Africa, Digitally!

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# The Author

Oscar Habeenzu is a Digital Marketing Maestro, certified by Google, LinkedIn, WordPress and Cabanga and Author of “Building a Luxury Brand, Digitally”, published in South Africa (2022), reinventing himself constantly with working experience of over ten years, where he has worked at junior and senior levels of Digital Marketing in four countries. He is a Coffee Tourist and Content Creator. Industries he has worked with and in, include Financial Services, FinTech, Legal, Media & Publishing, Accounting, Construction, Hospitality, Health & Beauty, Pharmaceuticals, Technology, Retail, Agriculture, Non-Profits, Insurance, Politics and more. International brands he has been exposed to include Unilever, Spar, COMESA, UNESCO, Ted Baker, Bloomberg, Ted Baker, Emporio Armani, Miss World, Ford Models, UNESCO, VW, MAN Trucks, and Bloomberg.

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# Introduction

South Africa has a Creator Economy that is providing employment and entrepreneurs, and many Africans need to join this economy, as it is easy to start and profit from. Whilst a musician is in the entertainment industry, the Content Creator is in the infotainment and edutainment industries using information to either educate or entertain people.

The Creator Economy is easy to spot, an example being the cover image of this book. The cover image is from Oladimeji Ajegbile, who is a Nigerian photo and video content creator on Pexel.com, with over 100 million views of his content, a portfolio of 60+ photos and videos. He earns money from donations from those that download his images, with photo sharing being one of the biggest trends in recent years in the Creator Economy. That's just one of the many examples detailed in this book.

According to Future Female, three of the biggest trends in the Creator Economy that we need to be aware of in 2022 are:

Firstly, Creators, influencers, curators, etc. are moving their top fans off social media platforms and on to their own platforms such as websites and apps, as well as monetisation tools. Creators are building digital real estate and taking ownership their Intellectual Property.

Secondly, Creators are becoming founders – not in an Inventing Anna kind of way, but real founders who are building out teams and tools to start their businesses while still being able to focus on their art. Business and Market development practices are being used in digital spaces.

Thirdly, this generation of Creators are powerful, and they are becoming even more relevant in the media ecosystem as fans are looking to connect with real, unique, and individual personalities rather than publishers to whom they cannot

put a face. Creators are influencing public opinion more than ever, not limiting to shopping, but going into family, religion, sport and even politics. The comedians, dancers, and podcasters are getting bolder.

The Creator Economy can be tapped into by any business owner, professional, or ordinary person that just decides to explore the possibilities of posting content on their social media platforms. A fashion designer that graduated recently can tap into the creator economy by exhibiting their designs to get people to place orders, eventually shaping up to become an online fashion retailer and bespoke designer collection store. A young man passionate about street wear can create a following in South Africa, and with time create an online store to sell those clothes.

A pastry chef can take a picture of each pastry she bakes for her husband every week, posting them, and bam after ten or so weeks, she has enough content to start looking for pastry catering contracts, creating a niche in a specific location she chooses.

Sisters can team up to create a simple yet exclusive beauty care product range, and after packaging a few of their products, they can use social media to create realistic daily life stories that are relatable to the black woman's natural hair and use that to start selling their products online.

A young beautiful single mom that has a talent and passion for hairdressing can use her client's finished work to start an online hair-salon, even grow it as a franchise or movement to promote hairstyles and more. An unemployed introvert with a good voice and fluency in most common languages in South Africa can create a series of podcasts, record and publish them on social media, to sell services of voice-over for business audio profiling and programs.

An image consultant with a flair for photography and grooming can tap into the creator economy by chronicling their experiences, packaging them as products and services for future customers.

Starbucks, knowing or unknowing, are a major player in the Creator Economy, as they host creators in their outlets that are workplaces away from work. Imagine a digital bank that adopts creators as Starbucks has done.

A bank for creators makes business sense because creators are by nature digital nomads, and fluidity of financial services would be an added advantage for them. There are unexplored synergies between financial services businesses and content creators.

The possibilities of the Creator Economy are unfathomable to the extent that even electricians, builders, personal assistants, waiters, till operators, stay at home moms, doctors, project managers, and more, can tap into the Creator Economy.

# The Story of Faith Nketsi

There are many great stories in South Africa, and Africa, but so far, the greatest success story in South Africa of the Creator Economy is that of Faith Nketsi. Faith Mapholoso Faith Nketsi Njilo is a South African influencer, model, socialite, and media personality. She is well known for being a member of a dance group called "Pro-Twerkers".

Today, she has her own Reality TV show called "Have Faith" that runs on DSTV's Showmax. Have Faith is a TV show where Faith Nketsi navigates the business and entertainment worlds to become an entertainment mogul with her friends Kim, Andy, Sethu and Andzelo.

The TV show is now in Season 3.

Faith Nketsi also owns a beauty and cosmetics brand called FE Beauty. Fe' Beauty Cosmetics is a cosmetics company co-owned and founded by Faith Nketsi in September 2019.

With a lifelong passion for beauty and perfection Faith Nketsi (Fe Beauty) aims to disrupt the beauty industry with its collection of duo lip kits, high gloss, eyeshadow pallets, body lighter spray, glow kit, eyebrow kit and many more, FE Beauty states on their website.

Faith Nketsi has dedicated ample time to ensure she creates a product line that she feels really hits her aesthetic and promises to always invest her time to bringing new products to capture the "Beauty Hearts." This is a business born out of content creation by a marketing genius whom many assumed was just a Twerker.

This success story began when Faith, Kim Kholiwe, Samantha Malinga, Theresa Malinga, and Refiloe 'Ms Jay' Nketsi, decided to shake South African, and African social media with "twerking" videos posting them on Facebook, Twitter, Instagram, and YouTube. All these women have their own success stories, as they complement their friend's storytelling, to rise and become a host of "Have Faith" on Showmax.

After the rise of Faith Nketsi, there were more women following her trend and methods, which has contributed to the rise and fame of many South African Black women that now own their own clothing lines, construction companies, beauty and cosmetics companies, and endorsement deals, just to name a few. She is business-minded as she owns a company whose focus is on scouting, identifying, and nurturing the talent of young women through social media empowerment, Briefly reported.

# What is the Creator Economy?

Simply defined, the Creator Economy is a software-facilitated economy that allows creators to earn revenue from their creations, on platforms like YouTube, TikTok, Instagram, Facebook, Amazon, Twitch, Spotify, Substack, OnlyFans, Skillshare, Tiki and Patreon. The Creator Economy works through the internet's social architecture and software, which includes digital payment services such as PayPal and Stripe.

Gen Z, millennials and a new, multitalented, and hungry-for-digital generation are taking the world by storm. We can think of it as the Class of 2020 – when Covid-19 hit and brought with it restrictions and regulations that would change the way we work and live forever (a worldwide lockdown, working from home, experimenting with, and adapting to a new normal, an unfortunate rise in unemployment, etc.), Future Females reported.

However, before “graduating” in 2020, in the last decade this class was already well on their way to becoming the future digital leaders of our world. Today, these individuals can be described as the Creator Economy. Content Creators include chefs, teachers, DAO workers, NFT artists, gamers, fitness gurus, small business owners, coaches, community leaders and anyone doing non-commoditized work supported by digital platforms.

Market Segments in the Creator Economy include Podcasters, Audio Content Creators, Writers, Video Course Creators, Teachers, Community Leaders, Salespeople, Restaurant Workers, Personal Shoppers, Fitness Instructors, and Virtual Coaches. A book author on Amazon is part of the Creator Economy. An Influencer on Instagram and TikTok is part of the creator economy. A video influencer on OnlyFans or YouTube is part of the Creator Economy.

# How Does It Works

The creator economy refers to independent businesses or side businesses started by self-employed individuals to monetize their knowledge, skills, or followers. The rise of digital platforms like YouTube, Instagram, and Vine has given way to the influencer economy as we know it.

As influencer/creator careers took off, indirect monetization proved insufficient. Ad deals depend on brand whims, are conditional, can fluctuate wildly from month to month, and creators need to target a wide audience, so doubling down on specific niches and demographics is an easy decision.

Take OnlyFans for example. OnlyFans is a social media content subscription site that now has more than 170 million registered users, with over 1.5 million content creators, making it one of the fastest growing social media platforms.

By May 2020, the site was gaining 7,000- 8,000 new content creators per day, according to the site's chief operating officer Thomas Stokely.

And since 2021, an additional 500,000 new users sign up to the OnlyFans per day. With it, people can pay for content (photos, videos, and live streams) via a monthly membership. Content is created by YouTubers, fitness trainers, models, content creators and public figures to monetise their profession.

OnlyFans brings together writers, poets, inspirational speakers, authors, artists, chefs and more. However, this site is known as his hub for content such as sex his workers and pornstars. OnlyFans can post blocking content on other social media sites such as Facebook and Instagram, so even by sex workers and amateur his pornographers who upload videos and images and interact with fans through direct his messages.

**There are many male creators and female subscribers on OnlyFans. Nonetheless, female creators have a greater success rate, with a 69%-31% male-female split of fans on Instagram.**

# Size of the Economy

Whilst it is somewhat complex to size up the South African Creator Economy at present, understanding it globally helps put into context the magnitude and possibilities of the African and South African Creator Economy, bearing in mind Africa has the youngest population.

The youth are the future we say, and Africa is youth in this digital age.

## **Growth of Social Media Users in South Africa**

South Africa has one of the fastest growing Creator Economies in the world. To understand the rate of growth and potential, we must start with the number of users of internet and the social media platforms.

According to Data Reportal and ITU, there are 42 million internet users in South Africa and 30+ million Social Media users. Based on the most used social media platforms for Content Creators, and stats from Data Reportal, at the end of 2021 there were 27 million users on Facebook, 23 million users on Instagram, 17 million users on TikTok, 24+ million users on YouTube in South Africa.

Google's advertising resources indicate that South Africa had over 25.30 million YouTube users in early 2022. It means that the advertising reach of YouTube is equivalent to 41.9 per cent of the total South African population.

This is a huge digital audience to ignore. The only other economies in Africa that match it are Nigeria and Egypt. Entering the Creator Economy now is the next best thing you can do, and the best is to grow your following with whatsoever content, as long as you are consistent, bold, and have an endgame.

## **The Global Creator Economy by Size**

According to SignalFire, there are 50 million Content Creators - 47 million Amateur Creators and 3 million Professional Creators globally. Within the amateur creators, 30 million are using Instagram and 12 million using YouTube. Within the professional creators, 1 million use YouTube, and another million use Instagram. YouTube and Instagram were widely used before the global boom of TikTok, that has led to TikTok launching TikTok Pulse, specifically for Content Creators on TikTok.

The creator economy is estimated to be worth more than \$100 billion (R1.7 trillion), and more than 50 million people worldwide consider themselves creators, but the vast majority are amateurs, reported Forbes. According to CB Insights, by value, Creators' revenue (2021) comes from Brand Deals (77%), Ad Share Revenue (5%), Started Own Brand (5%), Affiliate Links (3%), Monetary Tips (3%), Courses (2%) and Subscriptions (1%).

According to Gumroad, a brand watchdog, the Creator Economy rose in value from US\$600,000 in 2012, to over US\$140 Billion in 2022, and expected to keep climbing as more platforms adopt new revenue models for content, and more creators join the economy globally.

Take book creators that write and publish books on Amazon for example. Amazon is the largest book retailer in the world. They carry over 33 million titles and ship them anywhere in the world. A major platform for indie writers is Amazon. As a tool, Amazon can be tricky to learn and master. But with a little research and a strong strategy, a self-published author can make \$10,000+ per month publishing their own books on Amazon.

Back to OnlyFans. OnlyFans sets minimum and maximum subscription rates. The minimum subscription price is \$4.99 (R80) per month and the maximum subscription price is \$49.99 (R800) per month.

Creators can also set up tips or paid private messages starting at a minimum of \$5 (R80). Paid tips and private messages can not only boost earnings but help creators engage their fans and build a loyal following.

At the time when Bella Thorne was setting OnlyFans alight (August 2020), Variety reported that OnlyFans had paid out more than \$1 billion to creators.

By November 2020, The Information was saying that this figure had risen to \$2 billion. Since 2021, In total, OnlyFans pays out over \$5 billion to its collective of content creators each year. The average age of paid subscription members is 35-44. The average OnlyFans content creator only has 21 subscribers. According to Hubite, almost two-thirds (84%) of all creators charge between \$5 (R80) and \$15 (R240) as of 2020, and this trend has continued since then. Naturally, this has a huge influence on the average income on OnlyFans for all creators.

According to Forbes, TikTok is rolling out a new way for creators to earn money on its platform. TikTok Pulse allows advertisers to insert brands into the platform's top 4% of videos. But creators must have at least 100,000 followers to participate in the program's first phase. Until now, the only way brands could advertise with TikTok creators was through affiliate marketing. TikTok Pulse, the new ad program will pay 50% of its revenue out to creators.

Here are the key details and how it compares to rivals. Creators and publishers must have at least 100,000 TikTok followers to be eligible to use TikTok Pulse. The feature will begin rolling out in the US in June 2022, with more countries to follow later in the year. It is more focused on users' interests and niches than it is on demographics.

# The Value Chain

The Value Chain comprises Creators, which have Followers, who both connect on Digital Tools. Value in the Creator Economy starts by Creating Content, then Growing an Audience, that you ensure you Own the Audience, and then Monetize Your Audience, backed by Offline Activities (Products, Services, Events), and you establish all this as a Business, that you manage using new CRM and Business Tools specifically made for Content Creators.

## **The Creator Economy Market Map**

SignalFire puts the Creator Economy in three layers to help understand it - Foundational Media Platforms, Monetizing Influencer Reach, and Creators as Businesses.

**Foundational Media Platforms** - Overview of the underlying social and content platforms, from video streaming hubs like YouTube, TikTok, Twitch, to photography and graphic design sites Snapchat, Pinterest; and Instagram, to music and podcasts like iTunes, and Spotify, and writing: Twitter, Medium, Quora, Substack. We look at a host of emerging content tools that support creator businesses.

**Monetizing Influencer Reach** - Overview of monetizing on-platform reach, from specialized Influencer Marketing agencies to influencer marketing platforms and marketplaces and CRM tools.

**Creators as Businesses** – Overview of off-platform monetization options like donation platforms including AdHoc Project-based funding from sites like Kickstarter, Indiegogo and Gofundme, and subscription-based funding from startups like Patreon, Twitch, and YouTube Channel Membership.

For a Content Creator to penetrate and grow in the Creator Economy, they must master and manoeuvre within these layers.

The Creator Economy collaborates with Creator Tools to help Creators establish their own Digital Real Estate. Creator tools enable micro-economies.

The shift from Web 2.0 to Web 3.0 is about creating revenue streams which prioritize community ownership (the content creators) over individual ownership (the platform creator companies).

By intertwining financial assets with social capital, we are now witnessing a new type of asset class dominated by online community coordination. The Value Chain of the Creator Economy is helping establish personal economies for content creators that own digital real estate.

In today's world, B2C apps like TikTok were not designed to generate revenue, and B2B tools like HubSpot and Zendesk were not designed to support individual developers.

The value chain is broad. While traditional employment is production, income and benefits he bundles into one package, creators operate in a more fragmented environment. You must put together different editing tools, different revenue streams, backend his platform, etc. yourself.

## **Creator Economy Landscape**

Connie Wang, a researcher on the Creator Economy breaks the value chain into two main categories - Consumer Platforms, and B2B & Creator Tools.

Consumer platforms are the places to which social media and web users flock and gather to socialise. These include Social Media Networks, Gaming, Fan Subs, Fan Entertainment, Writing, NFT Art, Collectibles, Social Investing, Music, Sports, Real Estate, and Courses.

Business-to-Business (B2B) and Creator Tools are tools and platforms for businesses and creators, that include Content Editors, Enterprise Editors, Creator Sites, Content Management tools, Freelance Platforms, Brand Collabs, Creator Commerce, Financial Management, Live Streaming platforms, eCommerce Platforms, Course Infrastructure, Event Platforms, NFT Infrastructure, Podcasting, and more.

## Creator Economy Players

According to Accenture.com, to bridge this gap and optimize the social commerce opportunity, enterprises need to understand the three main types of players—influencers, creators and resellers—and recognize that they'll need to develop different strategies to engage with each of them:

**Influencers**, who harness their status as opinion leaders to motivate their followers to act, including making a purchase. Their power? Developing a network of followers and creating a personal brand that attracts and engages an audience.

For example, many Peloton instructors have attracted fans to their social media sites and are partnering with relevant health and fitness brands and earning commissions in the process.

**Creators**, who produce content, such as how-to's, sketches, songs, dances, and art. Their Unique Selling Proposition? Original ideas that can entertain, influence, and educate. And they're increasingly looking to monetize their talents, including selling-on products.

**Resellers** are individual entrepreneurs who curate goods and services to sell on to their networks. They know what their followers like and they use those insights to curate items accordingly. They use their personal relationships to share listings and generate sales. Resellers can take many shapes as well.

Some curate goods from brands they believe will resonate with their audiences. Some find and sell used goods to promote sustainability. Some organize group-buying to achieve discounts for their networks. And some re-package or bundle products to enhance value.

# Opportunities for Creators

Opportunities in the Creator Economy are vast, especially in South Africa. Most common however is simply that the creator economy helps people create jobs for themselves, as the rising trends of social media are creating space in different markets and industries, allowing social media users to create their own jobs by becoming an influencer and content creator.

In an article titled *New Game, New Rules*, Accenture wrote “In the social commerce world, literally anyone can become a creator. It’s a radical shift in the balance of market power as more people realize the opportunities of monetizing their creativity, influence, and networks.

For platforms and brands, this people-powered commerce represents an extraordinary growth opportunity.

But, and it's a big but, to take advantage they must recognize just how different the new dynamics are – and, crucially, that their success will hinge on empowering and supporting this new breed of creators”.

## **Creating a Job for Yourself**

According to African Arguments, the principal argument in favour of the African creator economy is that it challenges existing norms that dictate that the only option for modern workers is being a wage slave trapped in a suffocating 9 to 5 routine or a gig serf stumbling from one project to another without knowing where your next job will come from. The Creator Economy for the African is creating revenue outside the spectrum of a 9 to 5 employment routine, to not only meet their monthly obligations, but to exit the debt trap and become financially independent.

In South Africa in particular, holders of tertiary education degrees are becoming more disillusioned with their jobs, and the business opportunities that come with them.

And for good reason — a recent survey showed that two thirds of all South African graduates are unemployed or underemployed after graduation. For this reason, and more, there is heightened interest in entrepreneurship as a viable source of income for young South Africans.

In a recent article by BusinessTech, the number one reason young South Africans are becoming interested in entrepreneurship is because it promises not just financial freedom but personal freedom too. Within this space of thought, the Creator Economy has risen in recent years, especially the post-Covid19 years of 2021 and 2022.

A key consequence of the global digital transformation is that widely accepted paradigms and implicit theories of how the world works are becoming obsolete faster than ever, African Liberty reported. A case in point is Africa's creator economy, which has helped uncover new social impulses and erase established socioeconomic obligations that have held us back as a continent. Describes modes and possible alternative modes.

The first thing the African creator economy challenges are the pervasive belief that an individual can either do what they love or go for a 'practical career.' There is usually added emphasis on "making a living" instead of living. All these change with the creator economy. In this new model, workers earn a living doing what they love and choose how they organize their time. The second thing the African creator economy is working to upend is the vice-like grip that go-betweens, rent seekers, and parasites have on our lives. Value chains are now evolving to only accommodate the producer and the consumer.

Third, the African creator economy is challenging the traditional belief that the only way for workers to achieve upward financial mobility is by quitting their jobs and taking on an inordinate amount of risk via traditional entrepreneurship. It is an increasingly important conversation given the current global economic downturn due to COVID-19.

African creators are achieving greater success than their counterparts in the United States or Europe. They are doing this while still trying to overcome the challenges of the internet infrastructure, not having equal access to education, and being underrepresented in traditional media.

This is despite having access to less capital and fewer skills, less equipment, fewer African voices, and platforms for success are not as developed as in more developed countries.

A growing number of business-savvy creators have noticed this dynamic and decided to regain their power. This new independent creative class is tired of creating value for platform owners for free. They are now migrating to platforms where they can directly earn from their audiences.

## **Collaboration and Storytelling**

Content Creators want to grow and make money, preferably fast. Businesses on the other hand want to be visible, generate sale leads, so that they make money and grow, preferably fast as well. The two can work together to achieve their goals, which are somewhat similar in this age of digital.

Whilst there are many things that can be said on the how-to, who, and why, it is important to realise what is important are the goals of the business and that of the content creators, and coming together to increase visibility, generate leads, and profit makes more sense in this digital age.

There is no secret sauce to Content Creator other than Storytelling, at the same time, the business owner needs to Collaborate to be effective and achieve desired goals. The content creator must be professional or guided and represented by a professional.

Take for example William Last KRM, the TikTok Content Creator and Influencer that now does adverts for Castle Lite, campaign called #LiteSideof7s. His brand appeal increased when he hired a manager, that represented him in the “big leagues” of sponsored content creation.

Order matters for the content creator, no matter comedian, twerker, or preacher. William Last has 6.4 million followers and 64 million plus video views on TikTok. William Last has one million followers on Instagram, 3.4 million followers on Facebook, and 300,000+ followers on YouTube. There are many other examples in South Africa.

BizCommunity believes that businesses and creators in South Africa can work together, and this trend is on the rise. The key to this is storytelling. Content, created by a brand or otherwise, needs to earn its place in a social media feed. It needs to be arresting, engaging, and entertaining. Businesses need to find creators that will effectively harness the power of storytelling for their brand.

BizCommunity wrote "For example, 82% of people would try, purchase, or recommend a brand when the content is 'inspiring'. It is not enough to rely on a creator's fame, established trust, or highly engaged audience. It is about how the creator delivers information. This creative content is crucial to brand success. In a recent study of over 160 creator-driven product sales campaigns, we found a correlation between ads in which the creator used some form of 'demotainment' to tell the product story in an entertaining way to convert customers".

Opportunities for businesses and creators lies in collaboration for storytelling. Creators often need to combine different tools to manage different revenue streams just as businesses do.

The traditional B2B and B2C companies have yet to fully meet the requirements of these micro-entrepreneurs, hence collaboration between business and creator is very important.

For some companies this is handled internally as they have their senior managers of key personnel be internal influencers of their brands through their marketing department.

Whilst many businesses choose this path, in the long run, it is more cost effective to outsource some of the content needs to content creators who in most cases are influencers in their own spaces.

## **The Rise of Subscription-Based Social Media**

The Creator Economy goes hand in hand with Subscription-based social media, which is another money-making opportunity for tech and creative entrepreneurs. Subscription-based social media platforms allow users to pay and subscribe to a specific product or service for a specific period.

Subscription-based models are more common and popular off-web (gym memberships, newspaper subscriptions, streaming your favourite shows on Netflix and Hulu, etc.), but many online businesses are becoming more popular by the day. increase.

There is opportunity for South African content creators to create more TV shows, just as Faith Nketsi did, whether reality, game, discussion, and get them endorsed by broadcasters. Subscription-based social media opens the mind of creators and advertisers to the possibilities of unlimited collaboration.

Businesses can start conversations about the products and services they offer online. This facilitates communication and builds a growing community for your business. This strategy also helps the company differentiate itself from its competitors and offer to existing and potential buyers. Subscription-based social channels enable companies to generate excitement and drive demand for their products.

Subscription-based social media platforms help businesses deliver real value to their customers and brand ambassadors. Thanks to the excitement and convenience of subscribing to social media platforms, customers can become ambassadors for your brand and inadvertently help you with your marketing efforts.

When customers join your company, they invest in your long-term success. A subscription is a (relatively) long-term commitment. People want to see more of you each month. It is a repeat business.

# Become a Content Creator

Novuyo Majola is a Beauty Services business owner from Northwest, South Africa, that does Make-Up and more, who became a Content Creator to grow her business. Fitzgerald Mujuru is a Business Coach and owner of a Marketing Agency in Gauteng, South Africa, who became a Content Creator to grow his business. Eli Baruti is a Media Studies graduate from the University of Botswana, owner of a digital marketing company, and a construction company, who became a Content Creator to start and grow his businesses.

The common denominator of these three is that they all have become part of the Creator Economy to grow their businesses, and they were all trained and coached by the author, Oscar Habeenzu.

Becoming a Content Creator, or Solopreneur, is quite easy, but like every successful endeavour, it requires discipline and consistency. Anyone can become a Content Creator, but without discipline, structure, and consistency, they will not be able to.

Becoming a content creator is not just about posting on social media. In 2022, content creators wear many hats, including Developing content calendars; Creating videos, graphics, or photos for their multiple social accounts; Connecting with their community via Stories, Livestreams, or events; Collaborating with brands via sponsored posts or affiliate links; Guest writing blog posts; Launching courses, newsletters, podcasts, or products; and Consulting for brands, small businesses, or aspiring creators.

Whilst it is detailed, and one needs guidance from a professional Digital Marketer or other seasoned Content Creators and Digital Specialists, the simplified activities for a Content Creator are Create a content strategy, Manage a content calendar, Research content ideas, Design and edit

visuals, Record, and edit videos, Produce podcasts, Do basic SEO, and Have a deep understanding of the channels they produce content for, including the latest updates and changes.

For those finding themselves with lots of followers on TikTok, Instagram, Facebook, and YouTube, they just need to always have the basics in mind - Strategy, Research, Action Plan, Create, Optimisation, Distribute, Grow Followers on Channels, Monetize when Ready.

You may not necessarily have to have equal number of followers on each platform but have an anchor platform that you choose to grow, or on average two platforms that form a tag-team combination that helps you grow your audience, and then Monetize.

Some of the monetisation ideas were discussed in prior chapters, but some of the most common ways to make money with Content Creation are Product sponsorships and advertising; Speaking engagements; Substack or other

forms of subscriptions; Online Courses; Books; Affiliate Marketing; and Ecommerce, e.g., setting up your own shop to sell merchandise.

Who do I start, with only 100 to 1,000 followers on Instagram/TikTok?

You start with what you have – concept, content, commitment, collaboration. Your beauty, laugh, jokes, or skill are what we can call concept because it is what you use to start and grow. If you are committed to posting on any social media platform, consistently, the right audiences will follow you, and you will scale up from there.

Content ideas depend on what your interest is, what strategy do you want to apply, who is guiding you, and what is your end game (get followers, then what?). Collaboration what we discussed in previous chapters, which basically means coming together with other people that can help you further your agenda as a content creator.

As a content creator, you never stop learning. You need to stay up to date on changes in your chosen niche as well as the platforms you create content for.

The more you learn, the more your tastes and opinions begin to develop. Begin to understand what works and what does not. This sets us apart from hundreds and thousands of other content creators.

It is not about equipment, nor about any financial standing, but about creating content and pushing it until money flow into the creator's life.

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