

UGC creator

Film UGC (user-generated content) style ads: casual, real-customer videos for brands. No followers needed, but it is freelance.

TYPICAL INCOME

\$2,500

a year, varies widely

INCOME RANGE

\$0 to \$80k

most to the successful few

TIME TO QUALIFY

1 to 3 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Home, your kitchen or bathroom, outdoors, anywhere a product can be filmed

How you get there

- 1 Learn the ad formats** Weeks
Hook, problem, product, result, call to action. Watch the ads in your own feed and study them.
- 2 Make a portfolio** 1 to 2 months
Film 5 to 10 sample ads with products you already own. Brands judge you on these, not on followers.
- 3 Join marketplaces** Weeks
Check each one accepts creators in Canada before you apply. Approval is not guaranteed.
- 4 Land paid jobs and reviews** 3 to 12 months
Early jobs pay less. Good ratings and fast delivery bring repeat work.
- 5 Find retainer clients** 1 to 3 years
Brands that order monthly, often found by direct pitching. This is what pays rent.

Pros and cons

- + No followers or public profile needed
- + Paid per video, so money starts earlier than influencing
- + Cheap to start with a phone
- Crowded, and rates have fallen
- Irregular work, no benefits, no EI (Employment Insurance) by default
- Brands can reject or ask for reshoots

Good to know

Two thirds of creators now offer it

Collabstr's 2025 report found 66% of creators on its marketplace offered UGC (user-generated content), up from 26% a year earlier, and the average rate fell about 44% to near US\$198.

Ottawa made the top-paying list

In Collabstr's 2025 report, Ottawa was among the five cities with the highest average influencer collaboration price, about US\$340, the only Canadian city on the list.

Optional boosts

Editing your own videos. Writing hooks. Bilingual delivery. A clear niche.

Where these numbers come from

Billo Help: for creators, how and when you get paid (US, Canada and UK)

Billo: UGC rates in 2025, what brands actually pay

Collabstr: Annual Influencer Marketing Report 2026

Net Influencer: Collabstr 2025 report, collab costs fall as UGC grows

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/ugc-creator>



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