

How one person built Uber's thriving TikTok community from scratch



"Once I did get started with GRIN, I was able to nearly triple the amount of content I was posting. Having a platform that could create more efficiencies and scale the content production overall was so important."

— Phil Rosario, Global Social Media Lead, TikTok at Uber



Who is Uber?

[Uber](#) is a global transportation conglomerate and ride-sharing pioneer. The company operates in cities worldwide, providing various ride options, from economy to premium services. In addition to ride-sharing, Uber has expanded its services to include [Uber Eats](#), [Uber Business](#), and [more](#). The company is known for its persistent innovation as it strives to "make movement happen at the touch of a button."

About Uber's TikTok creator program

Phil Rosario is the social media manager in charge of Uber's TikTok creator program. [As a creator himself](#), Phil started by developing the global TikTok strategy, creating content and running the business side of the program. However, he now partners with up to six creators at a time, each generating three content pieces per month. Keeping a small roster allows Phil to focus on quality over quantity and build long-term relationships with creators who exemplify the company's ethos and content standards.

Diversity is a major point of emphasis when deciding who to partner with. Phil seeks creators of different backgrounds, ages, and geographic locations who can help him tell the holistic story of Uber. Follower count is essentially an afterthought. The main consideration is identifying creators who make original, entertaining content that can translate well to Uber's story and help build a sense of community around the brand.

In less than one year, GRIN helped Uber accumulate:

 **750K+**
TikTok followers

 **35M+**
organic video views

 **3.7M+**
organic video likes

Case Study

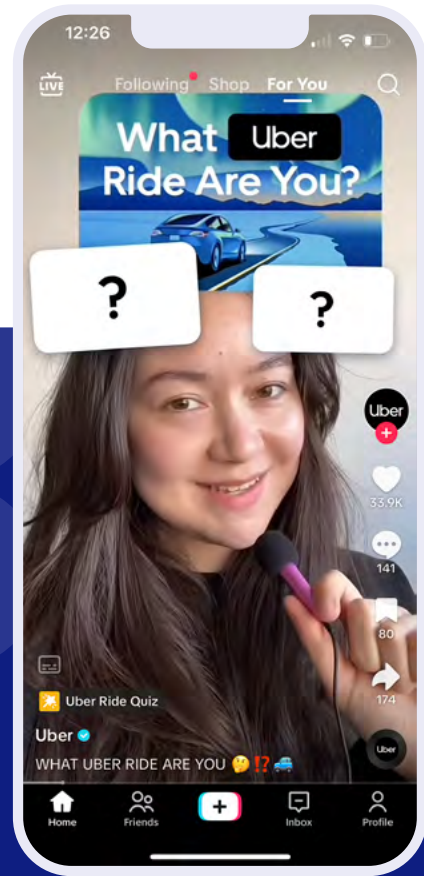
The challenge

Build a robust, global TikTok presence from the ground up.

Uber hired Phil to build its TikTok strategy from the ground up. With plenty of experience managing creators and creating content on behalf of brands, Phil was well aware of how difficult it can be to onboard new talent, manage each partnership, and get everyone paid quickly—all while trying to turn around timely and culturally relevant content in a short period.

With an ambitious goal and the freedom to implement his own processes, Phil knew he needed to solve a few major pain points:

- **Organize and execute content production.** Phil needed a single location to build content briefs, keep creators informed on deliverables, collect proposals, and house the entire campaign management process.
- **Customize compensation.** Not all content is created equal. And sometimes, a creator gets paid more based on how complex and time-consuming their deliverables are.
- **Pay creators.** A paid creator is a happy creator. And to keep relationships strong, Phil had to get TikTok creators paid quickly and accurately.



More Time to Innovate

GRIN's time-saving features free up extra bandwidth so Phil can experiment with fun new ways to promote Uber on TikTok.

His most successful sidequest so far involved partnering with one of TikTok's top Effects House creators on a "What Uber ride are you?" quiz.

Executing the collaboration process through GRIN enabled Phil to cut the middleman and work with the creator directly, resulting in a rapid content turnaround time and a hugely successful campaign.

Within three months, the "What Uber ride are you?" effect landed in the top 5% **most-popular effects** on TikTok, generating:

 2M+ views  2K+ organic UGC posts

"Having GRIN facilitate the collaboration process and not having to go through some sort of special agency or anything like that made everything so much easier and so much more fun just to try something new."

— Phil Rosario, Global Social Media Lead, TikTok at Uber

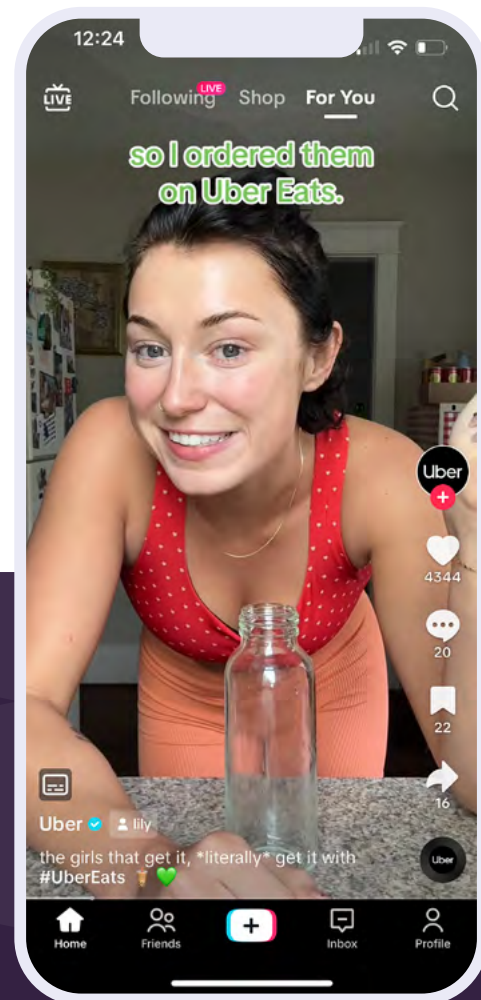
The solution

A creator management platform built to scale

GRIN's Creator Management platform empowers Phil to execute Uber's entire TikTok strategy single-handedly. With tools to simplify his workflow, Phil has been able to nearly triple the amount of content produced while leaving plenty of time to build lasting relationships with high-performing creators.

With GRIN, Phil has access to:

- **A comprehensive campaign workroom:** Phil can easily create and duplicate multiple campaigns to keep all his partnerships running like clockwork.
- **Flexible payment tiers:** Within each campaign, Phil can quickly tweak the compensation based on the deliverables for each creator.
- **Live URL:** Each creator gets a Live URL where they can view campaign specifics and submit proposals for approval. Phil receives a notification every time a new proposal comes in so he can get them approved and into motion promptly.
- **Seamless creator payments:** With GRIN, Phil can keep tabs on all of his creator payments and send funds in a matter of seconds.



“How easy it is to create multiple campaigns is one of my favorite things about GRIN. Once the first campaign is built out, I can just duplicate that and all the fields were already filled in. Then I could basically just tweak them slightly.”

— Phil Rosario, Global Social Media Lead, TikTok at Uber

The results

Hundreds of thousands of engaged fans—and counting

GRIN helps Phil facilitate a workflow that leaves creators raving about how easy and efficient it is to work with Uber. Some have even referred their friends to create content for the brand. And as an end-user, Phil can reallocate his time away from manual busywork and put it toward strategizing with creators who can help him reach his goal of building a global Uber community on TikTok.

In less than one year, GRIN helped Phil and Uber generate:



750K+

TikTok followers



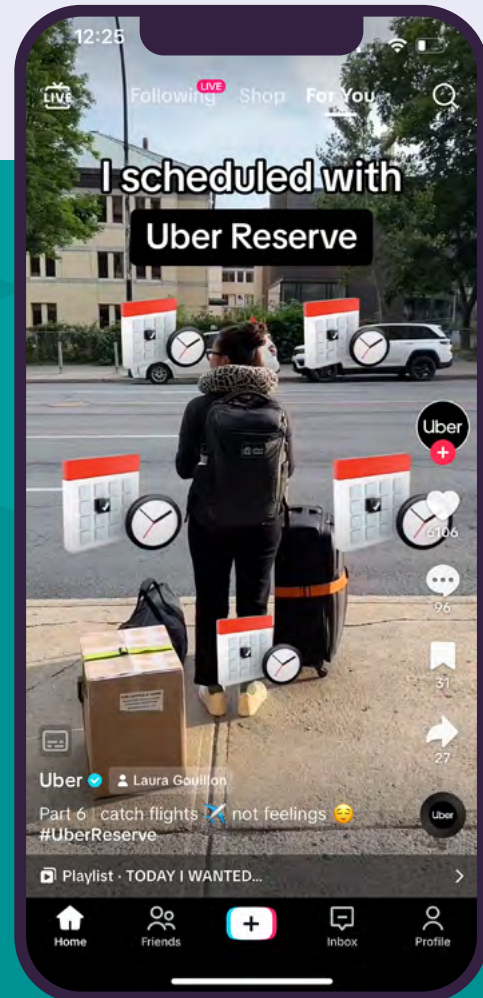
35M+

organic video views



3.7M+

organic video likes



“GRIN is essential for me since I am the only person at Uber totally dedicated to TikTok. It is an all-in-one platform that helps me consolidate so many different processes and makes my life a lot easier so I can focus on coming up with new ideas and exploring new creators.”

— Phil Rosario, Global Social Media Lead, TikTok at Uber