



# 2021 INFLUENCER COMPENSATION REPORT

# AN INTRODUCTION

One of the most common questions we receive from brand representatives when performing a platform demo or onboarding session is "How much do you think I should pay influencers in my campaign?"

Until this year, there was very little influencer compensation data available. As the largest warm contact influencer platform, Intellifluence conducted an extensive survey to answer the aforementioned question posed by many brands.

No longer do companies have to resort to guesstimates such as "a penny per follower" when trying to determine how much compensation to offer creators within an influencer marketing campaign.

We are confident this 2021 Influencer Compensation Report conducted by our very own Andrew Evans will help you determine the right amount to pay the influencers you choose to collaborate with.



**JOE SINKWITZ**  
CO-FOUNDER & CEO



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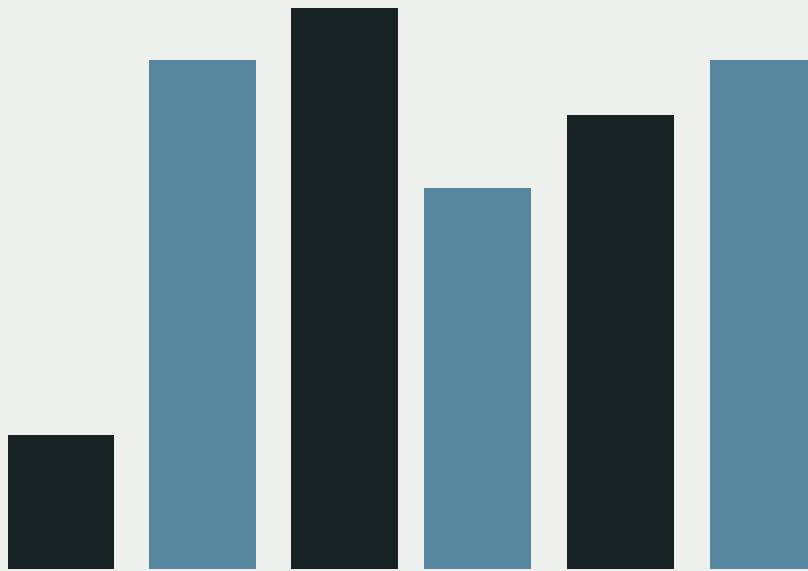
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## METHODOLOGY

The following report contains the results of a compensation questionnaire we sent out to our Influencers based in the United States, Canada and United Kingdom in May of 2021.

1249 Influencers completed the questionnaire and the graphs show the mean compensation expectations, grouped by follower counts.

## SOCIAL CHANNEL FOCUS



It should go without saying that a Tweet is different than a YouTube review. As such, we broke out compensation questions based on social channel type to get the most accurate figures. We cover the following in this report:

- Instagram**
- Facebook**
- Twitter**
- YouTube**
- TikTok**
- Blogs**

Additionally, we have grouped influencers by audience size to create simple ranges you can consider when pitching influencers.

Choosing the right channel is essential. Not all social channels are created equal and not all will be effective for all types of businesses.

Review the article titled [Which Social Channel Will Bring Sales for Your Business?](#) to determine which channel is best for your business.

Next, consider the pricing laid out by Influencers in the following sections when determining your budget and campaign compensation.

# 41%

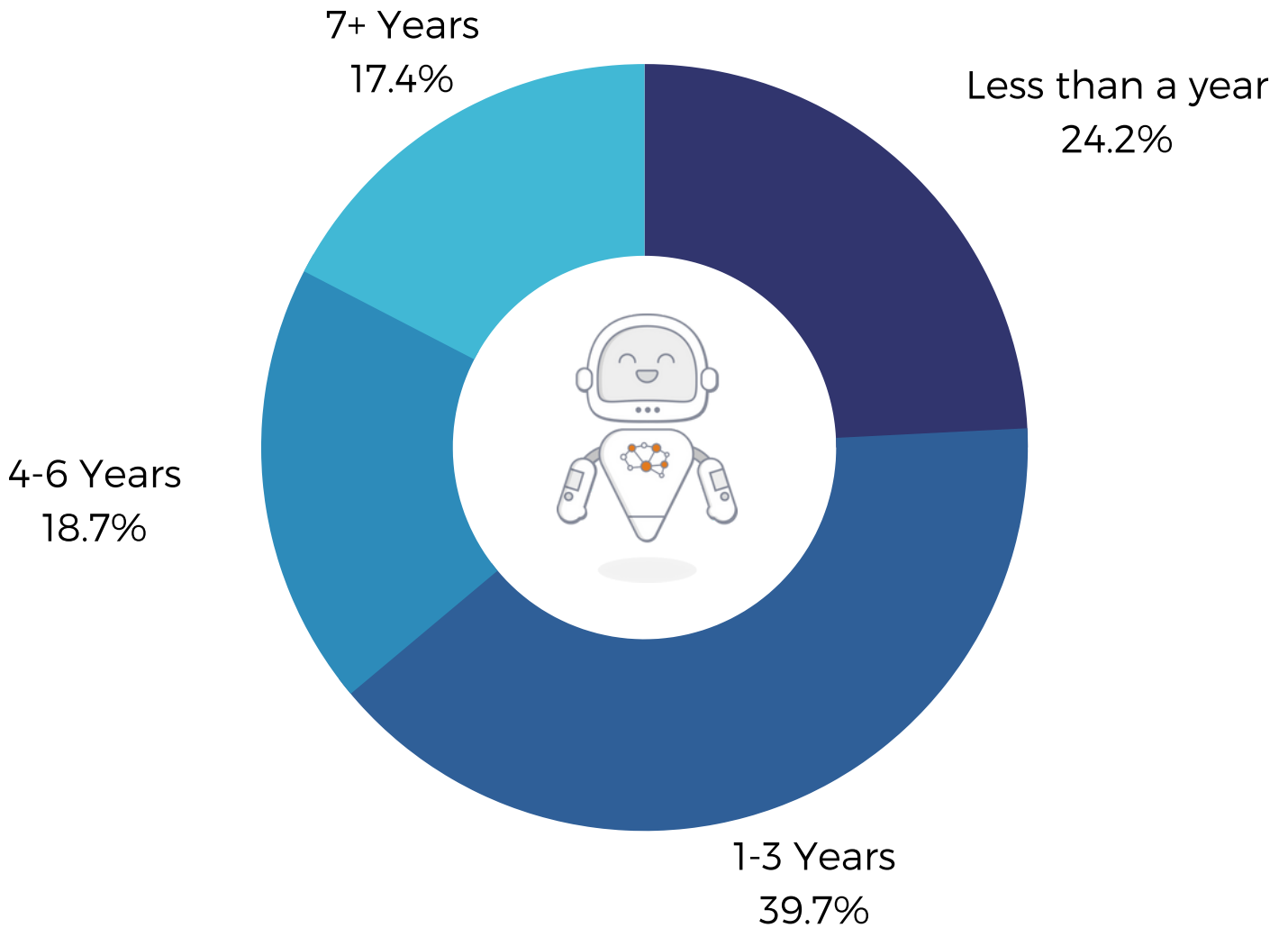
*of Influencers say Brands are not offering adequate compensation in their pitches*

## INFLUENCER FEEDBACK

"Brands have to understand that creators put a lot of work into a single post. Influencers are the advertising agency, the model, the photographer, the makeup artist, the wardrobe stylist, the editor and copywriter all-in-one..."

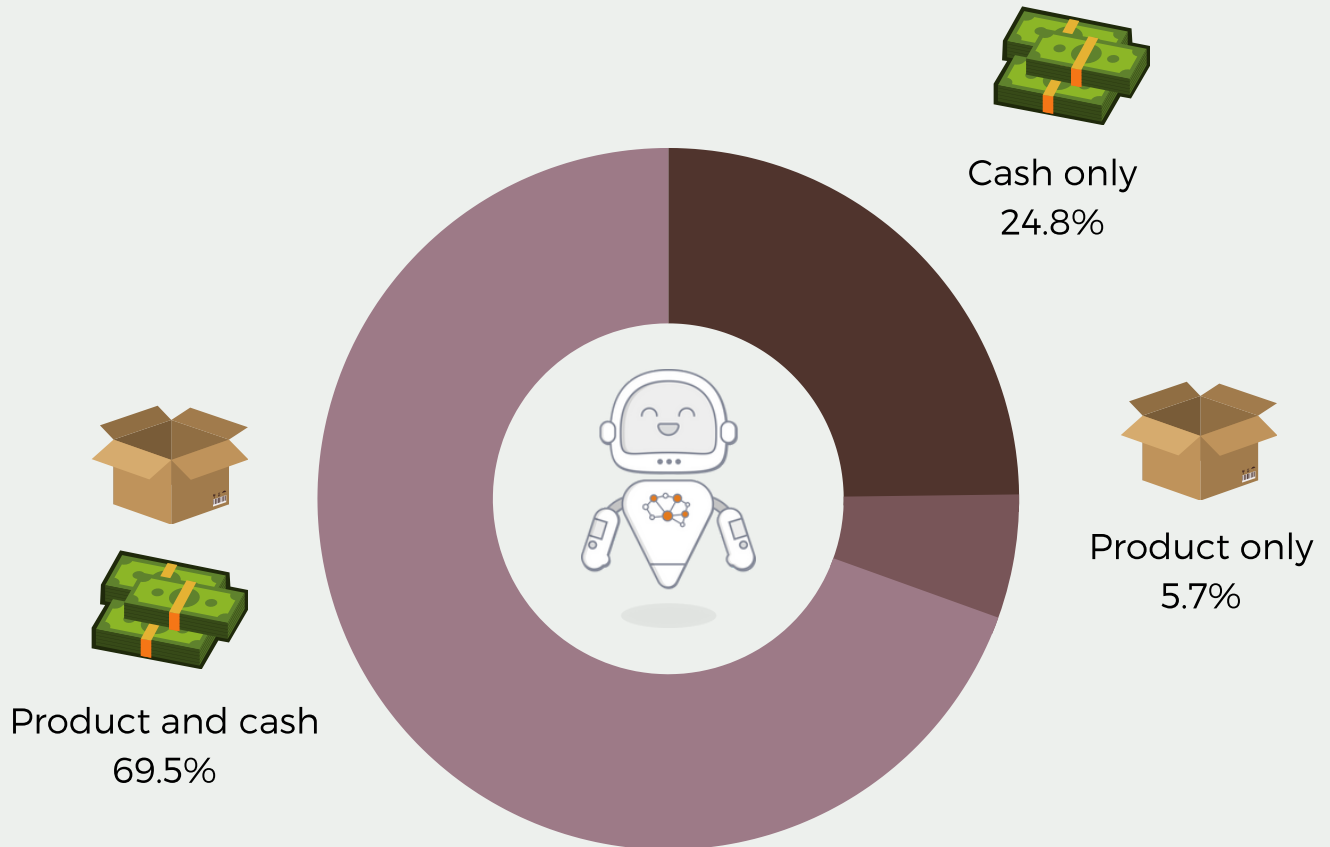
# HOW LONG HAVE YOU BEEN AN INFLUENCER?

While the concept of influencing via word-of-mouth has been around for millennia, influencer marketing has gained immense popularity over the last decade. We asked our Influencers how long they have been in the game:



# HOW DO YOU PREFER TO BE COMPENSATED?

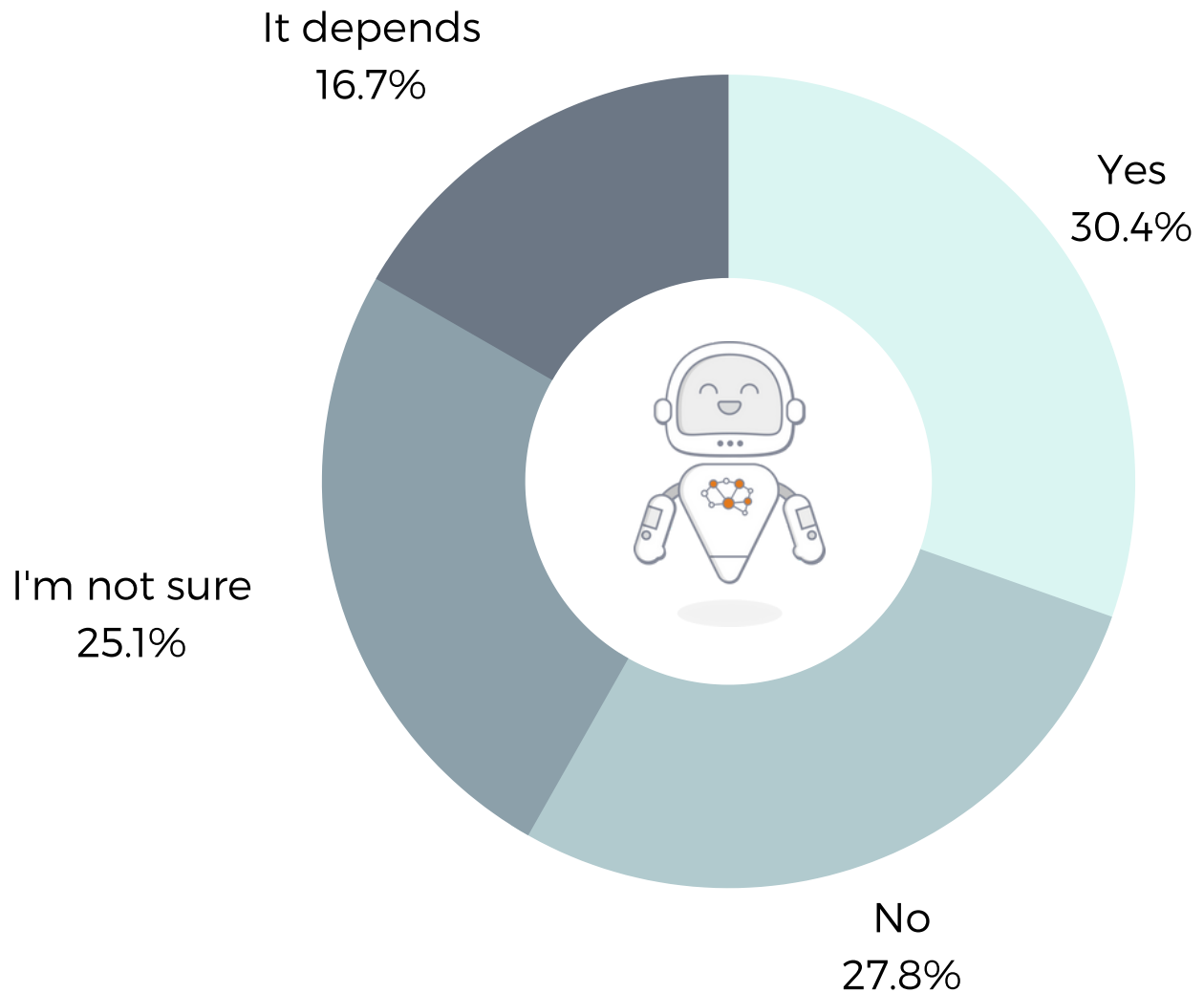
Cash is king, right? While it's always a good idea to offer cash compensation when pitching an Influencer, the majority of Influencers are happy with receiving a combination of product and cash. Pro tip: Don't overvalue your product MSRP, as Influencers value transparency!



**Did you know?** Intellifluence enables you to choose **cash, product, or a combination of cash and product** for most campaign goal types? Many competing platforms restrict campaigns to cash only. Intellifluence is committed to offering Brands the most flexibility.

# DO YOU BELIEVE YOU ARE BEING FAIRLY COMPENSATED?

While over 30% of our Influencers feel they are currently being adequately compensated for their work, a quarter aren't sure. Note that this is separate from the aforementioned statistic regarding sentiments on pitch amount. This demonstrates education regarding compensation is necessary for both Brands and Influencers, but also suggests some of the disparity might be mitigated by negotiation on price.







# INSTAGRAM

## INFLUENCER FEEDBACK

"Posts and Videos take a really long time and effort to create for us. We have to think about where to shoot, how to shoot, retake as many times as possible and we spend 3-4 hours on just content for one brand. There needs to be a understanding that this is a job, and we deserve to be paid for the content we create."

# INSTAGRAM OVERVIEW

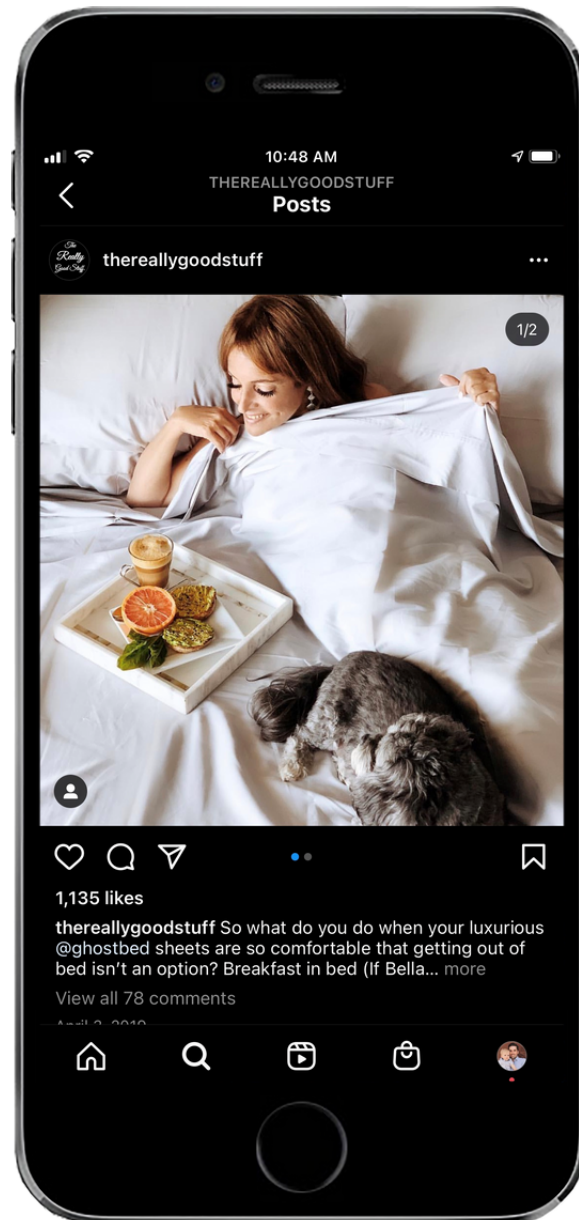
When putting together an influencer marketing plan, Instagram is often the perfect place to start. The visual-centric nature of the social channel makes for aesthetically pleasing content and stories with swipe up capabilities offer great opportunities to convert. Industry [surveys](#) routinely place Instagram at the top when it comes to strategically important social channels.

As with all social channels, it is important to consider their following when pitching Instagram Influencers. As you can see in the graph on the following page, there is a noticeable jump in expected compensation at the 50,000 follower mark.

Don't fixate on follower count though, as you don't want to neglect [the power of the peer influencer](#). Peer Influencers might have smaller followings, but their audience is often very loyal. Small businesses in particular can benefit greatly by simply focusing on Peer Influencers to promote their products and services, especially to younger consumers.

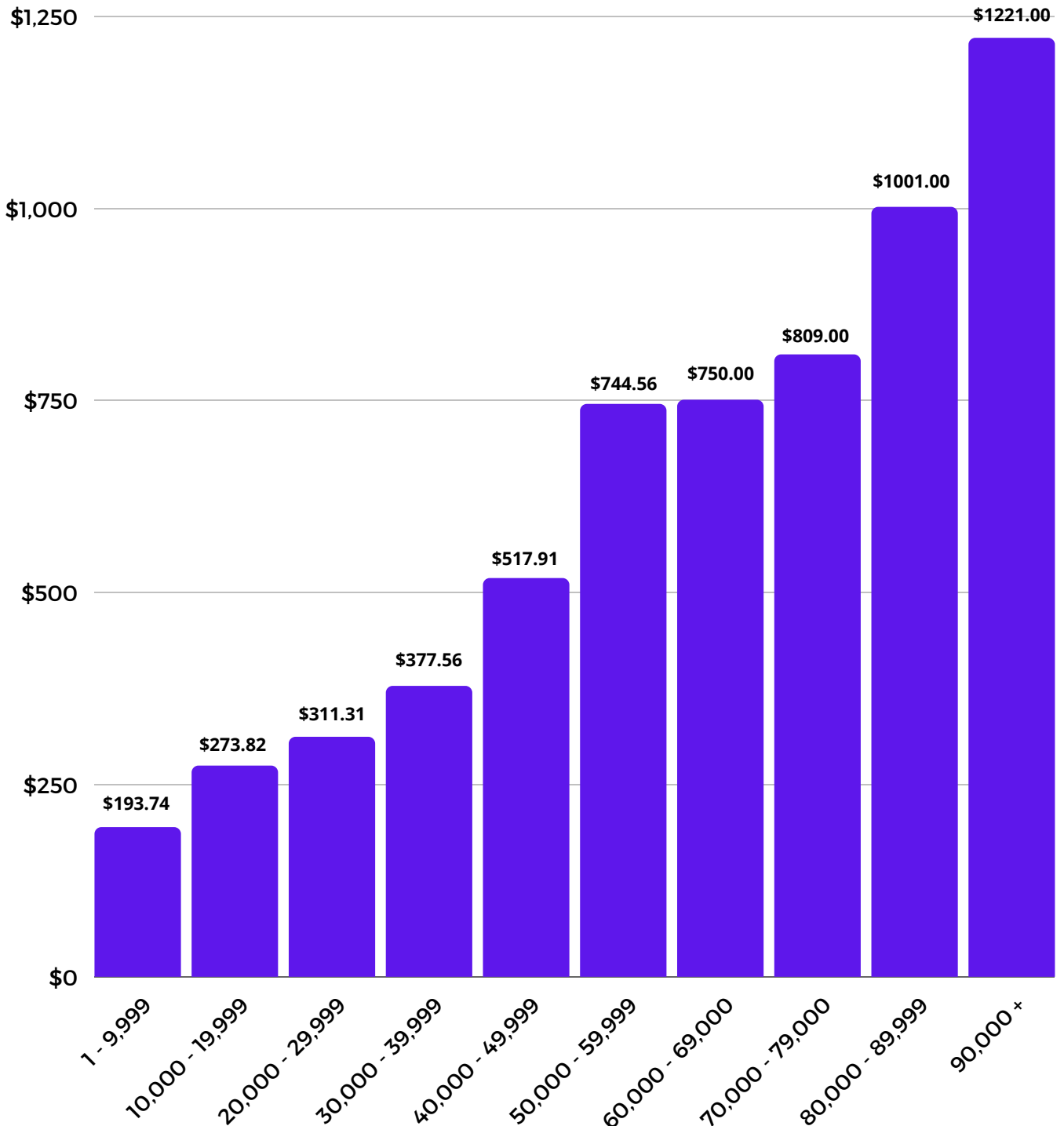
Read on to see what Intellifluence Influencers expect in compensation when posting on Instagram, organized by their following.

**Brands such as GhostBed by Nature's Sleep have found much success collaborating with Intellifluence Instagram influencers.**



# HOW MUCH CASH DO YOU EXPECT FOR A TYPICAL INSTAGRAM POST?

ORGANIZED BY # OF FOLLOWERS





# FACEBOOK

## INFLUENCER FEEDBACK

"Creating content isn't just about analytics, but also understanding the brand's vision and reflecting that on the materials presented. Brands should prioritize Influencers with a unique point of view and those who have the capacity to create high quality content"

# FACEBOOK OVERVIEW

While Instagram is a great place to begin your influencer marketing efforts, you should not ignore the largest social network in the world: Facebook. With over 2.79 billion active users (Statista), Facebook offers brands the ability to promote products and services via posts with clickable links. Additionally, Facebook is the second most preferred platform behind Instagram, according to a [study](#) by Bloglovin, so finding the right Influencers isn't difficult. Intellifluence is home to over 50,000 trusted Facebook Influencers waiting to collaborate with brands.

# \$209.88

AVERAGE EXPECTED COMPENSATION  
FOR FACEBOOK INFLUENCERS PER  
POST

## Is Facebook Right for you?

In the article titled **Which Social Channel Will Bring Sales for Your Business?**, the [Social Channel Usefulness Matrix](#) is introduced, which examines popular social networks based on their usefulness to brands, using Boolean logic.

Facebook was determined to be a very versatile choice, enabling brands to feature casual or professional content with detail and high quality imagery.

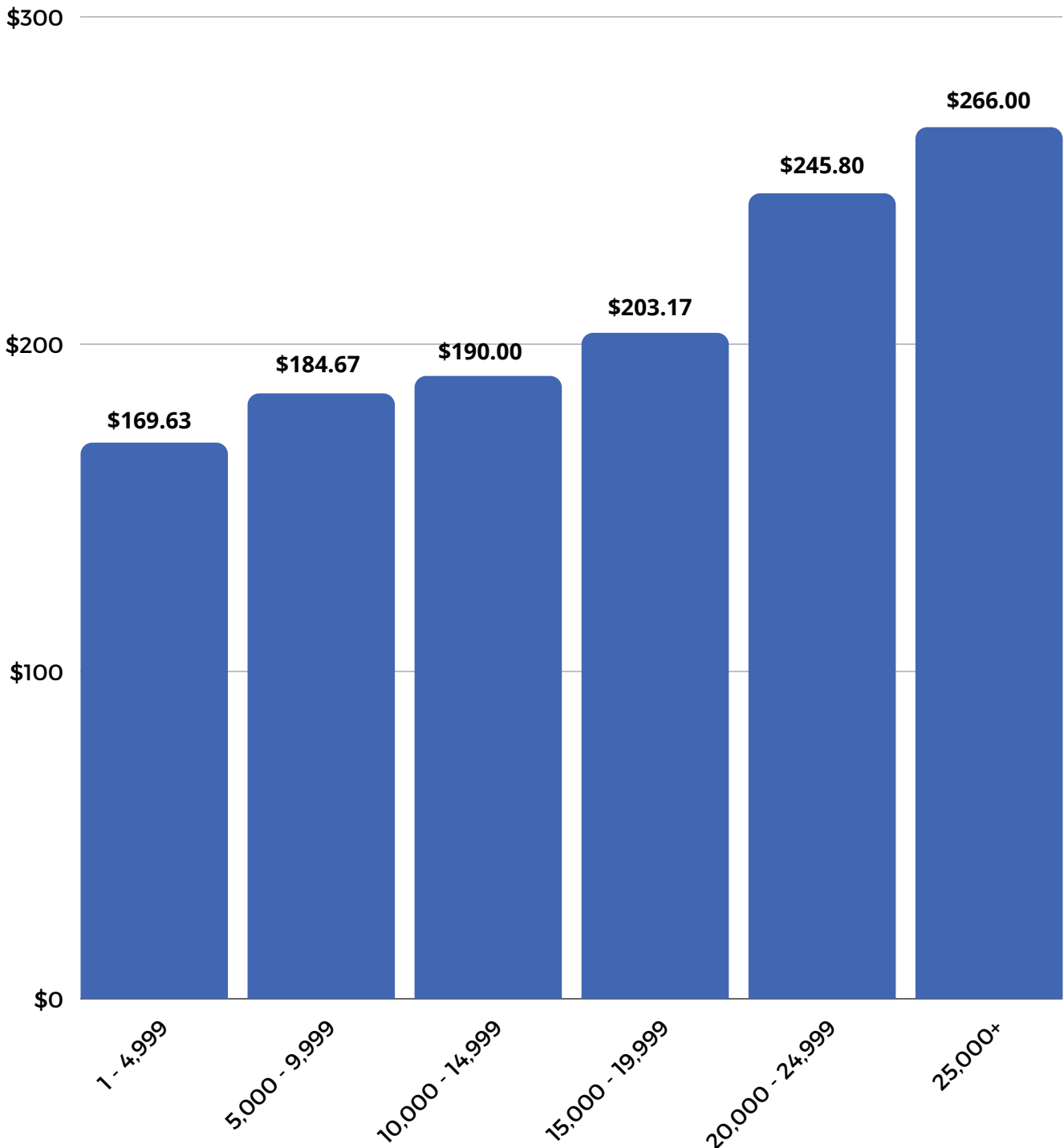


## INFLUENCER FEEDBACK

"Time is money. And the proper compensation will make influencers create valuable content."

# HOW MUCH CASH DO YOU EXPECT FOR A TYPICAL FACEBOOK POST?

ORGANIZED BY # OF FOLLOWERS





# TWITTER

## INFLUENCER FEEDBACK

"Influencers are mini ambassadors of your brand, and when they're paid well, they'll broadcast your brand and products more than originally agreed-upon."

# TWITTER OVERVIEW

While it might not be the first network that comes to mind when brainstorming a prospective influencer marketing campaign, be sure not to overlook Twitter. One doesn't have to look far on the Internet to see examples of how Twitter has been used to influence public policy - and the same approach can be used to influence consumers. While not necessarily image-centric, Twitter enables marketers to get a message out quickly and effectively.

Additionally, the Retweet capability is a fantastic option for brands looking to quickly amplify existing content. Since the Tweet/Retweet actions are far less time-consuming than longform writing or video creation, you can adjust your pricing accordingly. You'll notice the pricing for Tweets displayed on the following page is dramatically lower than other networks.

Just because this is a short-form network, don't skimp on imagery. [Buffer reports](#) Tweets with images get 150% more Retweets!

Consider Twitter your friend when running contests, looking to get a hash tag trending, or simply promoting your product or service in a pithy, minimalist manner. [Hootsuite estimates](#) there are 187 million monetizable daily active Twitter users and 70% of users are male, making this a unique network.

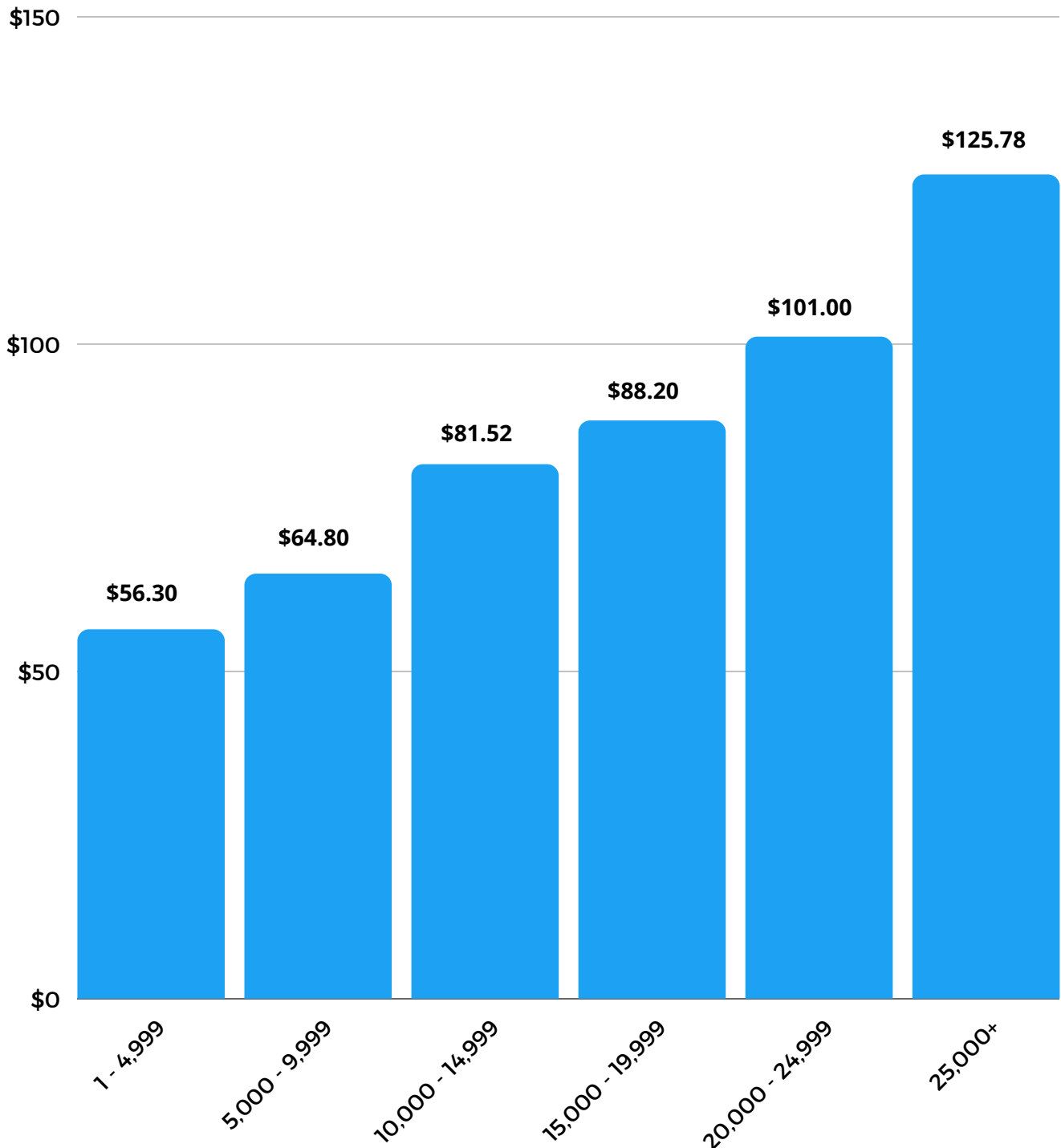
We have helped numerous brands get their message out via Tweets and Retweets over the years, and we are confident you can find success using this social network as well.





# HOW MUCH CASH DO YOU EXPECT FOR A TYPICAL TWEET?

ORGANIZED BY # OF FOLLOWERS





# YOUTUBE

## INFLUENCER FEEDBACK

"A lot of brands may not understand how much pre work is done to create a quality video; but it's a lot. Then you have shooting, along with post editing. It's a lot more time than what some brands may recognize."

# YOUTUBE OVERVIEW

A common question we ask Influencers during Intellifluence Influencer Spotlight interviews is "where do you see influencer marketing in the next five years or so?" Without missing a beat, the interviewee almost always predicts an increasing emphasis on video content - both short-form (think TikTok) and long-form (yep, YouTube).

Running a YouTube campaign almost always requires a larger budget because there is simply more work required to produce a quality YouTube review, tutorial, vlog or general video. Throw in editing time, the time it takes to upload/optimize and it's no wonder the payout required can easily double that of a standard Instagram or Facebook post. In fact, when using the rudimentary "penny per follower" rule some outlets recommend as a starting point, the payout turns to "two pennies per subscriber."

As with the other social channels, we asked our valued YouTube Influencers to provide accurate pricing details so you can save yourself time and effort when looking for quality YouTube content. We organized the charts to display compensation preferences for peer/authoritative influencers (those many of us believe to be our equals all the way up to topical experts) and also aspirational influencers (often referred to as macro or celebrity influencers).

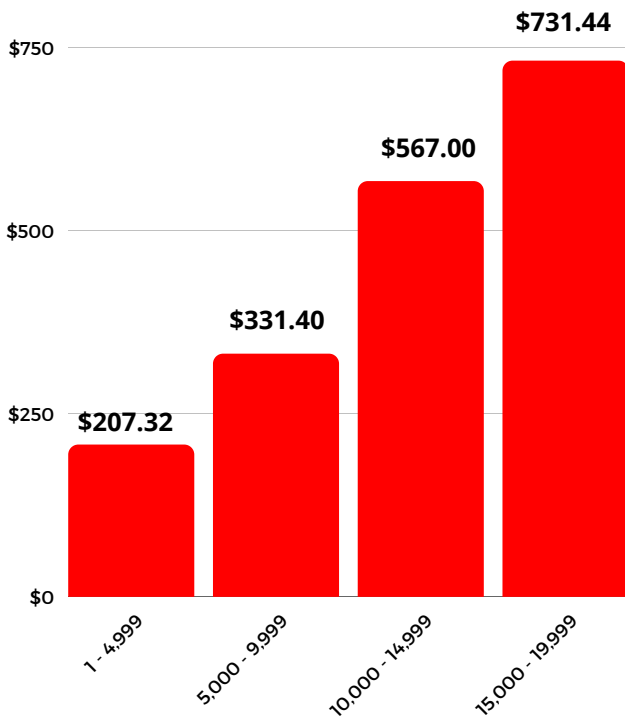


**In our popular Influencer Spotlight series, Influencers often talk about an increasing emphasis on video content.**

# HOW MUCH CASH DO YOU EXPECT FOR A TYPICAL YOUTUBE VIDEO?

ORGANIZED BY # OF SUBSCRIBERS

## PEER/AUTHORITATIVE



## ASPIRATIONAL



## INFLUENCER FEEDBACK

"It takes a lot of time to make original quality content so that should be considered when pitching, especially when requesting more time-consuming content like a video. We are also providing an audience that trusts our recommendations, so our content will be more effective than advertising to a cold audience."



TIKTOK

INFLUENCER FEEDBACK

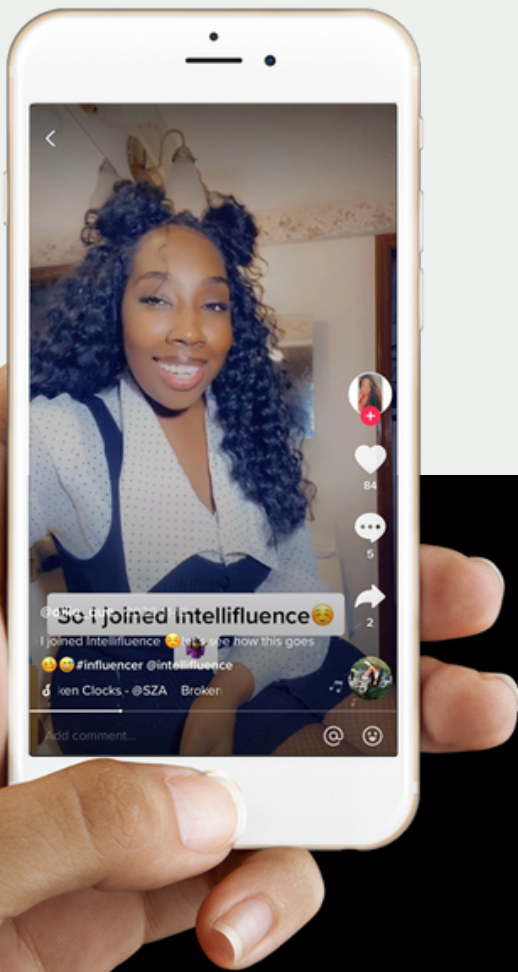
"Brands should consider a higher engagement rate versus total following."

# TIKTOK OVERVIEW

Since adding TikTok support into the mix in 2019, Intellifluence has surpassed 12,000 TikTok Influencers. This highly engaging social network has over 100 million active users on a monthly basis in the U.S. alone, with 73.9% of its users under the age of 40 ([Business of Apps](#)).

With an emphasis on humor and music, TikTok enables brands to flaunt their casual side and effectively market to a younger audience. Just remember that TikTok videos might seem like they are made on the fly, but there is a lot of thought and production that goes into them, as our Influencers routinely pointed out in our survey!

As you'll see in the Peer/Authoritative chart on the following page, there is a large jump in expected compensation once a TikTok Influencer surpasses 15,000 followers, so price accordingly! As with YouTube, we provided data from our Aspirational Influencers to show pricing trends among TikTokers with large audiences.



## INFLUENCER FEEDBACK

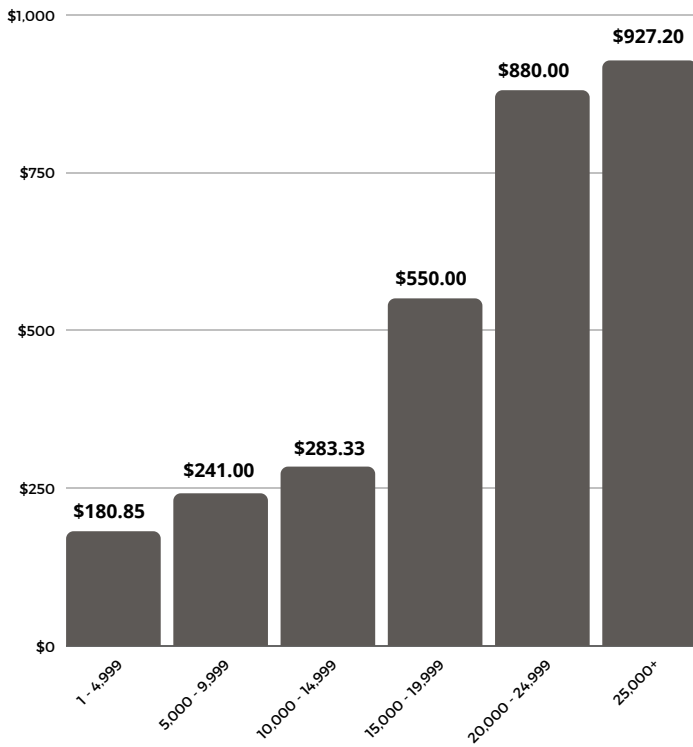
**"The amount of work that goes into photos, videos, reels, editing, social shareables, story templates, content creation is a lot!"**

**"Content creation for the web is an art form and there is a lot that goes behind the scenes of that 10-second clip or that perfectly curated video"**

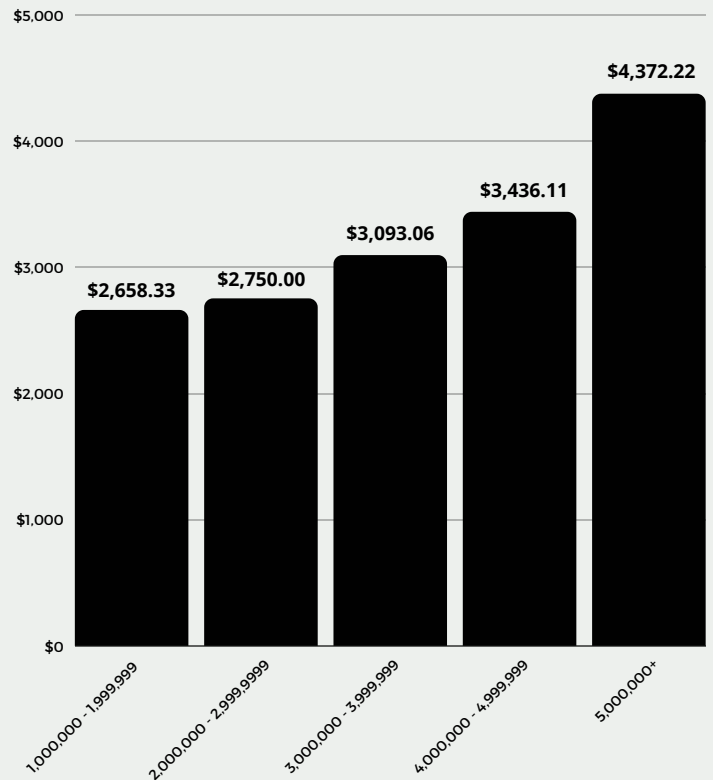
# HOW MUCH CASH DO YOU EXPECT FOR A TYPICAL TIKTOK VIDEO?

ORGANIZED BY # OF FOLLOWERS

## PEER/AUTHORITATIVE



## ASPIRATIONAL



## INFLUENCER FEEDBACK

"Brands need to trust the creator knows their audience, and what works with them. With that knowledge comes an Influencer's own creative license and the compensation should be in line that level of creativity. "



# BLOGS

## INFLUENCER FEEDBACK

"I have been running a website for over ten years. I put a high value on my audience, some of whom have followed me since I first started blogging, and my site itself. Low-ball offers are a waste of my time."



# BLOGS OVERVIEW



With a background in SEO, supporting blogs was imperative for us. We are now home to over 12,000 Trusted Intellifluence Bloggers who can create the content you are looking for in a natural manner. Additionally, promoting this content across various social channels is a breeze. We show each Blogger's website metrics front and center, and allow you to filter accordingly.

Upon analyzing survey results, we decided to organize by Domain Authority and Trust Flow, two of the most commonly used website metrics to gauge quality.

When partnering with Intellifluence Trusted Bloggers, it is important to remember that quality content comes with a higher price tag for a reason. These are accomplished writers producing custom work on your behalf, rather than a cheap content writing service. At the same time, our bloggers offer value for their work and our Discover tool makes it easy to find the right authors for your campaign.

## INFLUENCER FEEDBACK

**"It takes time and effort to not only write an article, but find and edit appropriate images. Ensure the article is SEO friendly before publishing and then social promotion afterwards. It takes more time than brands consider."**

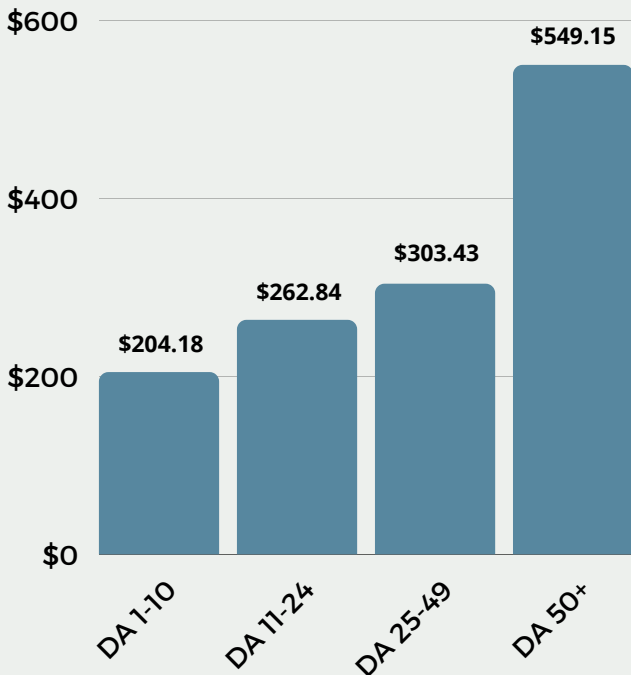
# HOW MUCH CASH DO YOU EXPECT TO CREATE A TYPICAL BLOG POST OF 500-800 WORDS?



**Did you know?** Intellifluence is home to over 10,000 trusted bloggers. Additionally, we display website metrics such as Domain Authority, Trust Flow and LinkResearchTools Power (just to name a few) for each Blogger so you can determine the value of a blog before sending a pitch!

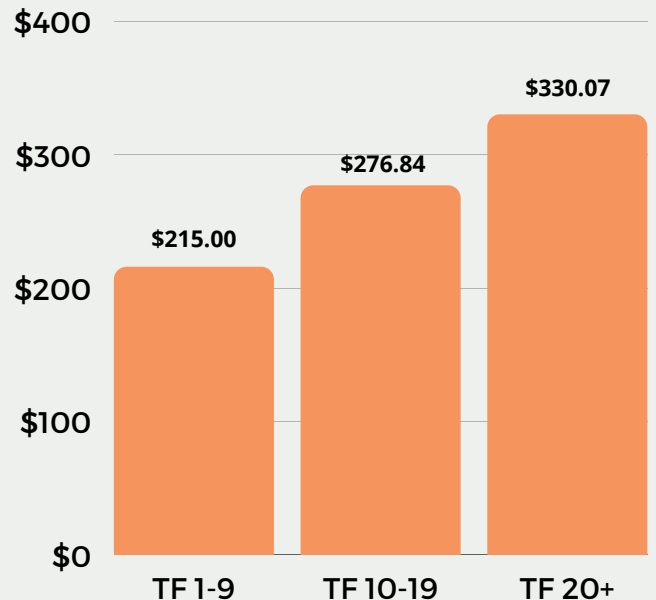
## Domain Authority

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs).



## Trust Flow

Trust Flow (TF) is a flow metric developed by Majestic which represents the quality of links (which can indicate trustworthiness) that point to URLs and websites.



## CONCLUSION

When we asked our Influencers, "Do you feel the pitches you are receiving from brands to collaborate offer adequate compensation?", 41.3% answered "no."

As a platform that caters to Brands and Influencers, we are committed to doing whatever it takes to make both parties happy. For Brands, offering adequate compensation will save much time and effort, as well as encourage a much higher quality result. For Influencers, adequate compensation will encourage repeat engagements.

Our goal for this compensation study was to not only provide data straight from our Influencers across the major social channels, but also lay the groundwork for intuitive pricing guidance built into our software - a Kelley Blue Book for influencer marketing, if you will.

Admittedly, there are many variables that come into play when using influencer marketing. Product MSRP, influencer followings, engagement rates, ROI goals and more can complicate campaigns. This is likely why so few credible influencer compensation studies have been

created up to this point. To mitigate this, we have developed an intuitive messaging tool that makes it easy to pitch Influencers and negotiate to settle on the right price.

*"we are committed to doing whatever it takes to make both parties happy."*

We hope this guide streamlines the process for you and invite you to contact [support@intellifluence.com](mailto:support@intellifluence.com) with any questions or feedback. We look forward to helping you reach your influencer marketing goals!





## ABOUT INTELLIFLUENCE

Founded in 2016, Intellifluence aims to help Brands and Influencers collaborate to reach their influencer marketing goals.

In 2019, our company earned the distinction of World's Largest Warm Contact Influencer Network. In short, this means each Influencer in our global network joined on their own.

We are committed to providing solutions for organizations of all sizes, offering self-service and fully-managed subscriptions for Brands. Influencers can join Intellifluence for free and keep 100% of their earnings.

Intellifluence has been featured in Forbes, Chicago Tribune, Entrepreneur and American Express OPEN Forum. Furthermore, we have received a 4.9/5 rating from Peer-to-Peer Marketing, four stars from Influencer Marketing Hub and 10/10 from Business of Apps.

The Intellifluence Influencer Spotlight has highlighted over 130 influencers around the world and across all categories. This year, we released the Intellifluence for Influencers app available on [iOS on the App Store](#) and [Android via the Google Play store](#).

Brands can [compare subscription plans](#) and begin creating influencer marketing campaigns within minutes. Influencers can [join our network for free](#) and get immediate access to our Marketplace where they can apply to join campaigns.



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