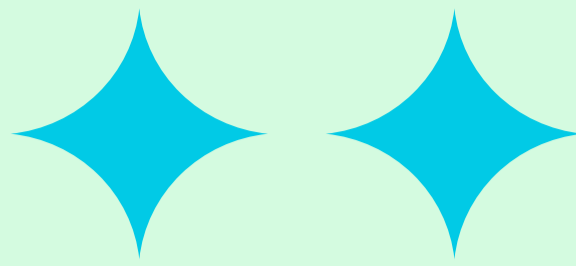


# Cheatsheet

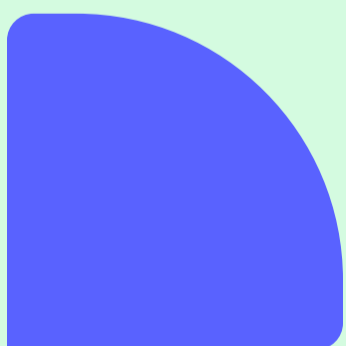
How to compensate creators





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# 3 main ways to work with creators

There are 3 main ways to work with creators, which is the biggest factor that affects the pricing:



## Just Content/ UGC

Creating content that you can post on your website, your brand's social media pages, your paid social, or other channels.



## Organic Posting

When the creator posts the content to their social media page, promoting your brand/product to their audience, to build brand awareness and grow organic reach.



## Whitelisted Ads

When a creator lets a brand amplify their content by running ads from the creator's handle (whitelisting on Meta/ Spark Ads on TikTok to temporarily adopt their image and influence).

# Factors that affect the pricing

After the collaboration type there are 5 factors that affect the price of a creator:



## Complexity of the brief

The time and effort to create an asset. Including; video length, number of deliverables, fully edited or raw footage, a need for additional hooks, a need to come up with a concept or brand new script, a need to shoot in specific area, etc.



## Creator's experience

The creators ability to produce high converting ads. Including; overall technical quality (light, sound, need for professional equipment, etc.), knowledge of how to shoot UGC (hooks, value props, CTAs), ability to show authentic and engaging camera presence, editing skills, experience in consumer psychology and creative strategy, etc.



## Audience quality

How much influence do they have over their audience, what's the intensity of the audience engagement with their content (e.g. likes, comments, shares), also what are their followers saying in the comments.



## Reach/ views

Size of their audience and their ability to reach people through their content. See if they have any viral content



## Creator's niche

Demographics, professional field, industry and geography of the creator may have a major impact on pricing.

# Pricing for Just Content/UGC

Based on all the above factors, here are our pricing guidelines for just content/UGC campaigns.

## Prices **start at:**

1 edited video

**\$100+**

Raw footage

**\$50-100+**

1-3 photos

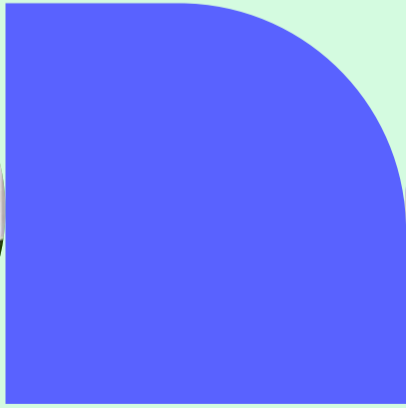
**\$50+**

**UGC Expert - plus 30-50%**

Note: these prices are a starting point and should increase considering the following factors:

1. Creator's niche
2. Complexity of assets
3. Creator experience and portfolio

Discounts may apply for bundles & long term collaborations (regular monthly deliverables).





# Pricing for Organic Posting

Payment types for different types of campaigns:

- Product seeding (sampling)
- Commission per sale (pay per sale, conversion or click)
- Fixed rate for a post
- Hybrid

## Organic Posting Prices - Instagram

Creator type	# of followers	Price suggestion	
		Feed Post	Reels
Nano-creators	<10K	\$125 - \$300	\$160 - \$375
Micro-creators	10K-50K	\$300 - \$500	\$375 - \$650
Mid-creators	50K-100K	\$500 - \$1,100	\$650 - \$1,250
Macro-creators	>100K	\$1,100 +	\$1,250 +

## Organic Posting Prices - TikTok

Views	Price suggestion
<5K	\$125 - \$325
5K-10K	\$325 - \$600
10K-25K	\$600 - \$900
>25K	\$900+

### Note:

- the pricing also depends on the placement. TikTok, Reels, Stories, Feed.
- discounts may apply for bundles & long term collabs (regular monthly deliverables).
- these prices are a starting point and should increase considering the following factors: creator's niche, complexity of assets, creator experience and portfolio.



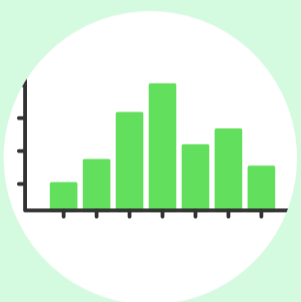
# Pricing for Whitelisted Ads

Note: these prices are a starting point and should increase considering the following factors:



## Duration of the license:

The longer the duration of the license, the higher the price as it also correlates with value driven by the produced content



## Creator's Statistics:

The main factors on how good a collab could be are engagement rate, median views, reach, etc. The better the statistics, the higher the price

## Prices **start** at (for a 30 day license):

Meta (whitelisting)

**\$100-150/month**

TikTok (Spark Ads)

**\$100-150/month**



**insensecreator**  
Sponsored by brand



Use [Insense](#) - the all-in-one platform for UGC ads, organic posting, and whitelisting on Meta + TikTok - as a centralized space for all your UGC and influencer marketing campaigns.

Their platform combines a creator marketplace of 20,000+ UGC creators + micro-influencers, an interactive brief, integrated chat feature, automated payments and copyrights, and more.

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