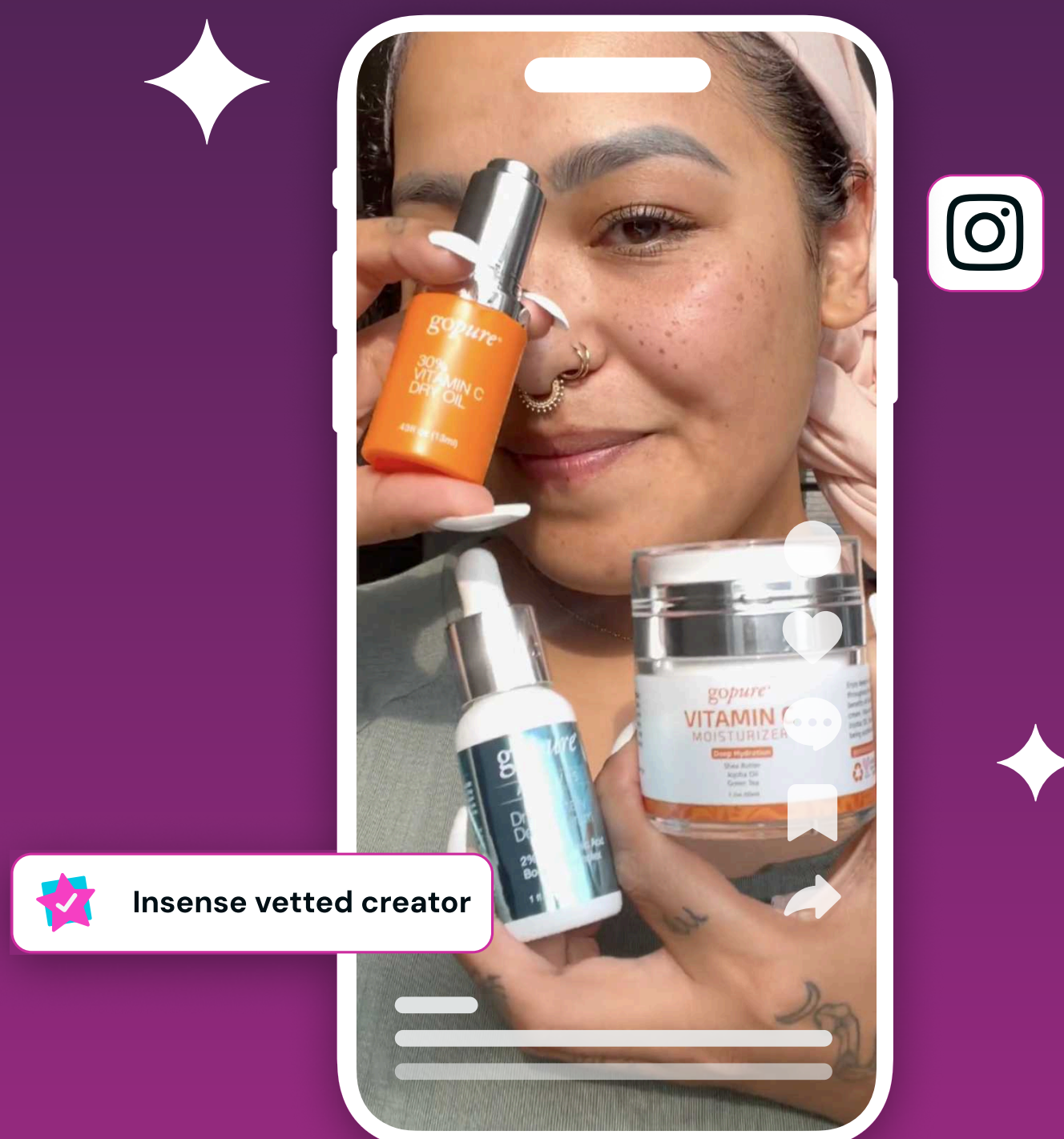


# CHEATSHEET

## How To Compensate Creators + Pricing Recommendations



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# Factors That Affect the Pricing

## **Complexity of the brief**

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

## **Creator's experience**

The creators ability to produce high converting ads. Including; overall technical quality (light, sound, 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.

## **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. Check 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.

# Just Content (UGC) Prices


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

PRICES START AT

1 edited video  
\$150+

Raw footage  
\$100+

1-3 photos  
\$50+

UGC Expert – plus 30–50% 

\*UGC Expert is a creator who creates high-quality, engaging content with a deep understanding of hooks, CTAs, and audience interaction to drive better user engagement and results. It also includes creators who excel at handling complex briefs, including interviews, collaborations that require multiple participants, and projects that demand technical coordination (for example, filming in the studio).

RAW FOOTAGE PACKAGE

Clips separated  
(Hooks, Body, CTA, B-Roll)  
+\$20–\$30

Additional concept: New version  
with fresh hook and CTA  
+\$40–60

# Influencer Posting Prices

## INSTAGRAM

				AVERAGE PRICES		
TIER	NUMBER OF FOLLOWERS	AVG NUMBER OF VIEWS	ER	PHOTO POST	REELS	IG STORIES
Nano	<10K	3K	4-7%	\$125-\$300	\$160 - \$375	\$80
Micro	10K-50K	5K	3-6%	\$300-\$500	\$375 - \$650	\$187
Mid	50K-100K	10K	2%	\$500-\$1,100	\$650 - \$1,250	\$325
Macro	>100K	>10K	1%	Custom pricing'	Custom pricing'	Custom pricing'

## TIKTOK

TIER	NUMBER OF FOLLOWERS	AVG NUMBER OF VIEWS	ER	AVERAGE PRICES
Nano	<10K	3K	4-7%	\$125-\$300
Micro	10K-50K	5K	3-6%	\$300-\$500
Mid	50K-100K	10K	2%	\$500-\$1,100
Macro	>100K	>10K	1%	Custom pricing'

◆ Please note, higher engagement, reach, and views may influence pricing.



# Influencer Affiliate Prices

## INSTAGRAM

				AVERAGE PRICES		
TIER	NUMBER OF FOLLOWERS	AVG NUMBER OF VIEWS	ER	PHOTO POST	REELS	IG STORIES
Nano	<10K	3K	4-7%	\$60	\$80	\$40
Micro	10K-50K	5K	3-6%	\$150	\$187	\$93
Mid	50K-100K	10K	2%	\$250	\$325	\$162
Macro	>100K	>10K	1%	Custom pricing'	Custom pricing'	Custom pricing'

## TIKTOK

TIER	NUMBER OF FOLLOWERS	AVG NUMBER OF VIEWS	ER	AVERAGE PRICES
Nano	<10K	5K	7-10%	\$100
Micro	10K-50K	15K	5-8%	\$200
Mid	50K-100K	30K	3-6%	\$375
Macro	>100K	>10K	1%	Custom pricing'



Average recommended commission is 15%  
Please note, higher engagement, reach, and views may influence pricing.

# Influencer Ad Prices

## PRICES START AT

Meta Partnership Ads

**\$100–150/  
month**

TikTok Spark Ads

**\$100–150/  
month**

- **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 account **quality & reputation**: Followers count, reach, audience quality.

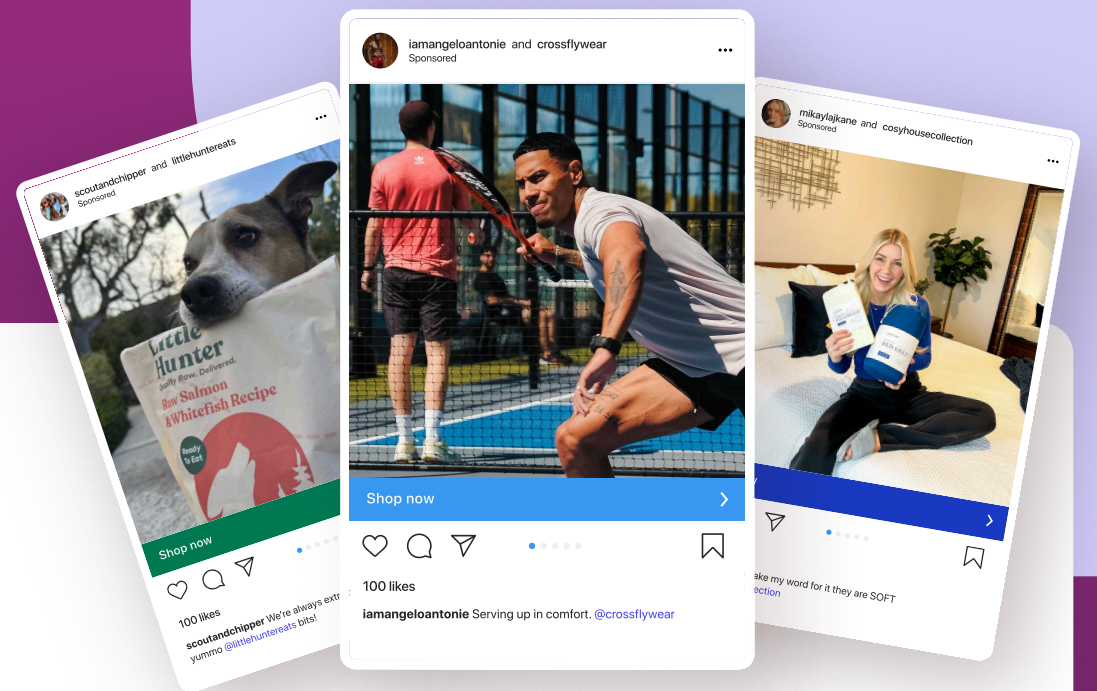


Please note that macro-influencers from 100K followers typically charge 15%–30% of their standard rates for each month of ad duration.

# High Demand and Complex Markets

		EXTRA PRICE
<b>Geographics:</b> Central & South America, APAC, EU	<b>+ 50% – 100%</b>	
<b>Demographics:</b> 40+ years old; male		
<b>Verticals:</b> Outdoors, Travel, Business & Finance, Gaming & Tech		
<b>Specific Niche:</b> Healthcare Providers, Lawyers, Real Estate Agents, and Other Professionals; Niche audiences (e.g., “Luxury” niche, creators with specific hair color + additional niche (having a son) or other specialized groups):	<b>+20% – 30%</b>	
<b>Considerations:</b> Complexity of the brief (e.g., interviews, collaborations requiring multiple participants), Higher than average views/ER, professional editing		





The all-in-one solution for scaling UGC production and influencer marketing; offering both a creator marketing platform and diverse, flexible managed services.

Insense has 68,500+ vetted UGC creators and micro-influencers from 35+ countries across the USA, Canada, EMEA, APAC, and Latin America, an interactive brief, integrated chat feature, automated payments, lifetime copyrights, and more.

[Book a free strategy call now to learn more](#)

 **Meta**  
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**TikTok**  
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