

Influencer Payments

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Your ultimate goal in working with influencers is to create the 3 way win.

Win- You are making sales and providing a good product

Win - Influencers making money and sharing your solid product

Win - Customers spend money in exchange for a product that serves them

Imagine how good it will feel about writing that influencer who is a small business owner, just like you, a check for their hard work. This is my favorite way to grow, as I'd rather pay them than shovel out money on ads and hope they work.

What's the goal of influencer marketing? _____

There are 3 ways to pay influencers.

Flat Rate

These will vary by influencers. The nano and micro-influencers have much lower rates. Some even will take the product as payment when starting to work with you.

Pros

You can get more yes's

If the influencer sells a lot, you don't have to pay them a large commission

Cons

Influencers may not be as motivated to create sales

Influencers may do the basic posting and not overdeliver

Influencers may not be able to sell and want a guarantee of payment. (Disclaimer: In defense of the Influencer...many (including me) have been burned by shops and brands and will charge a flat rate to protect their work. Some shops and brands have provided horrid promotions, backends that break, and bad customer service. This, of course, frustrates the influencer for all the work, energy, effort, time, and money they put into sharing with their audience that they've worked hard to grow, so they want to be protected on their end.)

Big Goal: Create a rock-solid offer that proves to the influencer that your promotions will make them more money than if they were just to get the flat fee. One time proving this will convince your influencer to jump over to the percentage side and build a long-lasting relationship.

Commission of Sales

There are a couple of ways to set this up. You can use discount codes and track those or use an app like Uppromote (tutorials on how to set this up is in the 0-100K).

Commission usually starts at 10%. That's a great place to start. If they convert well, then add in a 'carrot' for them to chase, and if sales hit xx amount in sales, then increase commission as the influencer will push the sales harder. If they are winning, you are winning. Note: Please know the margins on your products, so you stay profitable. Use the profit margin calculator in the 0-100K System.

Pros

They are invested in selling your products

They want to sell a lot

They tend to go above and beyond with posts and promotions

They can make you a lot of money

You can make them a lot of money

Once proven, they are more likely to build ongoing promotions

Cons

They can be harder to find

Big Goal: Give them an offer that converts, so they book out with you for the year!

Hybrid of Flat Rate and Commission

Some influencers won't budge with the flat rate UNTIL you prove your offer can create sales. Once they start converting, show them how much they would make using the commission structure and invite them to switch over.

Pros

You can get more yes's

Once you prove that your offer works, they'll love working with you as you'll send them bigger checks!

Get on their calendar for ongoing promotions

Cons

More of a cost on the front and no guaranteed sales

Which of the 3 types of ways to pay influencers is your favorite?
