

The Klear Influencer Marketing
Rate Card



Influencer Rates

Successfully defining a marketing budget requires a clear understanding of all relevant channels. However, marketers are often left in the dark when budgeting for influencer marketing.

To help brands best estimate influencer marketing pricing, we analyzed real pricing data collected from over 2,500 influencers across the leading social networks to bring you the “Klear Influencer Marketing Rate Card”.

This Rate Card is the most thorough study on the market, for the first time enabling brands to budget by network, content, and influencer type.

We hope this comprehensive understanding of industry rates empowers marketers with the tools to develop a successful influencer marketing strategy in 2019.

This report is brought to you by [Klear](#), the industry standard for influencer marketing, providing the only comprehensive research on influencer pricing and market rates. The study sampled the largest pool of influencers, offering the most extensive research on the market.

Study:

- Surveyed 2,500+ international Influencers* across 3 major social networks (Instagram, YouTube, and Facebook), between Jan 1 - Dec 31, 2018
- Performed a statistical analysis of trends and demographics using our SIGIR award-winning influencer measurement technology

**Influencers ranged in follower count and industry types*

Influencer Rates

A survey of 2,500+ influencers rates, from Jan 2019 - Mar 2019

 Post

 Video

 Story

 Video

 Post



Nano
500-5K Followers

\$100

\$114

\$43

\$315

\$31



Micro
5-30K Followers

\$172

\$219

\$73

\$908

\$218



Power
30-500K Followers

\$507

\$775

\$210

\$782

\$243



Celebrity
500K+ Followers

\$2,085

\$3,138

\$721

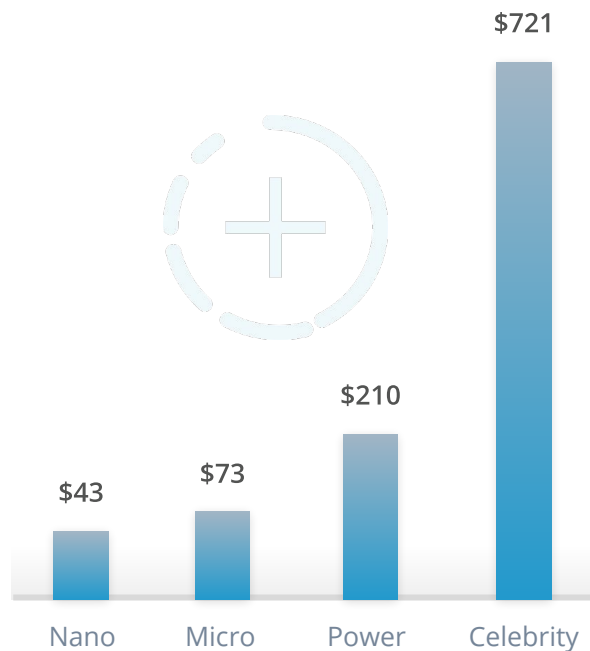
\$3,857

\$2,400

Influencer Rates: Instagram Stories

Introduced in 2016, Instagram stories allows users to share an image or a video that will vanish after 24-hours.

Stories have been growing in popularity, surpassing Snapchat in daily usage. So, unsurprisingly, In 2018, 1-in-3 sponsored posts on Instagram were stories



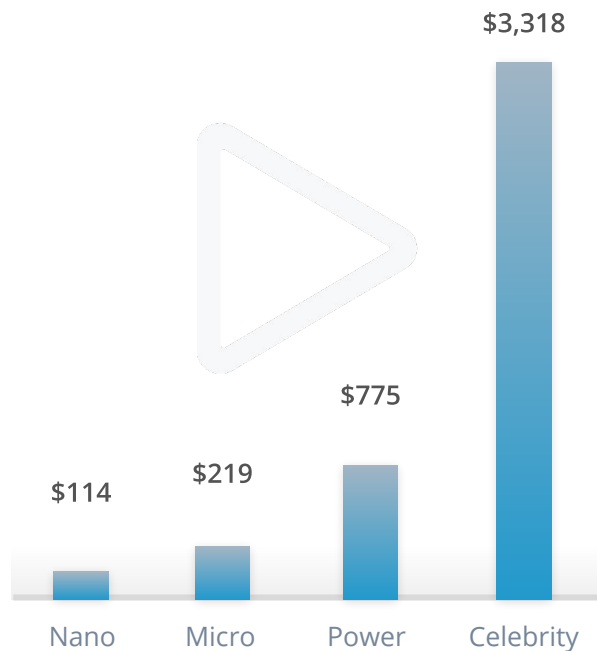
Fun Fact By early 2017 Instagram Stories had more daily views than Snapchat



Influencer Rates: Instagram Videos

Instagram videos were introduced in 2013, for moments that require more than a static image to tell a story.

Brands have begun to leverage this formation in their marketing strategy. And, by 2018, 11.3% of sponsored #ad feed posts on Instagram were videos



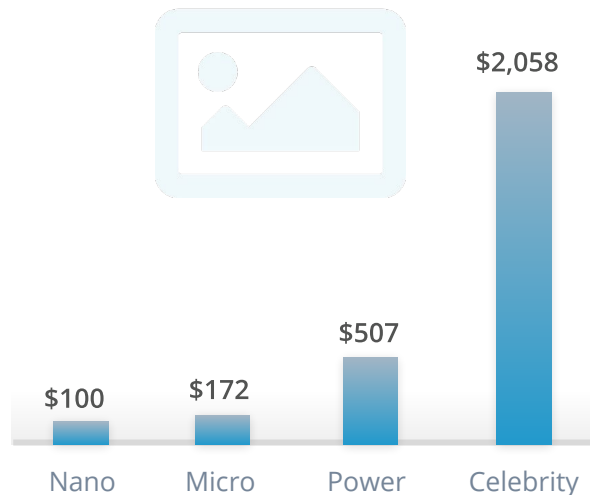
Fun Fact Justin Beiber was the [first celebrity to reach 1M likes](#) for an Instagram video



Influencer Rates: Instagram Post

With over 800 million monthly active users, Instagram is an ideal platform for brands looking to establish an authentic connection with current and potential customers.

Currently Instagram is the best performing platform for influencer marketing. And, while there are three mediums to present content (posts, videos, and stories) static images (posts) have maintained popularity amongst marketers.



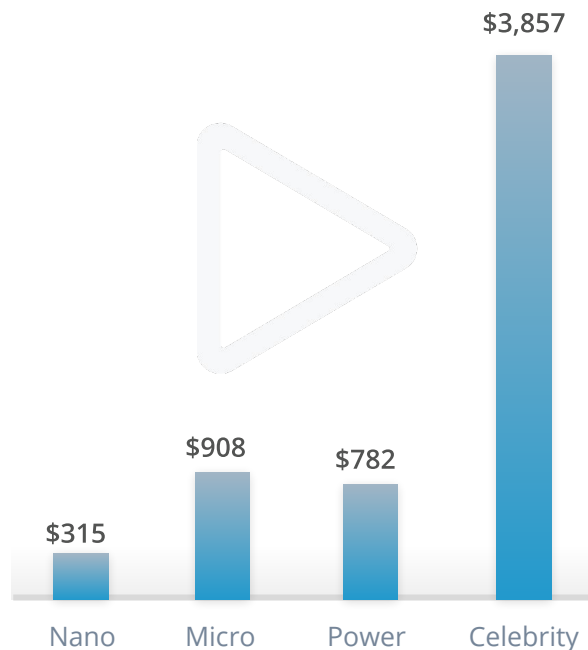
Fun Fact As of April 2019, “photo of an egg” is the [most liked Instagram post](#) with 53.2M likes



Influencer Rates: YouTube

For brands looking to create long-form content, YouTube is the go-to platform. And, it's where many influencers got their start and grew their following.

However, due to time and effort required to produce video content, YouTube is the most expensive social channel. Long videos average \$1234, two time more expensive than short videos at \$656.



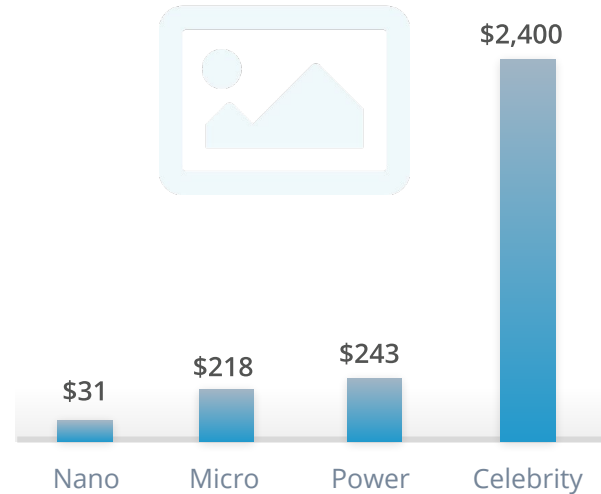
Fun Fact The Indian record label T-Series is the most popular YouTube channel with 94.5M subscribers



f Influencer Rates: Facebook Post

While Facebook is the original social network, it is the least popular platform for influencer campaigns. And, though marketers do prioritize other networks for influencer campaigns, on Facebook Celebrities still charge significant fees.

In 2018, Food and Lifestyle were the most expensive industries for influencer marketing on Facebook.



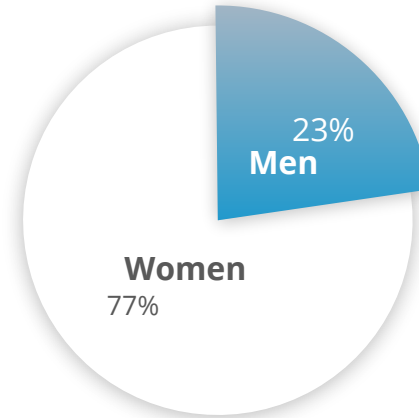
Fun Fact Lifestyle is the most expensive influencer category on Facebook, averaging \$351 a post



Influencer Pricing Trends: Gender

Across all social channels Women charge an average of \$351 while Men charge \$459.

However, men make just 23% of the influencer industry.



Not Fun Fact In general the average woman earns 77 cents to every dollar a man earns



Influencer Pricing Trends: Pay Gap By Channel

YouTube is the channel with the highest pay gap between male and female influencers, 6% greater than Instagram.. It is also the most expensive platform for influencer marketing.



Influencer Pricing Trends: Pay Gap By Industry

Travel is the industry with the highest male representation, but female travel influencers earn more. The lifestyle industry has significantly more female influencers, yet on average men earn \$200 more per post.



Lifestyle

Men



Women



Travel

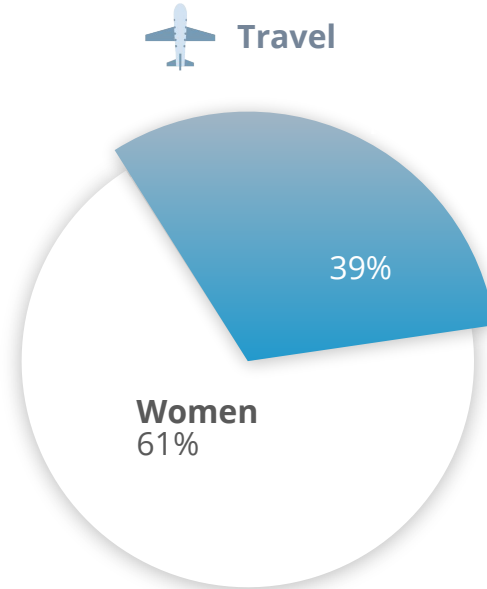
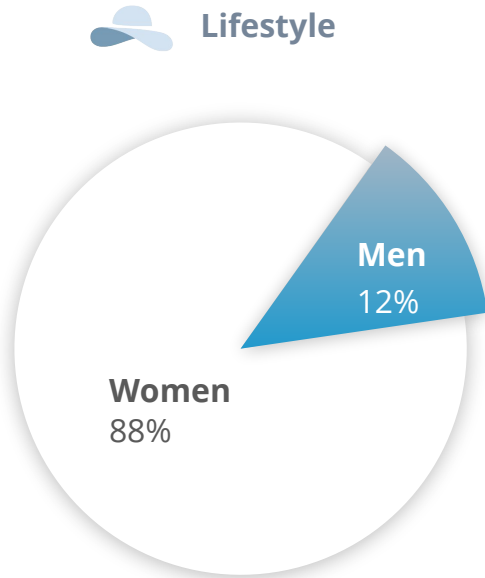
Men



Women



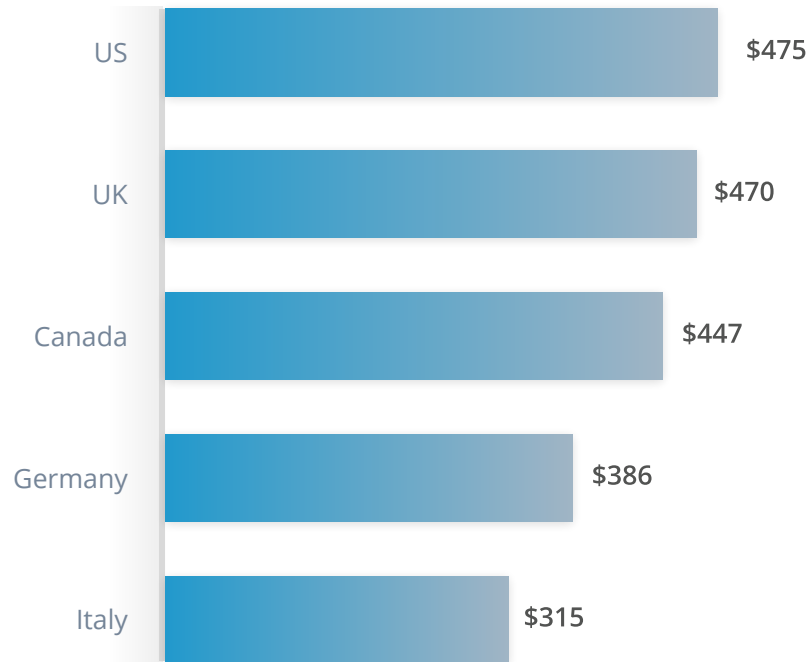
Influencer Trends: Gender Demographics By Industry



Influencer Pricing Trends: Geo

46% of Influencer activity occurs in the US, making it the most popular region for influencer campaigns. However, pricing in this region does not differ significantly from the UK and Canada, less popular markets.

Perhaps, the over-saturation of US influencers has impacted pricing in the popular region.



***Top 5 Regions**

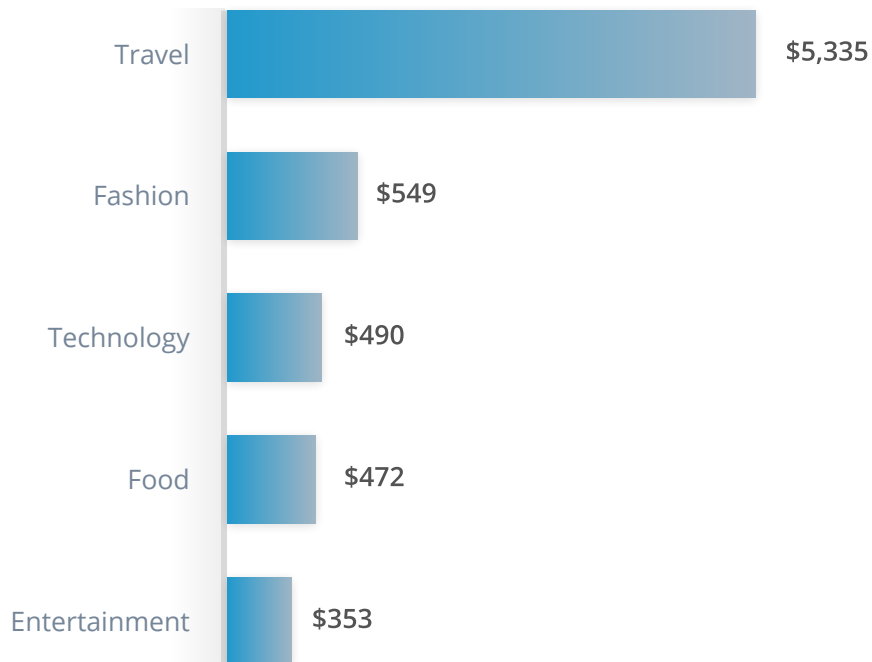
Fun Fact Sweden, Estonia, and South Korea are up and coming regions for influencer marketing



Influencer Pricing Trends: Industry

Travel is the most expensive category, averaging \$5,335 a post and 9X more expensive than the second most expensive category Fashion .

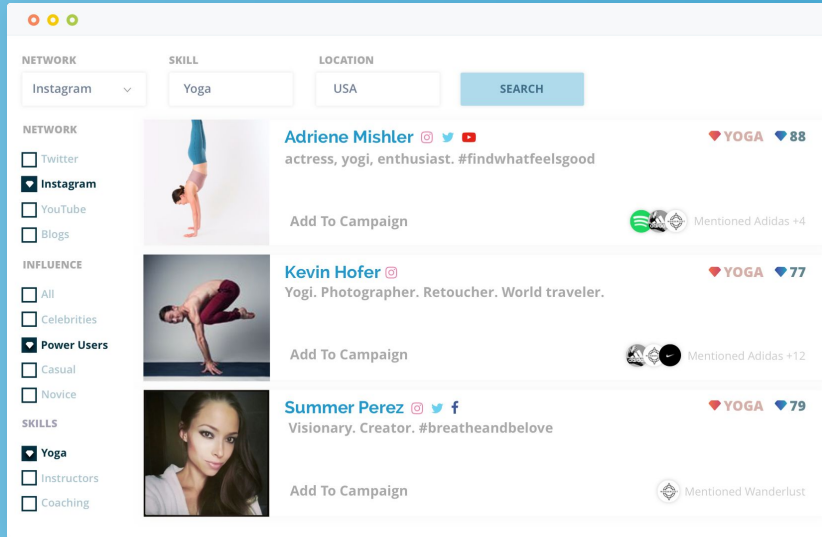
Prices may be dependent on the time and effort in creating content, with travel being a more extensive category.



Fun Fact Travel's high cost is due to production time and effort, with many posts utilizing video



The New Standard in Influencer Marketing



Klear is the leading influencer marketing platform for Fortune 500 brands and agencies.

Powered by award-winning influencer measurement technology, Klear is setting a new market standard for finding social creators, assessing influence and measuring ROI.

[Learn more at klear.com](https://www.klear.com)

