

4 WAYS TO INCENTIVIZE INFLUENCERS

WHY DO YOU NEED A VALUE PROPOSITION?

Influencer partnerships work best when they are win-win for everyone. Your value proposition should incentivize influencers to become long-term collaborators, while maximizing campaign ROI.

CHOOSING INFLUENCER INCENTIVES

The choice of incentive is based on your budget and type of campaign. Nurturing ongoing partnerships can help keep costs low in the long run.

PROS

CONS

VIP benefits

Low monetary cost for brands & works well for ambassador programs.

Most professional influencers expect some form of payment.

Product samples

A good method for new/smaller brands to keep costs low.

Not suitable for nurturing long-term influencer collaborations.

Payment

It's flexible. Fee can be paid per post or per campaign etc

Requires time spent on negotiation, can be risky for ROI.

Revenue sharing

Drives long-term partnerships, sales & ROI.

Product prices might increase to account for affiliate share of profits.