

# INFLUENCER RATE CALCULATOR

*User Guide*

## WELCOME

Congratulations on making the decision to start charging your worth! When working with brands it can be really intimidating figuring out how to price yourself especially since there are so many different factors to consider. I have talked to people who have been in the influencer space for less than a year and people who have been in the space for almost ten years. The common theme is they were undercharging themselves for way too long. This calculator will help to make sure you charge your worth and add tax!

In 2019, I made \$15 from one brand deal because I was too afraid to charge my worth. In 2020, I charged over \$4,000 for one brand deal once I realized all the factors to consider when pricing myself.

This calculator was created using industry standards. I also used numbers and rates from real influencers with follower counts ranging from one thousand to two million!

I hope this calculator helps you feel more confident about your rates and helps you land major brand deals! I'm always looking for ways to improve, so please contact me with any questions, concerns, or suggestions at [thriftsandtangles@gmail.com](mailto:thriftsandtangles@gmail.com). Thank you!

## HOW TO USE RATE CALCULATOR

1. Visit <http://thriftsandtangles.com/irc/> enter the username & password that was emailed to you
2. Select Platform from dropdown menu
3. Enter Number of Followers
4. Select Options from the dropdown menu for each factor
  - **Usage Rights** – If the brand wants to use your content in paid ads or physical ads – refer to this website to determine the rate to charge for usage - <https://www.the-aop.org/information/usage-calculator>. The easiest way to add the number suggested by the website is to select “No” for Usage Rates, then enter AOP’s recommended number under Additional Charges.

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- **Exclusivity** – If a brand wants exclusivity for more than 30 days, add the number you would charge each month to Additional Charges. Typically, this is the same amount as the minimum rate for the post for every month of exclusivity (i.e. If you charge \$100 for an Instagram post, charge \$300 for 3 months of exclusivity).
- 5. Enter Travel Mileage
- 6. Open the Influencer Rate Spreadsheet to calculate Variable Costs and Additional Charges
- 7. Enter the amounts into Variable Costs and Additional Charges
- 8. Click Calculate – charge brand the “Ideal Rate to Charge”
- 9. To start over, click Reset

## HOW TO USE INFLUENCER RATE SPREADSHEET

- I. **Variable Costs** – *Use this tab to calculate variable creation costs. Variable costs are anything you spend money on to create your content (i.e. a photo backdrop, a flatlay backdrop, photographer, products, etc.)*
  1. Open Influencer Rate Calculator Spreadsheet and go to Variable Costs Tab
  2. Enter the Item Name in Column A
  3. Enter the Cost of the item in Column B
  4. Copy “Total” and Paste into Rate Calculator under Variable Costs
  
- II. **Additional Charges** – *Use this tab to list any specialties that make you an expert in your field (i.e. posing experience, education/classes, tenure, etc.). Also use this tab to calculate technology costs. Enter the full price you paid for any technology (i.e. phone, computer, lights, editing software)*
  1. Go to Additional Charges Tab in Influencer Rate Calculator Spreadsheet
  2. Enter the Item Name in Column A
  3. Enter the Value of the item in Column
  4. Copy “Total” and Paste into Rate Calculator under Additional Charges

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- III. **Campaign Rate** – *Use this tab to determine what to charge a brand for a campaign with multiple deliverables*
  1. Open Campaign Calculator Tab in Influencer Rate Calculator Spreadsheet
  2. Type the Post Deliverable/Post Type (aka Platform)
  3. Copy Minimum Rate to Charge from the Rate Calculator and Paste into Column D in the Campaign Calculator Spreadsheet
  4. Copy Ideal Rate to Charge from the Rate Calculator and Paste into Column E in the Campaign Calculator Spreadsheet
  5. Enter description as a note to self for what you will be charging for (i.e. exclusivity, usage rates, etc.)
  6. Enter the number of posts the brand is asking for each deliverable
  7. Cells I3 and J3 will calculate the minimum rate and ideal rate to charge for the campaign
    - The “Ideal Rate” considers all the factors selected from the Rate Calculator. This is the number we recommend charging.
    - The “Minimum Rate” is the very least you should be charging for a campaign. Keep in mind this rate does not include the additional factors selected from the Rate Calculator.
  10. To delete values, only delete values entered in rows A-E. Do not delete any other values.

## FAQS

### ❖ How do I contact you with feedback or with questions/concerns?

Please contact me at [thriftsandtangles@gmail.com](mailto:thriftsandtangles@gmail.com) with any question, concerns, improvements, or suggestions. I also would love to hear if you land any brand deals using this spreadsheet.

### ❖ What does each factor mean?

- Engagement Rate: What is your total level of engagement from your audience (including comments, likes, shares, saves, etc.)
- Niche Specific: Is the post in close alignment with your content topics?
- Travel Mileage: Will you have to travel to create the content? How many miles?
- Variable Costs: Do you have any variable costs such as needing to buy products, hiring a photographer, etc.?
- Carousel: Will this be an Instagram carousel post with multiple frames? If yes, how many frames will be included?
- Swipe Up: Will you be adding a swipe up link to the Instagram story?
- Video: Will the content be in video format?
- Usage Rights: Are you allowing the brand to use your name, image, and likeness in content in a variety of ways?
  - Charge for anything that is more than reposting to brand's social media pages (i.e. paid ads, email blasts, websites, billboards, print or digital magazines, etc.)
    - If the brand wants to use your content in paid ads or physical ads – refer to this website to determine the rate to charge for usage - <https://www.the-aop.org/information/usage-calculator>. The easiest way to add the number suggested by the website is to select “No” for Usage Rates, then enter AOP’s recommended number under Additional Charges.
- Whitelisting/Boosting: Are you giving the brand ad access meaning the brand can put money behind your post to amplify the content.
- Exclusivity: Are you prohibited from working with a competitor for certain amount of time? How much money you will be missing out on if you can't work with another brand for a month? Remember to add an additional fee for exclusivity over 30 days.
- Rush Fee: Is this a last-minute project? Does the brand want the content published in less than 14 days?
- Revisions: Does the brand want additional edits? Charge for additional revisions outside of the creative brief (such as having to reshoot).
- Additional Charges: Charge for technology fees (i.e. laptop, camera, lights, etc.), specialty fees (i.e. classes, tenure, etc), and anything else that come to mind.
  - If brand wants exclusivity for more than 1 month charge an additional rate
  - If brand wants usage rights for beyond reposting to social charge an additional rate