

# Myths & Data: How much does Influencer Marketing actually cost

SUSURRUS



# Susurrus

Influencer Marketing Made Easy



**PANAGIOTIS TSAGGAS**  
CO-FOUNDER

**[www.susurrus.io](http://www.susurrus.io)**



# influencers

(noun)

people with expertise/ passion on a certain field that have loyal followers on social media and affect their purchasing behaviour.



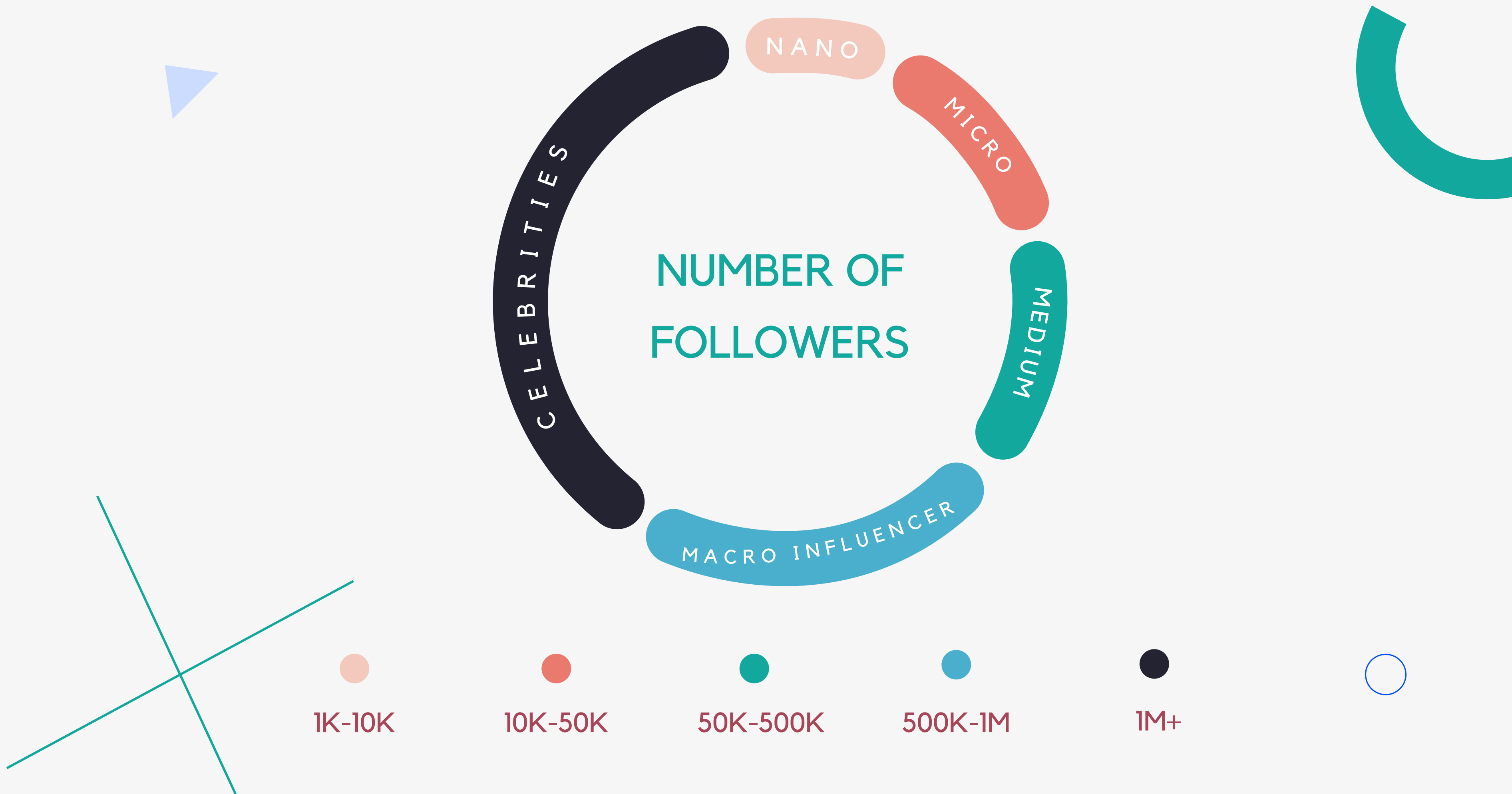
# influencer marketing

(type of marketing)

Utilizing influencers to promote the services/products of a brand.



# Categories of influencers





**How much does it  
cost?**

# Influencers Pricing (Global)

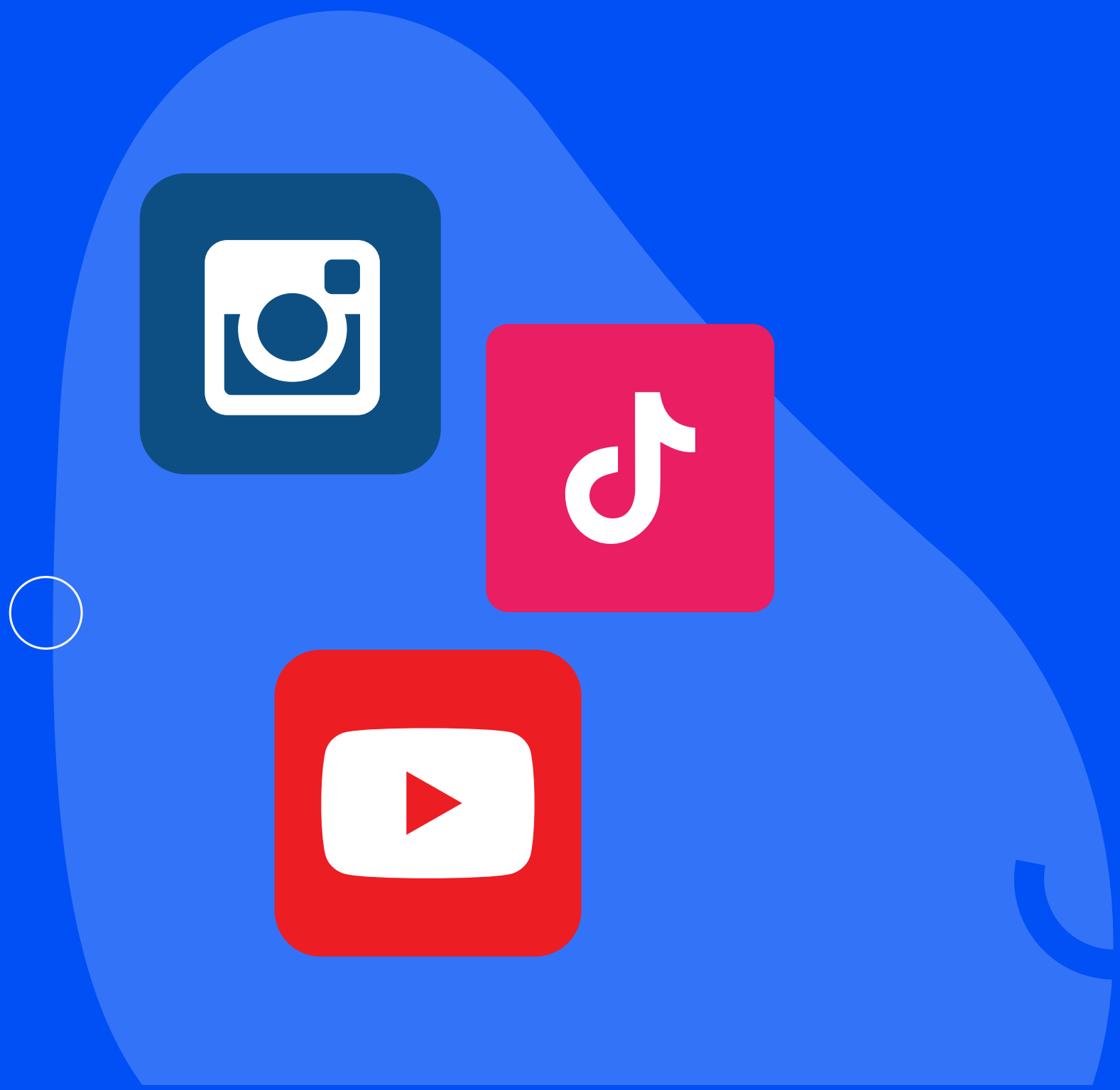
	Nano 1-10K	Micro 10K-50K	Medium 50-500K	Macro 500K-1M	Mega 1M++
	\$10-\$100	\$100-\$500	\$500-\$5k	\$5k-\$10k	\$10k++
	\$20-\$200	\$200-\$1k	\$1k-\$10k	\$10k-\$20k	\$20k++
	\$10-\$25	\$25-\$125k	\$125-\$1.3k	\$1.3k-\$2.5k	\$2.5k++





# **Factors that affect pricing**





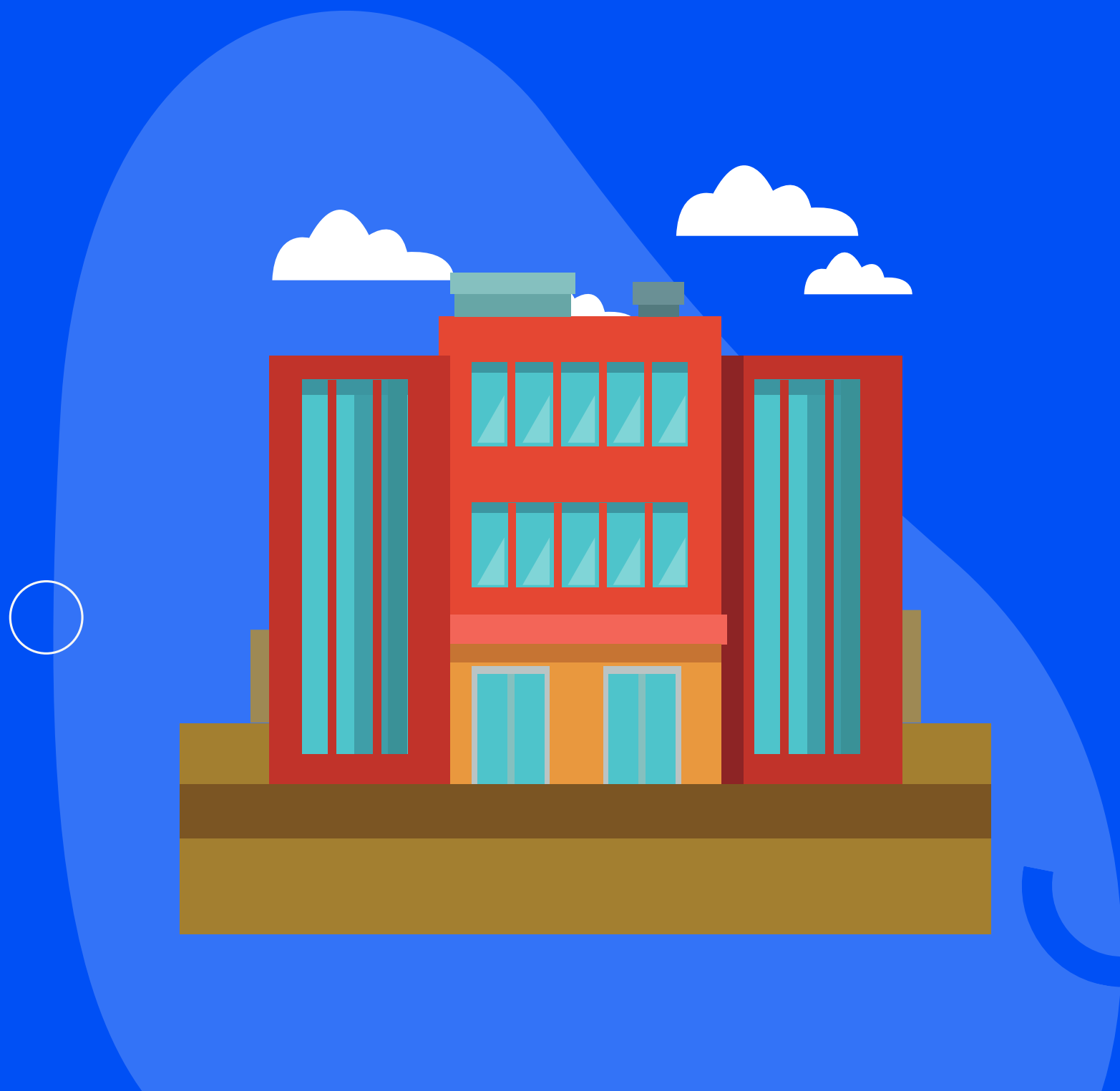
**Channel**



**Type of  
content**



**Type of  
promotion**



**Size of brand**



# Usage rights



# **Exclusivity + Timeplan**



**Engagement  
rate &  
Average  
reach/  
impressions**



# Influencers Engagement (Global)

	Nano 1-10K	Micro 10K-50K	Medium 50-500K	Macro 500K-1M	Mega 1M++
	4%	1.6%	1.12%	1.06%	1.23%
	2.2%	3.15%	3.85%	4.1%	4.05%
	12.8%	13.1%	13%	13.5%	13.7%



**One-off or  
ambassador**

# Factors that affect pricing

- Channel
- Type of content
- Type of promotion
- Size of brand
- Usage rights
- Exclusivity + Timeplan
- Engagement rate & Average reach/ impressions
- One-off or ambassador





# Myths Busted



01

**Influencer marketing is  
expensive**

**BUSTED**





02

**Celebrities perform better  
than microinfluencers**

**BUSTED**



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thank you!

[www.susurrus.io](http://www.susurrus.io)

EMAIL ADDRESS

[p.tsaggas@susurrus.io](mailto:p.tsaggas@susurrus.io)

CALL ME

+306940617152

Together  
We Can!