

INFLUENCER MARKETING COST SHEET

Q4 2023 | Digital Products

INFLUENCER TIER	FOLLOWER RANGE	EST. PRICE (POST)	EST. PRICE (VIDEO/STORY)
Nano	1k - 10k	\$10 - \$100	\$25 - \$150
Micro	10k - 50k	\$100 - \$500	\$200 - \$800
Mid-Tier	50k - 500k	\$500 - \$5,000	\$1,000 - \$7,000
Macro	500k - 1M	\$5,000 - \$10,000	\$7,500 - \$15,000

** Prices are estimates based on industry averages for digital product promotion. Actual rates vary by engagement and niche.*