

Influencer Compensation and Payment Terms

Outline

1. Compensation Structure

- **Flat Fee:** Fixed amount per deliverable or campaign.
- **Performance-based:** Payment tied to KPIs such as engagement, clicks, or conversions.
- **Product/Service Compensation:** Product or service provided in exchange for promotion.
- **Commission:** Percentage of sales generated via unique links or codes.
- **Hybrid Model:** Combination of the above.

2. Deliverables

1. Number and type of posts (e.g., Instagram, TikTok, YouTube, Stories, etc.)
2. Content requirements and guidelines
3. Deadlines for submission and publication
4. Approval process for content

3. Payment Terms

- Invoice submission procedures
- Payment schedule (e.g., 50% upfront, 50% upon completion)
- Accepted payment methods (e.g., bank transfer, PayPal, etc.)
- Processing time after invoice (e.g., within 30 days)
- Penalties or late fees for delayed payments (if applicable)

4. Example Payment Schedule

| Milestone | Description | Amount/Percentage | Due Date |
|-----------------|-----------------------------------------------|-------------------|------------------------------|
| Initial Payment | Upon signing agreement | 50% | Upon contract signing |
| Final Payment | After deliverables are completed and approved | 50% | Within 14 days post-approval |

5. Additional Notes

- Tax considerations and required documentation
- Dispute resolution procedure
- Termination and refund policies
- Contact details for payment-related inquiries