

How much influencers earn

[Media](#), [Social Media](#)



It is incredible, but also scary how powerful social media became in the past ten years. Many people do not think about it that way, but it is rather obvious how much influence this has over our lives. Social networks gave us the opportunity to connect with like-minded people, to share our stories, success, fears, everything that was once secret or hard to tell. The network has given us power, to be who we really are, and to be somebody else entirely. Talented, witty and charismatic people who first started to vlog online probably never expected it to bring them loads of money or large companies for business partners. But, the better they are at what they do, the more subscribers they have, and the more people they touch by their vlogs. As the people become savvier, the companies find it more difficult to get through them with classic advertising campaigns. Famous people on YouTube or Instagram are trusted peers, inspiring people to try out new things, turning them into faithful consumers.

So, influencers have the power to understand, educate and advice us on many matters, and recommend solutions for almost all of our problems. So, do they give us all of their power for free? Not all of them, and not entirely. For instance, if you were a prominent company marketing leader and wanted to go to an influencer for advertising cooperation, it would be like a roulette playing. For it is not all in the number of likes beneath their posts. Not necessarily are the best ones for you, nor they are the most expensive. Regarding the price the opinions are divided. Some of the researches think that the influencers get way bigger paychecks than they deserve, while others believe that only 2% of the influencers on the media get the sweet 6+ figures payouts while others barely manage to stay on the positive side of

profit. According to the Tribe's statement for Business Insider, last September "An influencer with between 3, 000 and 10, 000 followers can expect to earn £50-£100 per post, while an influencer with between 25, 000 and 50, 000 followers can expect to earn £180-£250 per post." The Tribe is a tech company which pairs up labels with fitting influencers.

From the aspect of people ' behind the camera' things are not so pink. Most of them have been working for years on their channels, with almost none income. Taking videos and posting content online is time and resources consuming and utmost of the people did this for love, or some cause other than money. Undoubtedly it takes a lot of patience to build a channel, to attract subscribers and become trustworthy in the public world. Just in the past few years did they take hold of advertising and pair up with some brands. The others have been fortunate and managed to catch the biggest fish in the web sea. So the mentioned 2% of the influencers population make millions a year. The top 5 wealthiest video personalities on YouTube: PewDiePie – Estimated income for 2017: \$15 Million Roman Atwood – Assessed earnings for 2017: \$8 Million Lilly Singh made approximately \$7. 5 Million in 2017 Smosh – unbelievable \$7 Million Rosanna Pansino – \$6 Million in 2017 only. Popular influencers reach the celebrity status once they reach 1, 000, 000+ followers. At that point, some of the leading companies are willing to pay them some serious money for their services. The fashion gurus collaborating with high-end retailers can make up to £160, 000 per post. For mentioning them in the Facebook post, UK marketers are willing to pay up to £75, 000. YouTubers are a bit behind with 12% less worth video commercial or

mentioning a brand in their vlog. Follows the Snapchat with £53, 000 per Snap.