

THE STATE OF INFLUENCER MARKETING SALARIES 2026

An Industry Running on
Optimism Alone

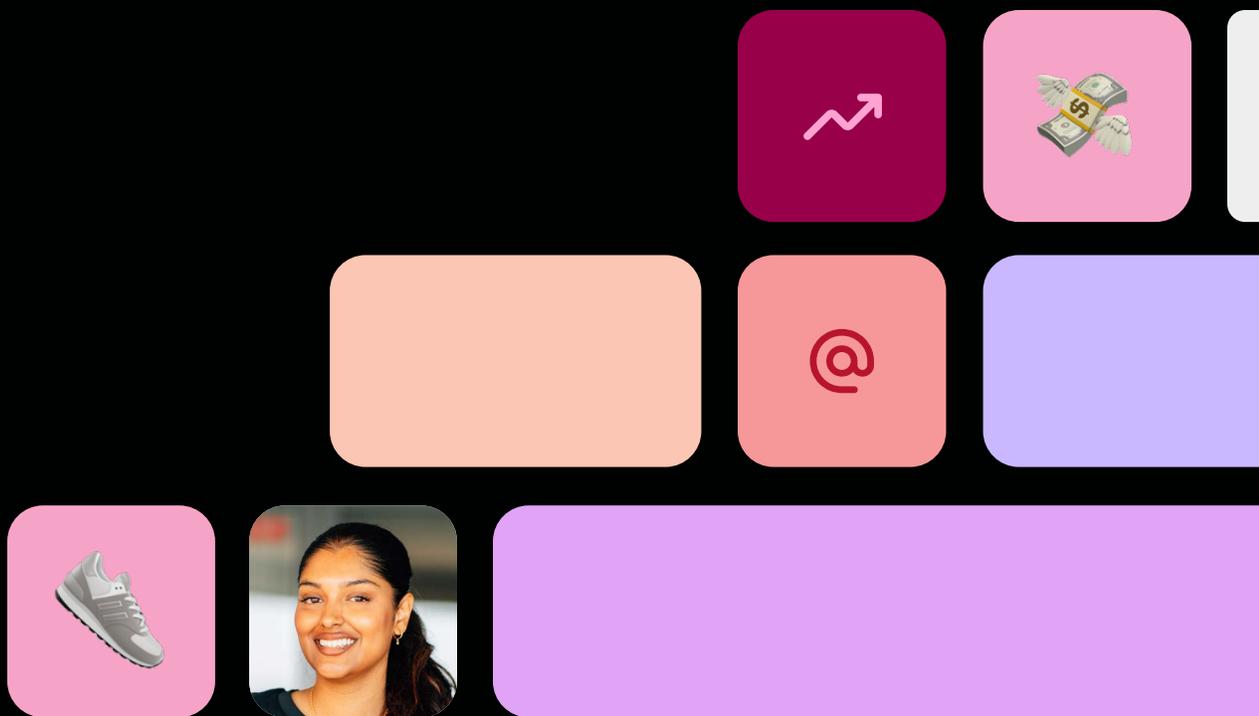


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Influencer marketers are some of the most unique people in the marketing industry.

Sitting at the intersection of sales and marketing, as well as brand and performance, being an influencer marketer means you need to master a ton of different skills.

Influencer marketers are also **wildly optimistic**. Most appreciate their jobs, and over half would recommend influencer marketing as a career to others.

But influencer marketers are kind of expected to be magicians. They're expected to own the entire process from beginning to end, plus cross-collaborate across teams, plus manage sometimes hundreds, or even thousands of external relationships.

And most of them **don't feel they're paid fairly to do so**.

This report is meant to understand where influencer marketer salaries sit across geographic regions, hierarchy, experience levels, expected tasks, and more. It's far from perfect, in ways that we'll explain throughout the findings, but we still believe that it can be useful in helping you benchmark your own salary, and hopefully find ways to increase your salary at your next opportunity.

Note: Most of our influencer marketers were in Europe and North America. While we had responses from across the globe, and it felt unfair not to include them, they do come with the caveat that they're not as prevalent as the others.

So let's answer the big question: how much are influencer marketers actually making?

CHAPTER 1: HOW MUCH DO INFLUENCER MARKETERS ACTUALLY MAKE?

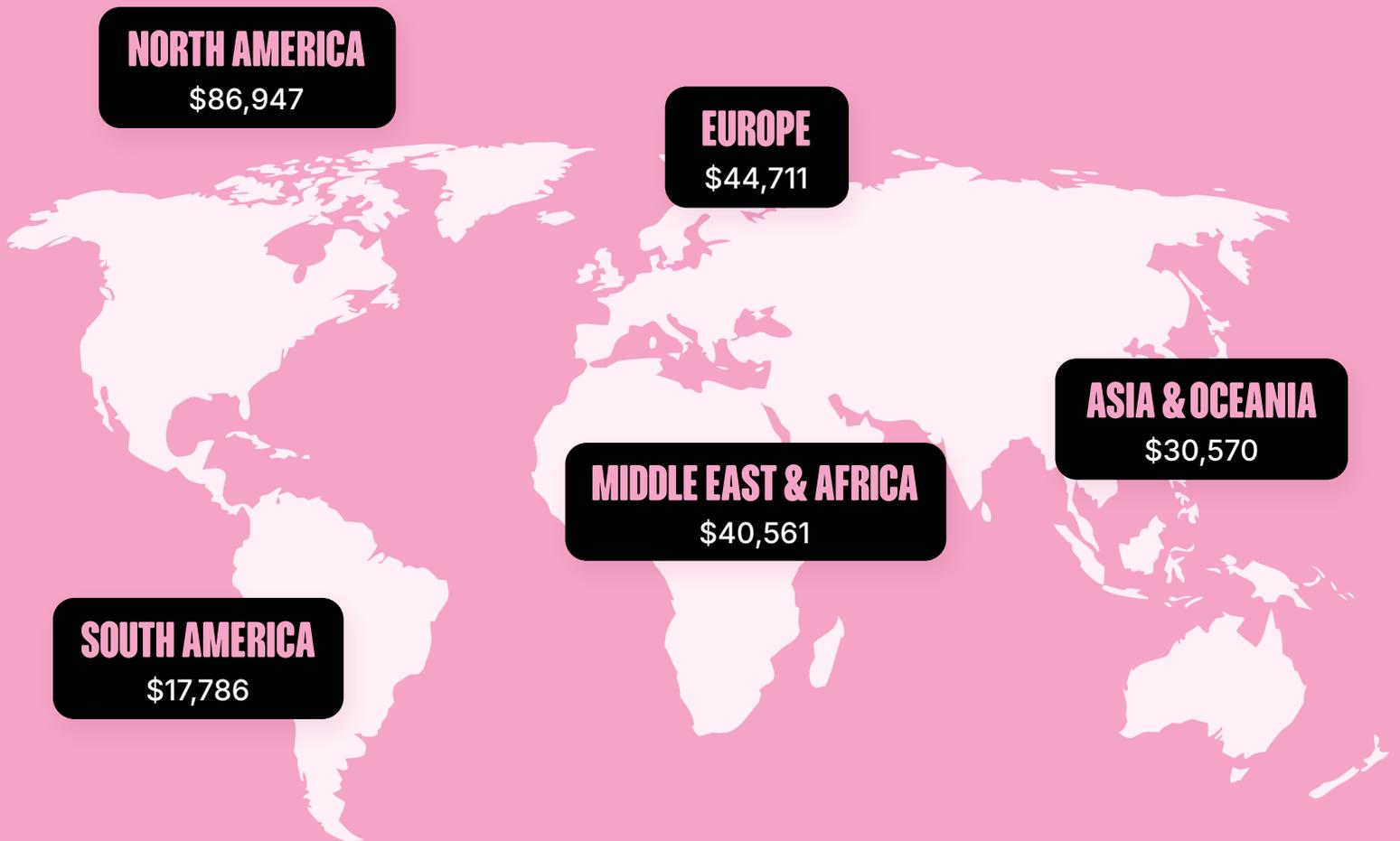
There's an easy answer. Of our nearly 400 in-house and 100 freelancer influencer marketers, global salaries work out to:

- **In-house: \$49,981**
- **Freelance: \$47,979**

However, the real answer is more complex. Like everything in influencer marketing, nothing is standardized – and this goes double when it comes to salary distribution. Geography, gender, company size, years of experience, etc. – all play a role in determining what benchmark makes the most sense for you.

Geography plays the biggest role in how much you earn

We asked all influencer marketers to convert their salaries from their currencies into USD to keep everything comparable. Splitting out salary by geographic region, it comes as no surprise that in-house influencer marketers in North America earn nearly double the worldwide average.



While North American salaries are significantly higher than in other regions, the cost of living is also much higher.

The scale of salary to cost-of-living is wildly different from any other region on the planet. Also, businesses pay much lower overall costs to hire someone in the US compared to other regions represented here.

For example, according to Remote's [employee cost calculator](#), paying someone \$86,947 in the US would cost you \$7081 in employer costs (or an additional 8% of the total salary). That employee ends up costing you \$94,028 total.

However, hiring someone in Sweden at the same average salary as a North American influencer marketer means you need to pay \$28,097 in employment costs – a whopping 32% of the total take-home salary. That brings the cost of employing someone in Sweden at a North American rate to \$115,044. It's not the same playing field at all.

All that said – it's not just geography that plays an important role in salaries for influencer marketers; it also depends on how long you've been in the game.

Experience or title – which matters more?

If you've been in any marketing niche for any amount of time, you know that titles haven't meant much since we started having "marketing pirates" and "growth ninjas."

That's still the case today – aside from the general changes in seniority, title doesn't really impact how much you earn unless that title begins with a C.

What really matters are the years of experience for influencer marketers.

The biggest salary jumps appear at pivotal points in an influencer marketer's career.

In years 3-4, at a \$15K salary jump, an influencer marketer is no longer considered a beginner. They're more refined in their careers, and maybe they've understood enough of their niche to get strategy down. This is also where influencer marketers are skilling up.

In years 8-10, the biggest salary jump happens: \$16K. This is often the point for influencer marketers to either specialize and niche down or move into leadership roles.

HOW MUCH DOES AN INFLUENCER MARKETER MAKE?

By years of industry experience



Which niches pay the best?

Of our in-house respondents, over 62% worked for ecommerce/DTC brands, while another third worked in agencies for those same kinds of brands.

Of the most frequently represented niches:



Fashion and apparel, despite being the most popular niche for our marketers, had the lowest average salary. In fact – it was the only niche that fell below the global average salary.

However, that's not surprising – niches with products that have high margins can usually afford to pay more. Software, Health & Wellness, and Hotel & Travel tend to be higher overall purchases, which can afford higher salaries next to those higher margins.

The gender pay gap in a female-dominated industry?

Women dominate the influencer marketing industry – frankly, most marketing industries.

Our survey counted a 4:1 ratio favoring women across every demographic, region, seniority level, and niche. So, despite having nearly 500 responses, it's important to remember that a mere 5th of them were from men.

At entry level, women actually earn more than men on average. Once seniority reaches about year 3-4, salaries between men and women even out.

However, once both reach senior levels at 8-10 years, the initial lead women had in the early career flips to men, who end up earning, on average, over \$20K more than women.

This is unfortunately not unusual in marketing or other professions where women tend to dominate – the further women progress in their careers, the wider the gender pay gap becomes.

While titles didn't make a huge impact on salary distribution, we did notice that "head of" tended to come with a significant salary bump, as opposed to "Senior" or "Specialist."

While a disproportionate number of men held "head of" titles, women at the same levels of experience had "Senior" or "Specialist" titles and didn't come with the pay raise men had. Some women did have "head of" titles, but they had them in later years of experience, indicating that men moved into leadership positions (and their salary hikes) quicker than women did.

However, once women do move into leadership positions at the 10-year mark, they reclaim the advantage, earning up to \$30K more than men on average.

CHAPTER 2: THE MATH AIN'T MATHIN': SALARY DOESN'T LIVE UP TO THE ROLE'S DEMANDS

Influencer Marketers Feel Underpaid for Their Work

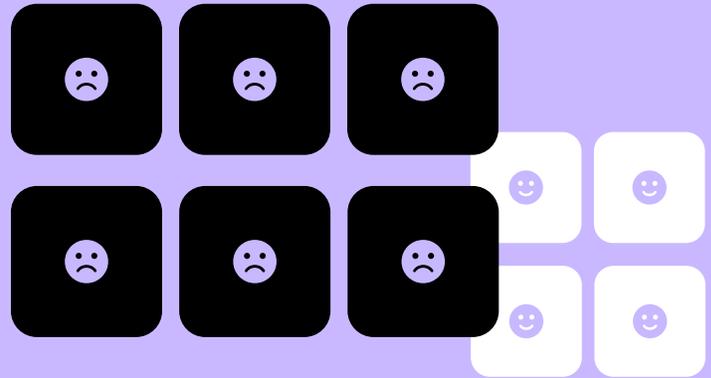
In fact, 6 in 10 said their salary didn't accurately reflect their role and tasks.

Another 7 in 10 said the influencer marketing industry as a whole is failing to pay marketers for the value they provide.

Influencer marketers only begin to feel fairly compensated at \$62,895 on average. We spliced out the responses to those two questions and plotted the average salaries based on how they responded.

6 IN 10

Influencer Marketers feel their salaries are unfair.



		Does your personal salary reflect your role?	
		YES	NO
Do influencer marketing salaries accurately reflect their value?	YES	\$65,860	\$44,351
	NO	\$60,014	\$42,755

Those who said their own salary and the industry's salaries were fair earned over \$20K more than those who answered no to both questions.

Interestingly, when we compared the gender split between those who felt their own pay was fair, men earned 9% more on average – meaning that men have a higher threshold at what they believe is a fair salary.

The Impact of an Unfair Salary – by Region

While a \$20K loss would stagger just about anyone, it doesn't mean the same thing to everyone.

We split the difference between what was considered fair and what wasn't by region. While it's not a shock that the influencer marketers who said their salaries were unfair earned considerably less, the impact based on region is critical.

Region	Fair Salary (avg)	Unfair Salary (avg)	Gap Amount	Difference %
North America	\$97,515	\$79,902	\$17,613	18%
Europe	\$55,703	\$38,787	\$16,916	30%
Middle East & Africa	\$58,667	\$30,214	\$28,453	48%
Asia & Oceanic	\$ 38,711	\$26,500	\$12,211	46%
South America	\$20,250	\$17,206	\$3,044	15%

Losing \$17K only means an 18% loss of income to an influencer marketer located in North America. However, nearly the same amount is a loss of 30% to someone located in Europe. In the Middle East & Africa, there was a nearly 50% difference between what was a fair and unfair salary.

Any loss of income is a loss of your direct buying power – and an unfair salary can have a larger impact based on the region you live in. However, a 50% loss of income means a completely different lifestyle, different priorities, and a wildly different experience in your career as a whole.

CHAPTER 3: THE OVERTIME CRISIS

It's no secret that influencer marketers tend to have a lot on their plates. And that overloaded plate usually means working a little longer throughout the week to get it all done. We asked marketers how many hours they were contracted to work a week – and then how many they actually worked.

“INFLUENCER MARKETERS ARE LOSING OVER \$1200 A YEAR IN UNPAID OVERTIME”

The contracted hours influencer marketers work:

- North America: 39.2
- Europe: 38.4
- Middle East & Africa: 41.9
- Asia & Oceania: 44.4
- South America: 39.4

The actual hours influencer marketers work:

- North America: 43.8 (+4.6 hrs)
- Europe: 40.3 (+1.9 hrs)
- Middle East & Africa: 49.1 (+7.2 hrs)
- Asia & Oceania: 44.9 (+0.5 hrs)
- South America: 44.0 (+4.6 hrs)

Globally, marketers average out at **2.9 hours of overtime per week**. With the Middle East & Africa working a whopping 7.2 additional unpaid hours, and North and South America coming in at 4.6 unpaid hours per week.

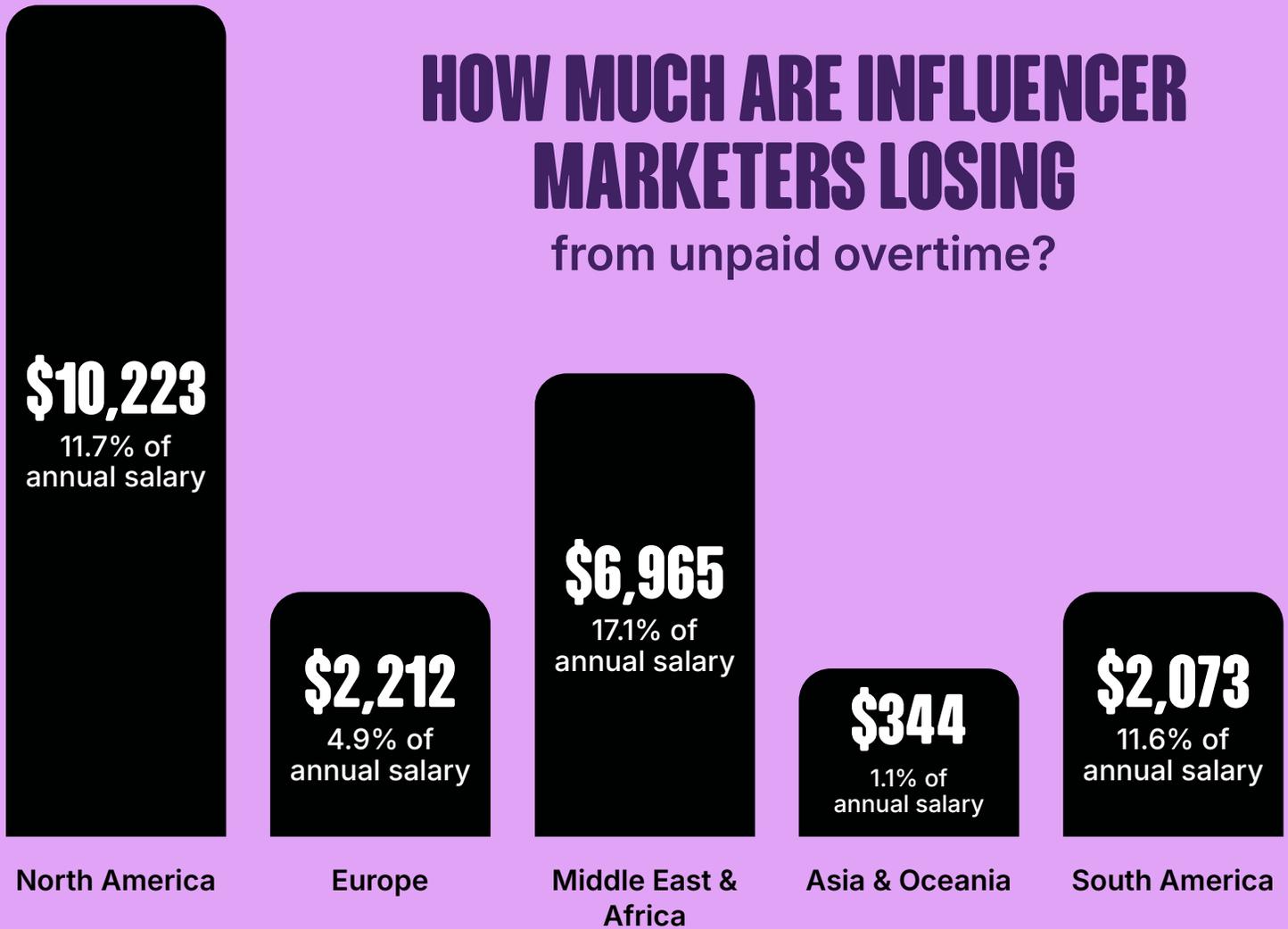
By dividing the annual salary by the number of contracted hours per week, we can estimate a rough hourly wage. By comparing that same salary to the actual number of hours worked, we can see how much money influencer marketers are losing in unpaid hours.

If the global average is 2.9 unpaid hours, the average salary is \$49,981, and the average contracted hours are 39.76, it works out to a \$24.17 hourly wage – or a loss of **\$1,256.84 per year**.



Unpaid overtime drove down marketers' hourly wages. We then compared that amount to the percentage of their average annual salaries to see who was really losing the most.

HOW MUCH ARE INFLUENCER MARKETERS LOSING from unpaid overtime?



Unpaid overtime affects influencer marketers differently based on where they live and how much they make. For example, although North American marketers lose the most in overall wages, their losses are on par with those of South Americans, whose lost wages amount to a little over 2K.

Influencer marketers in the Middle East & Africa end up losing over 17% of their total annual income to unpaid hours – as they fall in the median of salaries and work more unpaid overtime on average than any other region in the world.

Europeans, who tend to make slightly less than the global average, work fewer unpaid hours and only lose about 5% of their salaries.

Asia and Oceania, however, have the highest number of contracted hours in the world (almost 5 hours more than the global average) and work the least overtime on average.

CHAPTER 4: END-TO-END OPS: INFLUENCER MARKETERS ARE IN TASK-OVERLOAD

We presented marketers with what we thought was an exhaustive list of possible tasks an influencer marketer might have to do in an average week.

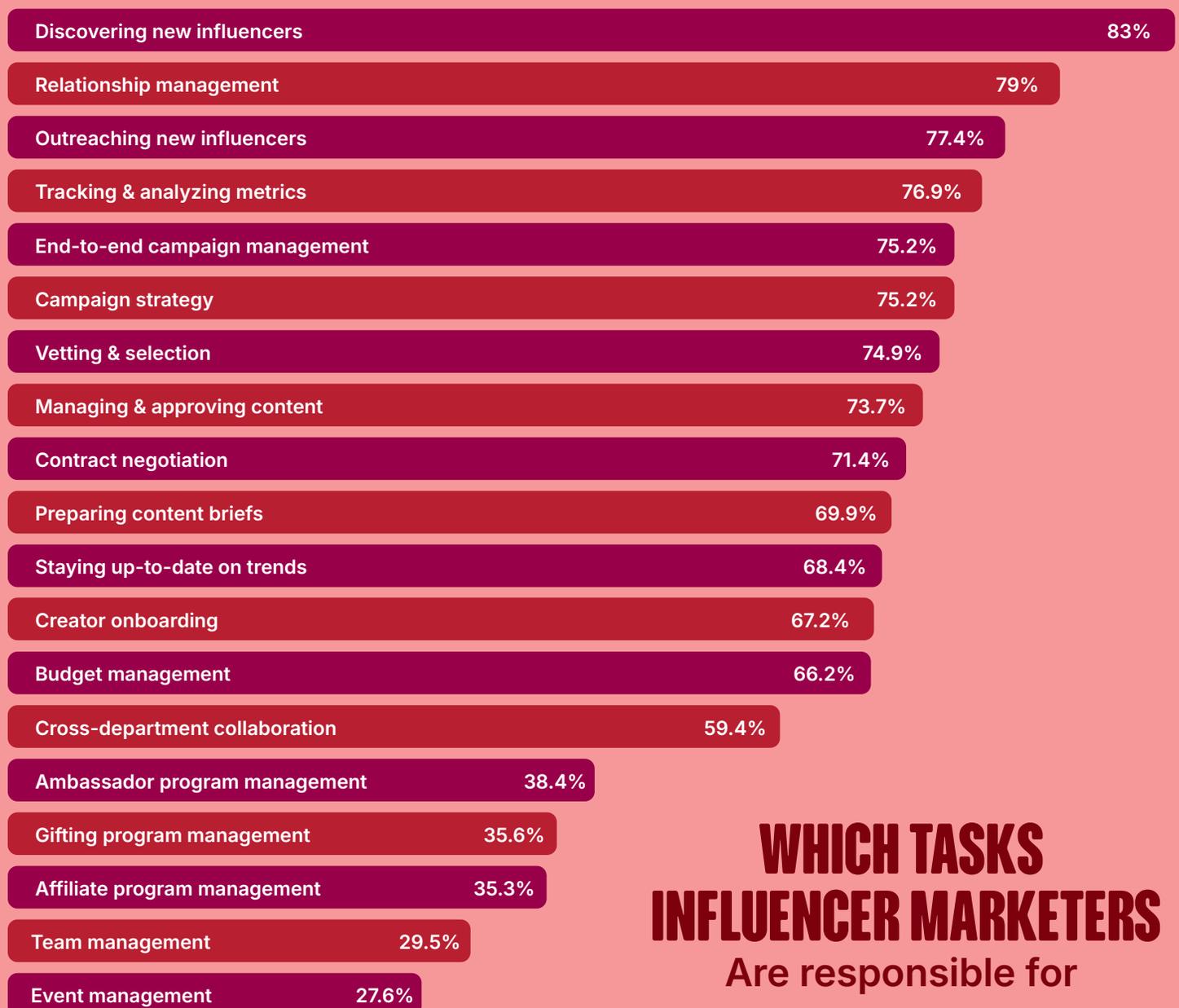
We didn't even scratch the surface. Out of the nearly 20 tasks we laid out, influencer marketers responded, "D: All of the above."

Nearly 400 respondents answered this question, and every task had at least 100 influencer marketers adding it to their plates.

- "WHAT DO YOU DO?" "EVERYTHING" -

On top of that, many marketers added tasks we hadn't included – some of which weren't even influencer- marketing specific.

This tells us that not only were influencer marketers expected to be end-to-end experts, but also to be cross-functional.



**WHICH TASKS
INFLUENCER MARKETERS
Are responsible for**

How tasks impact salary for influencer marketers

Marketers are already expected to own the influencer lifecycle from A to Z – but when they own other things, like the budget, strategy, and collaboration with other departments, this is where they see the biggest salary increases.

We also found that specialization can help boost salaries, like specializing in ambassador or affiliate programs, or even event management, can help add to your overall take-home.

On the flip side, we found that high-execution-style tasks correlated with some of the lowest salaries globally.

So, if you're a few years into your career and you're looking to skill up, either specializing down into something you master or taking ownership of other aspects is going to help you boost your salary.



“Just go do social” – and earn 12% less

For many influencer marketers, managing a brand’s social media accounts – a full-time job in its own right – often gets swept into the weekly tasks for marketers who aren’t specialized in it.

Four in 10 marketers we polled said that managing social media was also part of their weekly tasks. But, it wasn’t a primary focus, just an additional task that was added to their growing list of responsibilities.

HOW MUCH OF YOUR WEEK IS SPENT

Managing your brand’s
social accounts?

44%

Under 25% of
my time

17%

Between 50% and
75% of my time

31%

Between 25% and
75% of my time

8%

Over 75% of
my time

This is a two-fold terrible decision. Not only are companies adding on what should be a full-time job (when done right) to an already overworked influencer marketer, but they're also making their marketer divide their time between the two.

Meaning that neither the brand's social strategy nor its influencer marketing program is getting the dedicated time each needs to live up to its full potential.

And marketers feel it, too – those who had social media added to their role reported 15% lower overall job satisfaction.

But that's not even the worst part: **influencer marketers who also had to manage social media earned 12% less than their peers**, on average, all for cramming two full-time roles into their ever-expanding work week.

CHAPTER 5: JOB SATISFACTION, CONDITIONS, AND FEELING VALUED

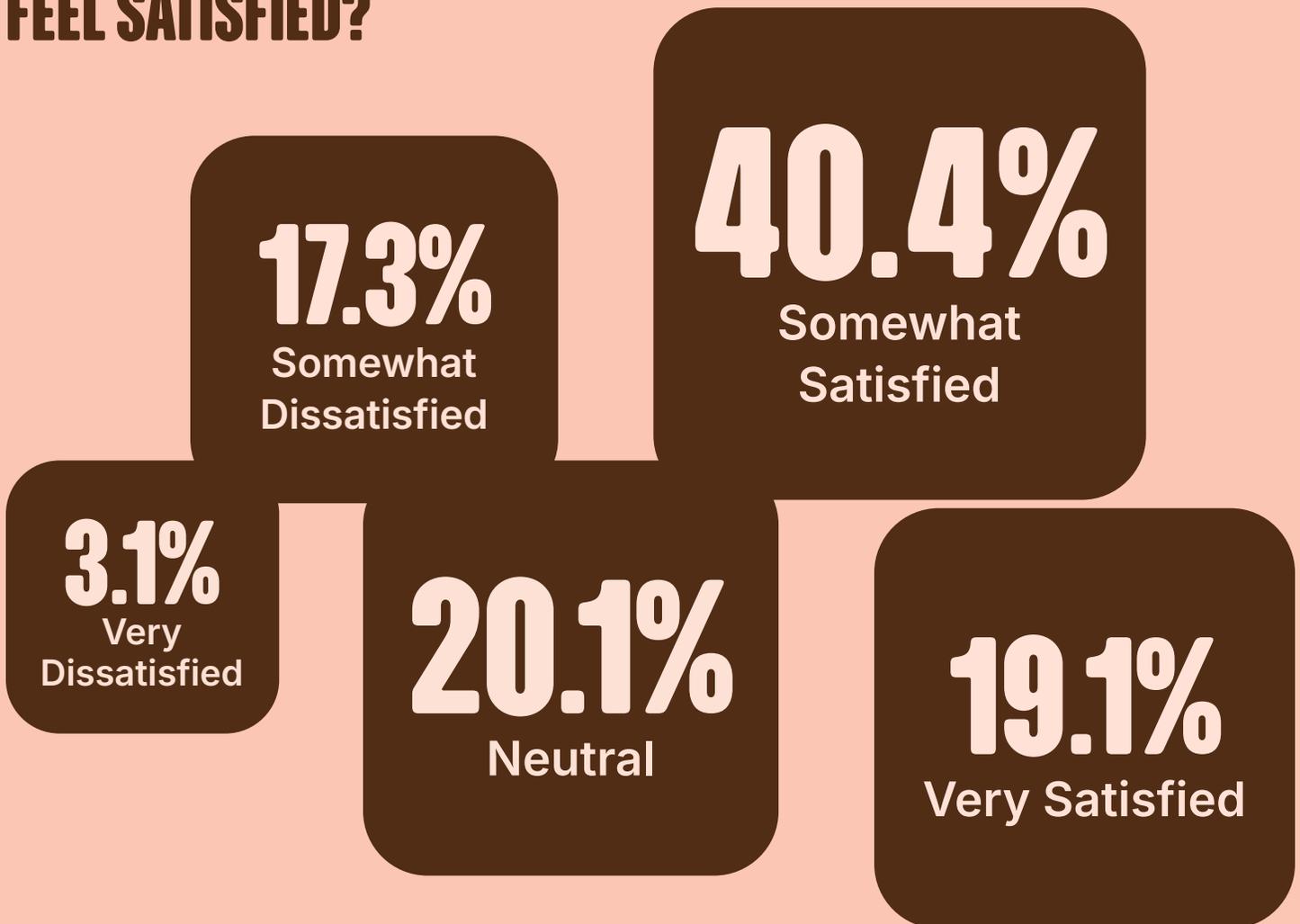
Marketers are Fueled by Passion and Optimism

While the situation has felt bleak up to this point, influencer marketers are generally optimistic about their jobs.

Six in 10 marketers said they were satisfied with their jobs.

However, many influencer marketers fell into the "somewhat" or "neutral" category, and while, yes, most lean satisfied, it means there's room for improvement, and that most marketers are feeling a lack of enthusiasm in either direction.

DO INFLUENCER MARKETERS FEEL SATISFIED?



Influencer marketers were also optimistic about their overall earning potential – with over 57% falling on the “globally optimistic” side of the coin.

However, there are very few that responded with “very optimistic” – which tells us that while things are okay now, they may not last.

We also asked if our marketers would recommend influencer marketing as a career to others.

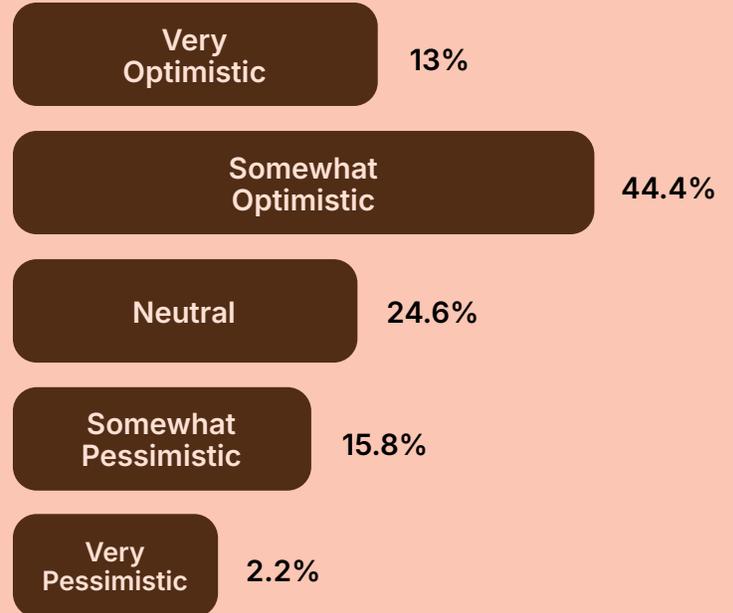
Over half of influencer marketers would recommend it as a career path, with nearly a third saying that they weren’t sure.

However, while there’s only a small percentage of marketers that outright would not recommend influencer marketing as a career, still others weren’t sure if they’d recommend it.

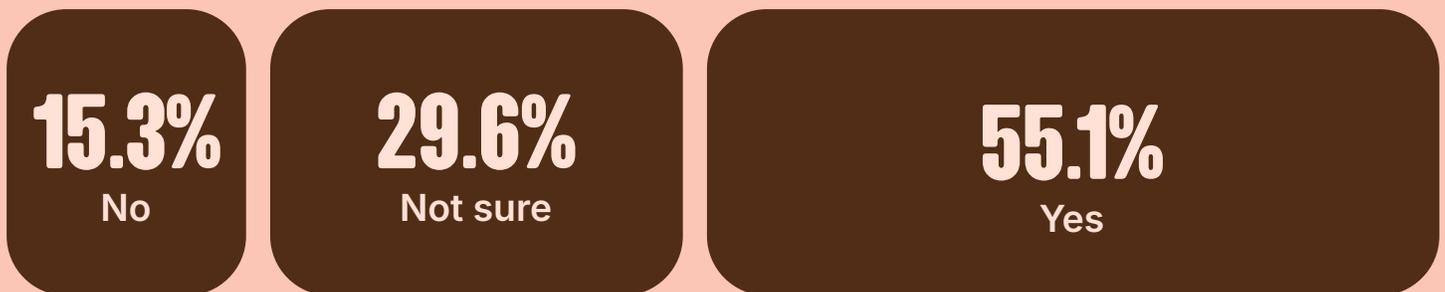
While the career comes with some huge cons for the moment, it seems that influencer marketers believe that it’s getting better, or it’ll get better in the future.

HOW DO YOU FEEL ABOUT YOUR EARNING POTENTIAL?

In-house influencer marketers



“WOULD YOU RECOMMEND INFLUENCER MARKETING AS A CAREER?”

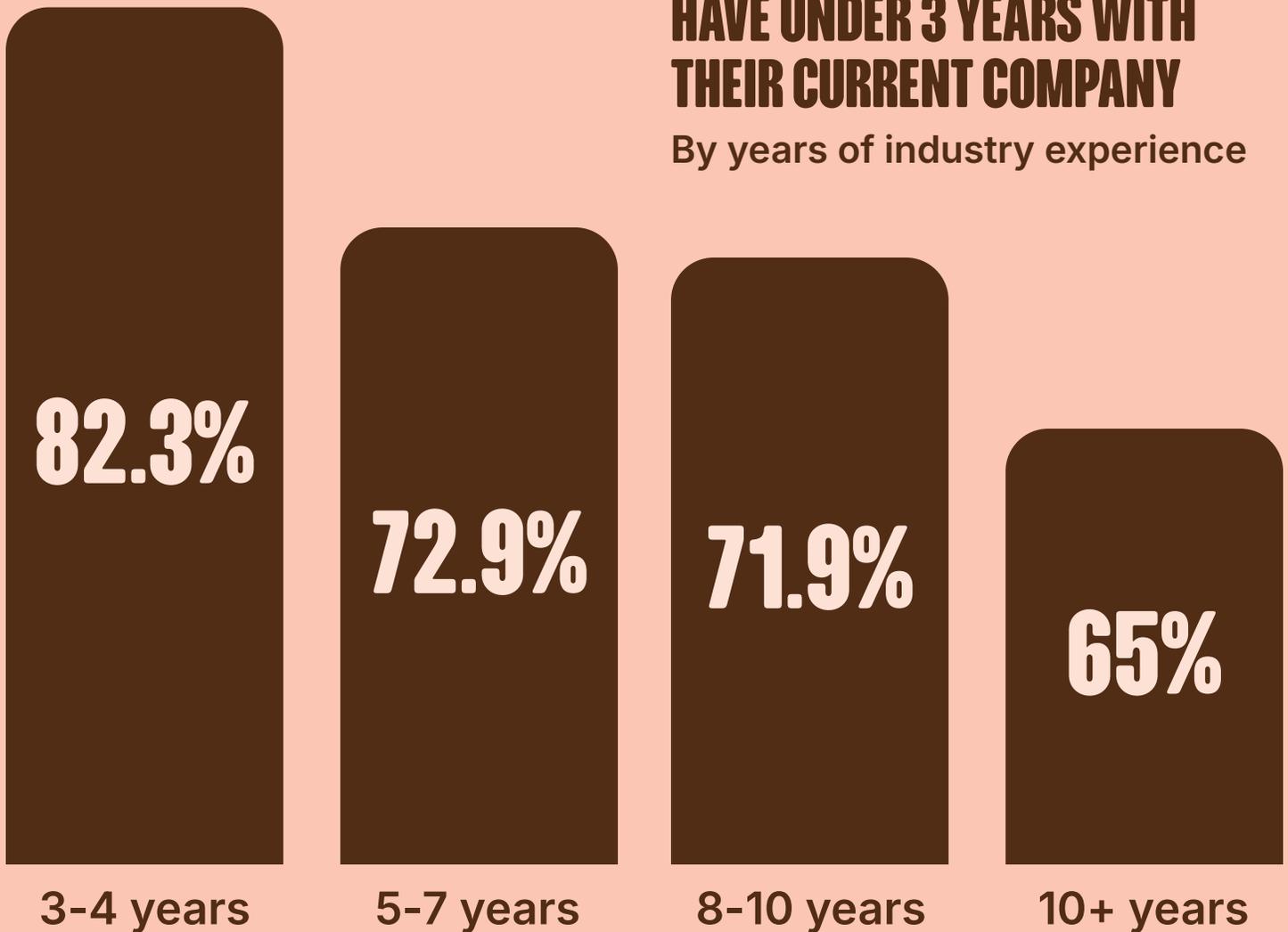


While influencer marketers love what they do – the cracks are beginning to show. They're optimistic for now, but that optimism will wane the longer they're with a company at a lower salary or longer working hours.

And this becomes even clearer when you consider company tenure. We asked marketers how long they'd been with their current company – and the majority of influencer marketers have been with their current company for less than 3 years.

INFLUENCER MARKETERS WHO HAVE UNDER 3 YEARS WITH THEIR CURRENT COMPANY

By years of industry experience



High turnover – even among the most experienced marketers tells us that job satisfaction is an issue. Whether marketers are chasing better benefits, work-life balance, or a higher salary, they're not shy about switching companies to get it.

Higher salary doesn't always mean higher satisfaction – but it doesn't hurt

Interestingly, some of the lower-paid regions reported the highest levels of job satisfaction – compared to North America, where influencer marketers earn the most, but only 54% report being happy with their jobs.

While salary isn't the only thing that impacts job satisfaction, it's important when other factors are also at play.

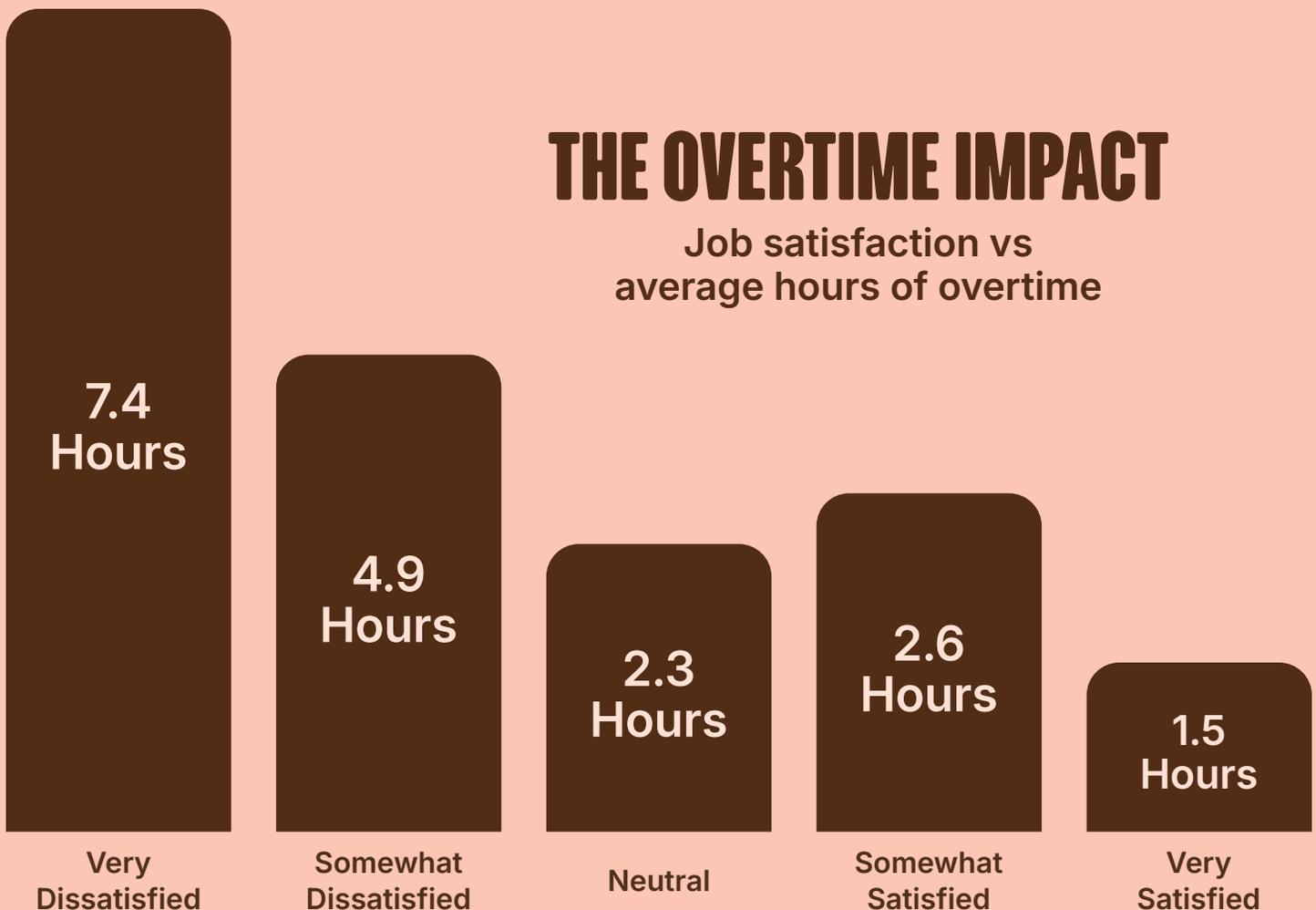
More Overtime = Less Satisfaction

Unpaid overtime had a direct impact on job satisfaction – influencer marketers reported being the least happy with their jobs, the more overtime they worked. In fact, many marketers who reported the highest levels of dissatisfaction also reported working double the global average of unpaid overtime per week.

Working a large amount of unpaid overtime is part of your salary, after all. Not only do unpaid hours devalue your overall hourly wage, but they also eat into your personal time and destroy work/life balance.

THE OVERTIME IMPACT

Job satisfaction vs average hours of overtime



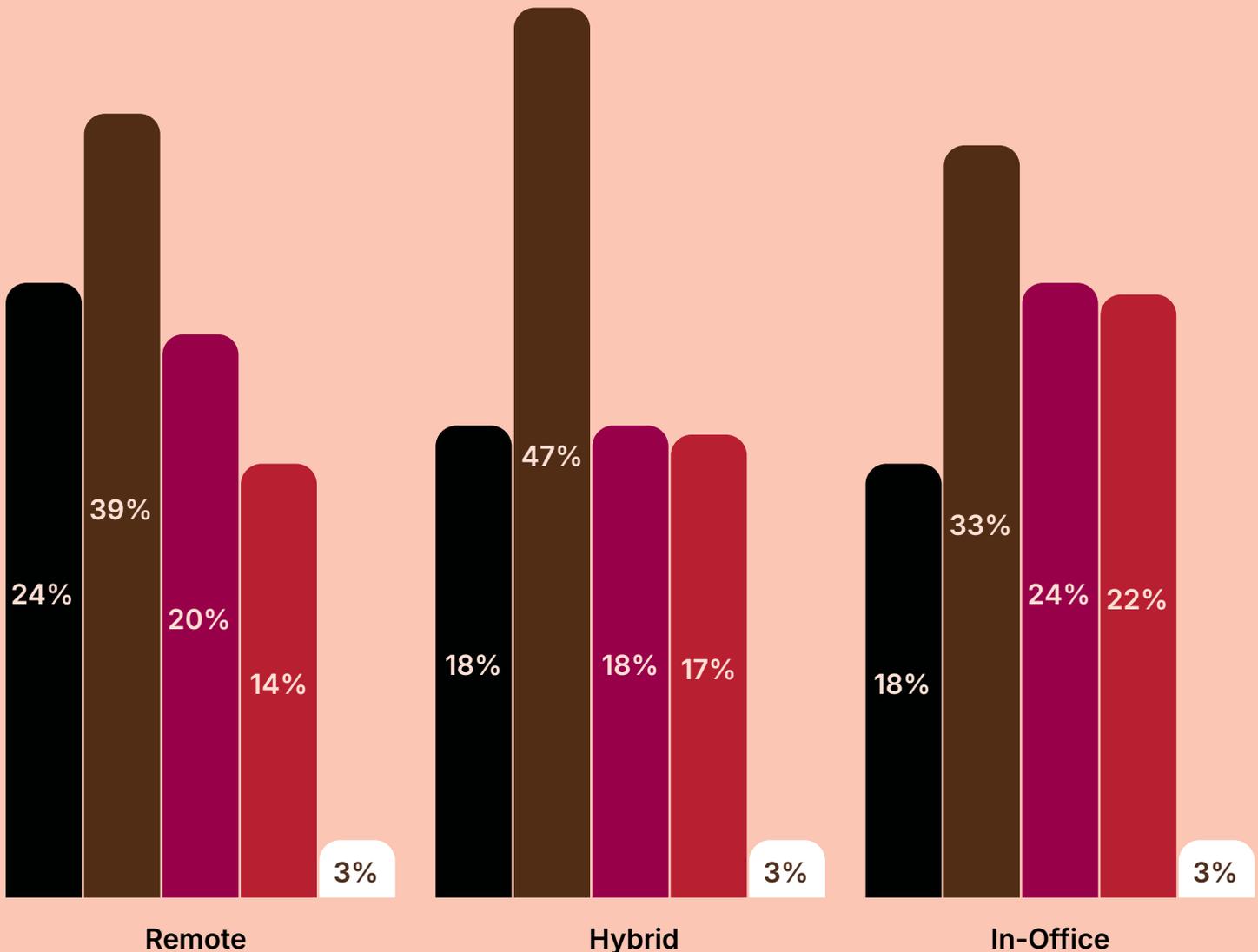
Are remote influencer marketers more satisfied?

Short answer: yes.

Remote and hybrid working is nearly standard in the industry, with 8 out of 10 influencer marketers falling into one of those two categories.

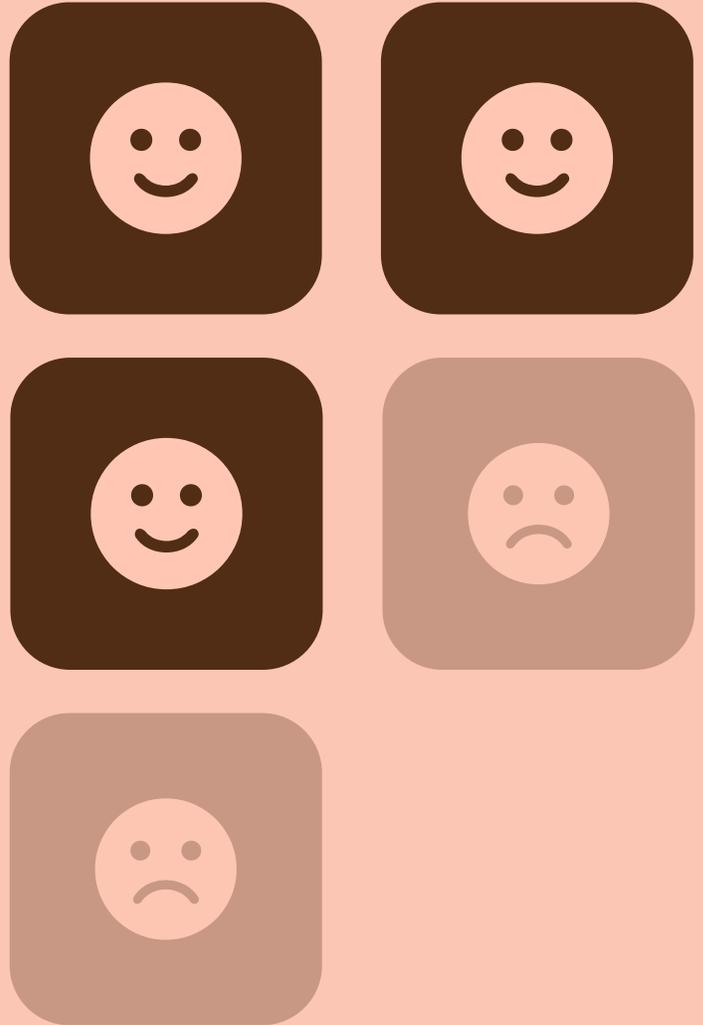
The remaining 20% that work in-office reported higher levels of neutral or somewhat dissatisfied than remote or hybrid influencer marketers. Remote workers reported the highest percentage of feeling very satisfied with their jobs, and hybrid influencer marketers had the highest percentage of "globally satisfied" (very satisfied + somewhat satisfied).

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Very Dissatisfied



Internal teams don't understand the value of influencer marketing

Only 4 in 10 marketers said they felt their teams and leadership truly understood their roles and the value they provide.



We also found a direct correlation between job satisfaction and whether internal teams understood an influencer marketer's role. There were higher overall numbers of "neutral" and "somewhat dissatisfied", and lower global satisfaction from influencer marketers without that team backing.

It's critical for your team to believe in what you do. And they can't really do that if they don't understand your role from the start.

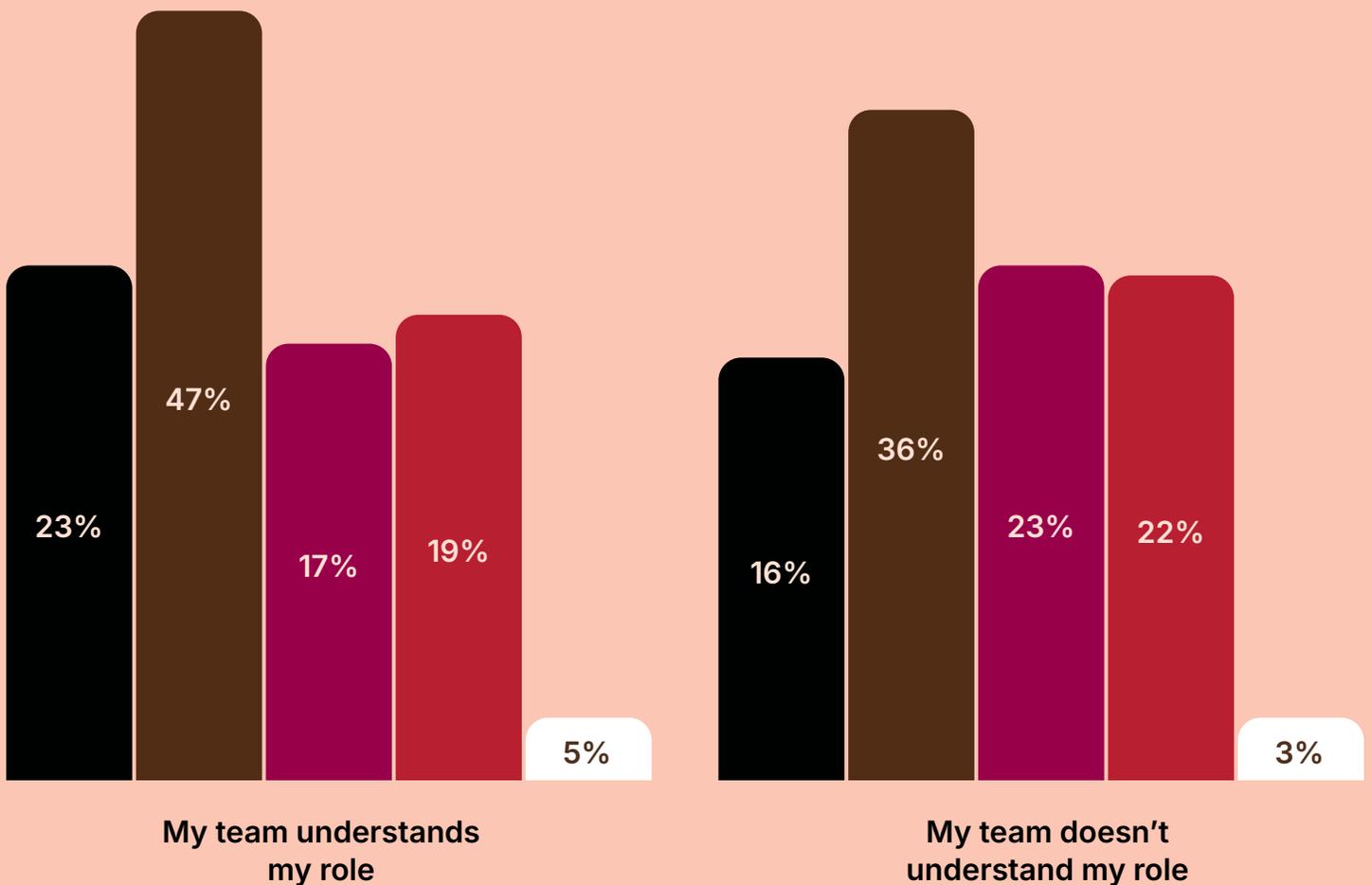
If your team or leadership doesn't understand your role, you'll have to work harder to get others to see the value you provide. You'll need to fight for budget, push back more often against unrealistic KPIs or asks, and

you'll generally not feel supported by your team.

And it's clear from these results that when a team isn't invested in understanding and championing influencer marketing, those marketers report feeling less content in their roles within that team.

DO TEAMS UNDERSTAND INFLUENCER MARKETING?

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Very Dissatisfied



So where does dissatisfaction really come from? For influencer marketers, it's usually a combination of things, with unpaid overtime being the biggest factor that impacts job satisfaction.

The conclusions that we can draw from the data are clear: Influencer marketers are overworked – to the point of working several unpaid hours per week, their task list is too long and varied, and their teams don't understand their jobs well enough to support them. This leads to high turnover, with even

the most experienced and highest-paid influencer marketers being relatively new in their companies.

Despite all of that, influencer marketers are globally optimistic about their roles. It takes passion to confront what influencer marketers do every day – and that passion is what's driving many influencer marketers to stay in an industry that could do better for them.



CHAPTER 6: IS FREELANCING WORTH IT?

Up to now, we've been primarily diving into in-house influencer marketers – mainly because they made up 80% of the respondents to our survey.

However, it feels like a disservice not to include freelancers in our research. But all of this data comes with huge caveats:

- **Response disparity:** As mentioned, in-house influencer marketers accounted for 80% of the survey respondents.
- **Hidden hours:** We asked freelancers to report how many hours they worked

per week – it's possible these hours are dedicated to influencer marketing tasks for their clients, rather than the total hours they worked to keep their businesses running.

- **Hidden costs:** Freelance marketers face costs that can significantly reduce their wages. For example, a freelancer in France can expect to take home 30-40% of their total income after paying taxes that would normally be covered by their full-time employer.

In-house vs Freelancer: Who makes more annually?

On average, we found that freelancers earned 4% less than in-house influencer marketers, based on annual income versus average annual salary.

- North America: -10.7%
- Europe: + 2%
- Middle East & Africa: -29.1%
- Asia & Oceania: -7.1%
- South America: -5.5%

Freelancing is advantageous after years 5-7

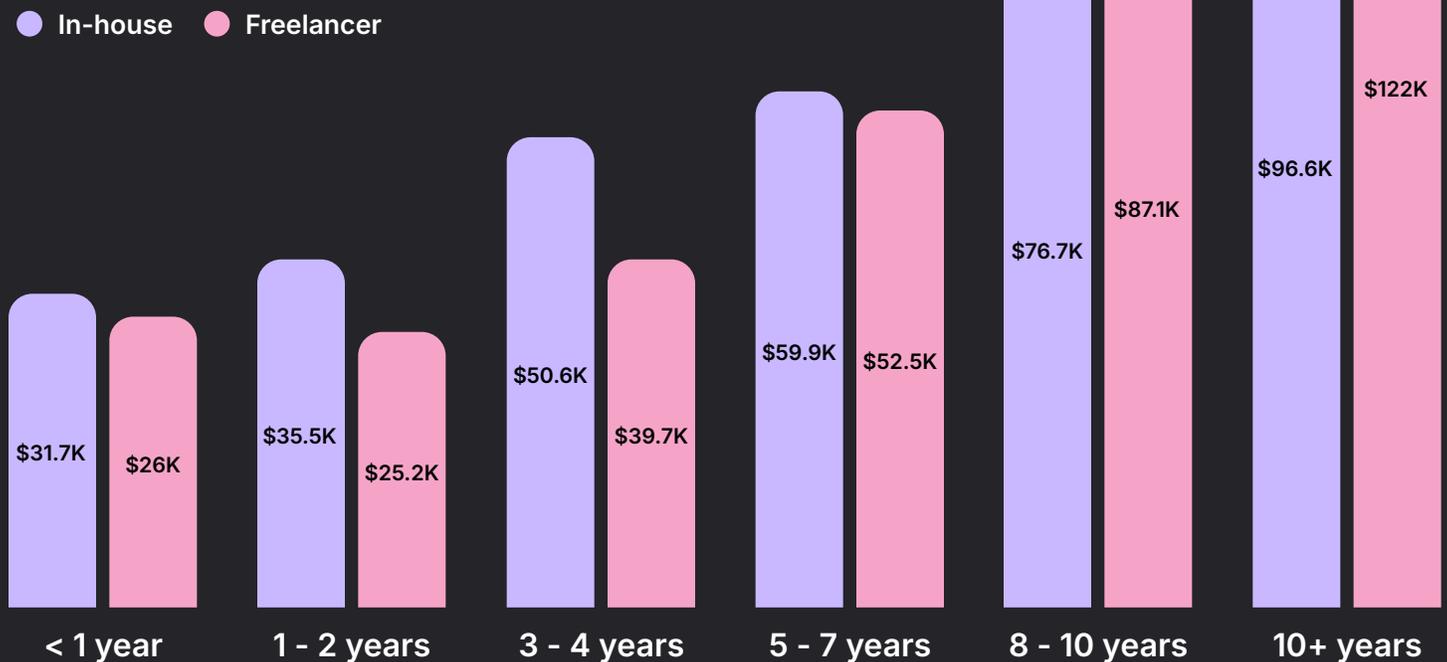
We found that after 5-7 years of experience, there's a point at which freelancing makes more sense financially.

Freelance marketers begin to match in-house counterparts between those years, and they earn more around year 8.

These periods in influencer marketers' careers are pivotal. This is when they stop doing "operation/ execution" based tasks and start pushing into more consulting, strategy, and holistic marketing.

We've already seen that in-house influencer marketers tend to earn more when they move away from execution tasks and start taking more ownership – and it's no different for freelancers.

HOW MUCH DOES AN INFLUENCER MARKETER MAKE?



The Hourly Wage Reveals All

That said – looking at annual salary just isn't enough. We already know that in-house influencer marketers are working unpaid hours per week, and driving down their hourly rates. How did those hourly rates stack up to those of freelance influencer marketers?

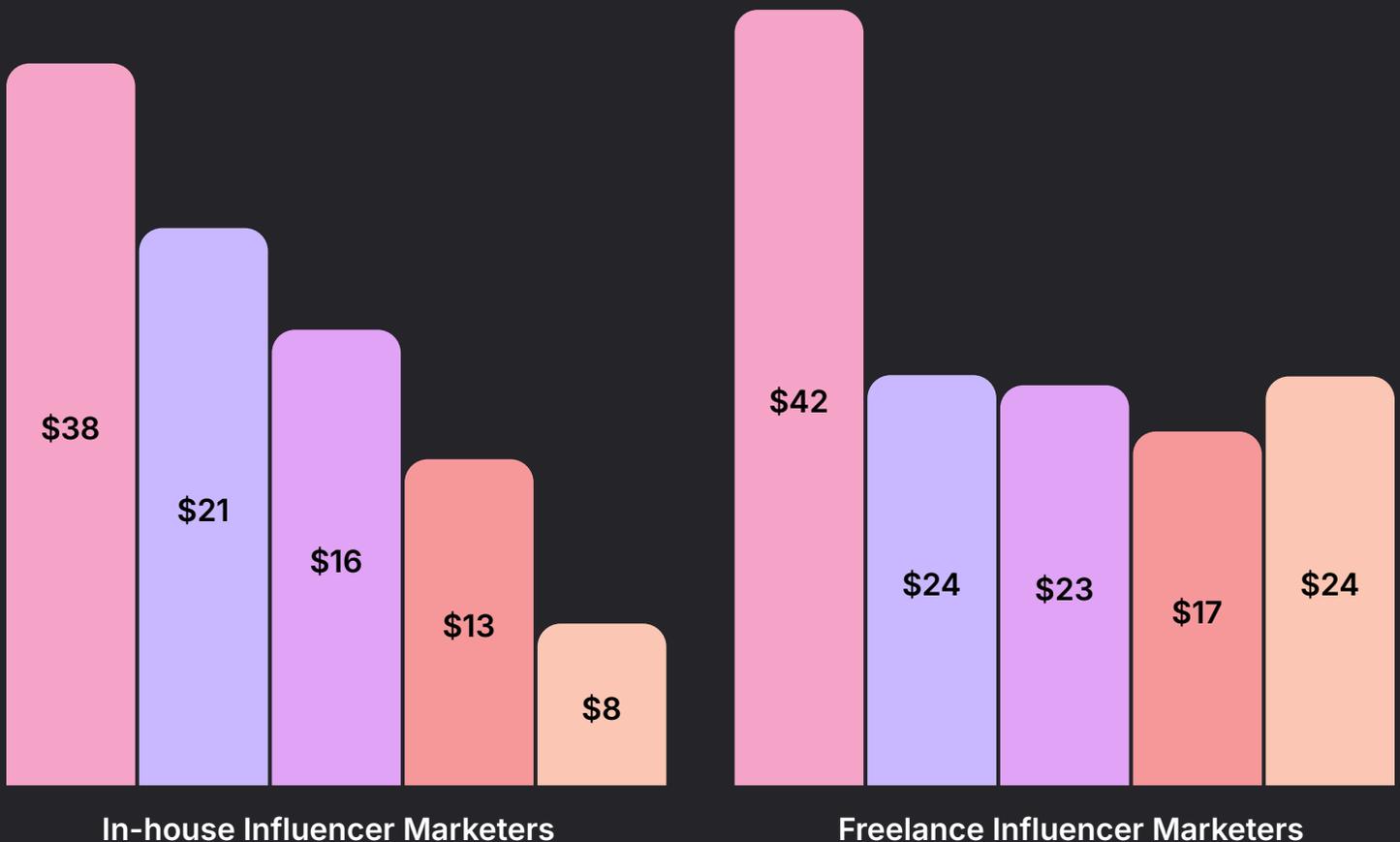
Looking at the hourly wages between in-house and freelance influencer marketers paints a much clearer picture.

Across every geographic region, freelancers were actually earning more per hour than in-house marketers. They just weren't working as much as their in-house counterparts.

WHO MAKES MORE PER HOUR?

In-house vs freelance influencer marketers

- North America
- Europe
- Middle East & Africa
- Asia & Oceania
- South America

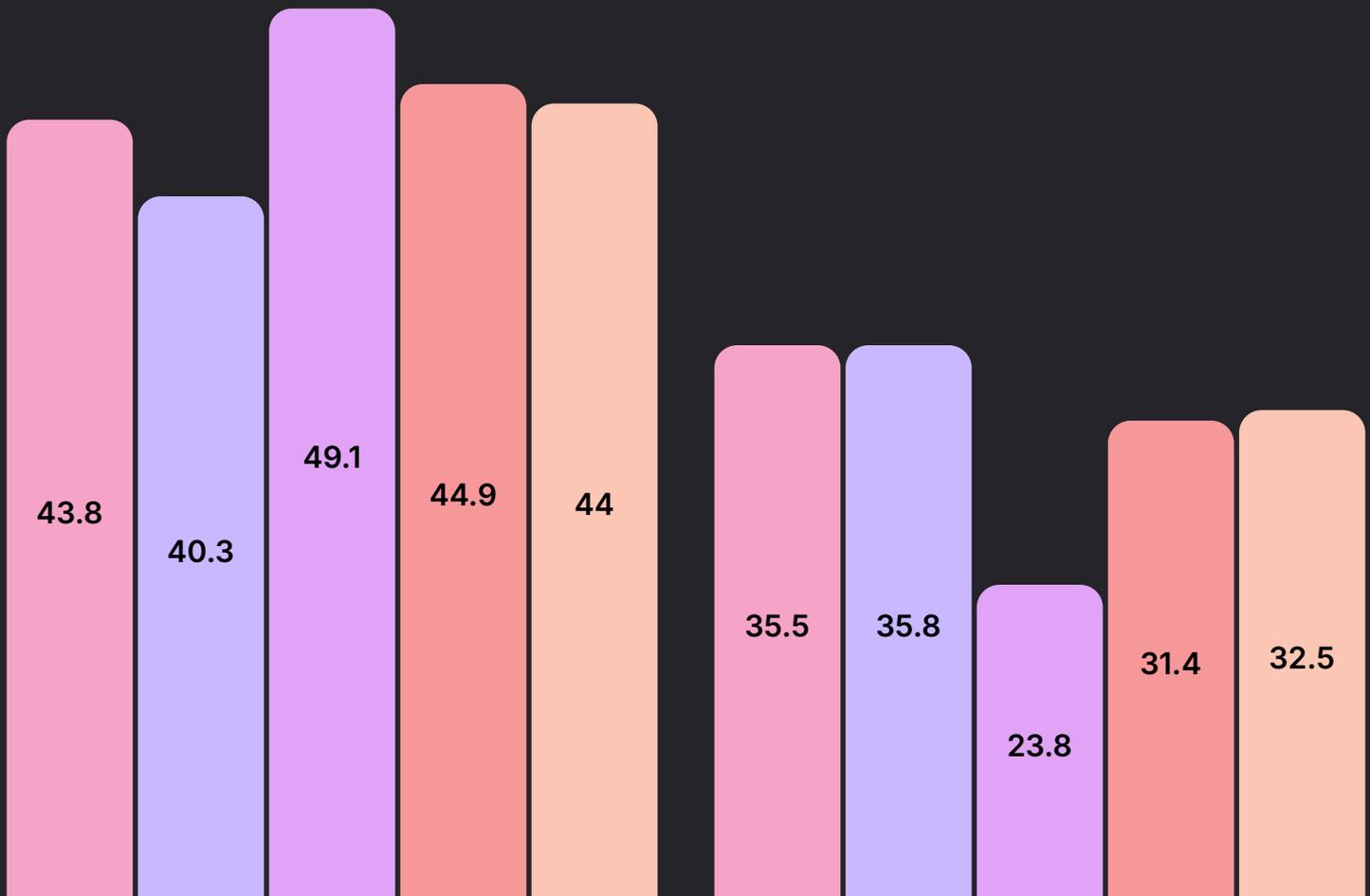


Meaning that even with slightly lower salaries across most regions, freelancers were still earning more hourly because they had a better work-life balance overall. However, there's always the hidden cost of hours that

freelancers are likely spending managing their own businesses, finding new clients, or other admin tasks that in-house and agency influencer marketers don't usually have to worry about.

WHO WORKS LONGER HOURS PER WEEK?

- North America
- Europe
- Middle East & Africa
- Asia & Oceania
- South America



In-house Influencer Marketers

Freelance Influencer Marketers

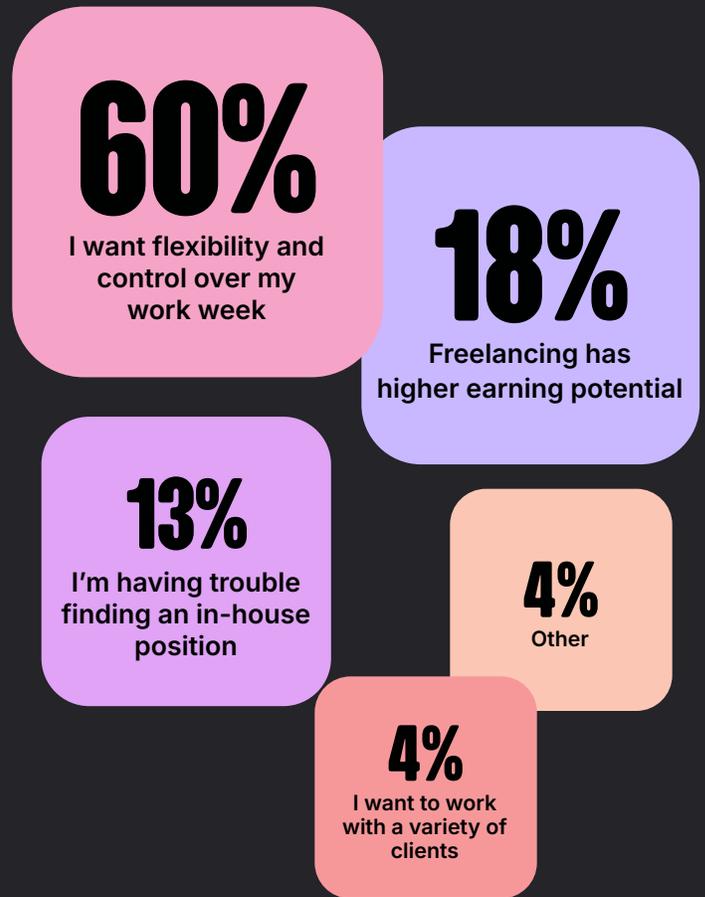
Motivation and Earning Potential

It makes sense that freelancers would work fewer hours – they chose to be independent to have more control over their hours and flexibility.

This desire for flexibility among the majority of our freelance influencer marketers explains the lower overall work hours – these marketers are optimizing for work-life balance rather than income.

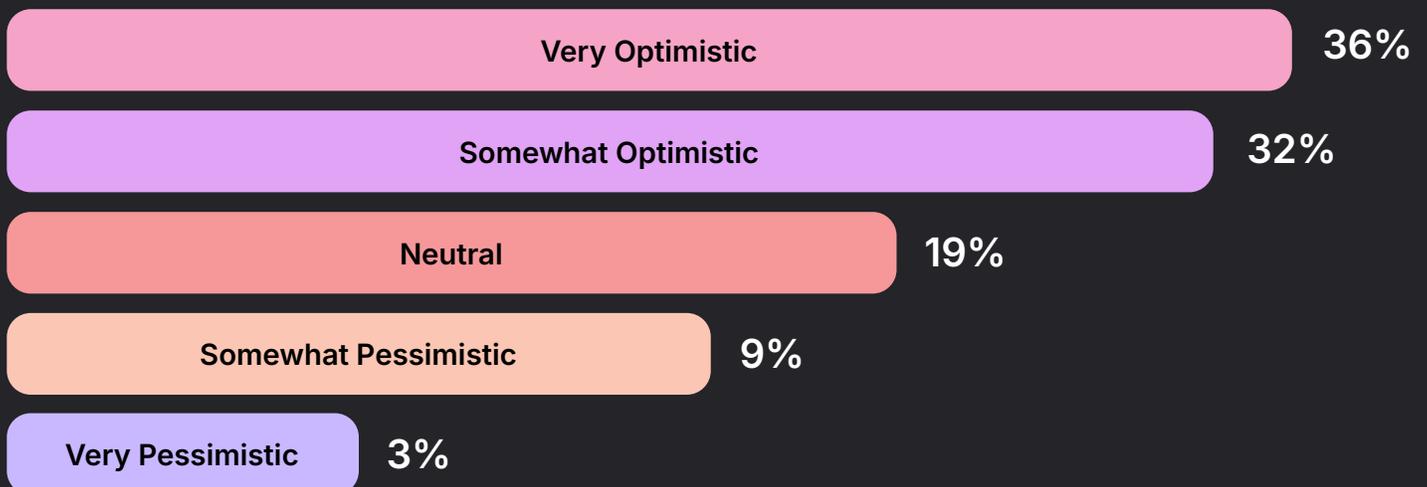
That said, most felt optimistic about their income prospects over time.

Over half of the freelancers we polled said their income had significantly increased over the past year. And most of them are optimistic about their future earning potential.



HOW DO YOU FEEL ABOUT YOUR EARNING POTENTIAL?

Freelance influencer marketers



Freelancing: Intention Dictates Outcome

What's really interesting is where these data points converge.

Freelancers who are motivated by higher earnings and who are optimistic about their prospects earn 190% more than those who're looking for flexibility as their top priority. Freelancers motivated by income have more overall experience and are more likely to work with premium clients in high-earning niches. They specialize in just a few niches rather than the "jack-of-all-trades" approach many freelancers early in their careers take.

Those who opt for flexibility earn less on average, but their motivations aren't based on income. They're looking for work-life balance.

We found that those who were freelancing involuntarily (who reported having trouble finding an in-house position) were overall pessimistic about their earning prospects, despite earning nearly double the average annual income for freelancers (\$83K).

What we can take away is this: Freelancing is what you make it.

If you're out to earn more, you can make that happen by niching down and specializing, and targeting up with premium clients.

If you're looking for work-life balance, that's possible for you, too. You can choose clients based on flexibility, but you'll likely have to sacrifice income for it.

Regardless, freelance influencer marketers have the power to choose their own path – even those who are only doing it until they find something permanent.

What it all boils down to

Influencer marketers are wildly different across the globe. However, the patterns we see across all regions suggest that while influencer marketers feel reasonably content right now, it may not last much longer.

Influencer marketers have an ever-growing list of tasks that compel them to work longer hours each week – and often with no additional compensation. Other tasks, and sometimes full roles, like social media management, get tacked onto that never-ending list. Not only are they expected to be end-to-end owners of their entire process, but they're also expected to be cross-functional experts across several domains.

On top of that, while the salary at which influencer marketers feel they're being fairly paid is over \$60K, the global average sits at \$49K. That's a problem.

And when 70% of influencer marketers agree that the industry as a whole doesn't pay as well as they think it should, that's a crisis.

We're no longer at a point where influencer marketing is in its infancy. Right now is the time to etch in norms for influencer marketers, and those norms cannot depend on unpaid working hours, teams that don't understand what influencer marketers do or the value they provide, or salaries that don't reflect the vast skills these roles require.

Methodology and Statistics

We collected 499 responses from across the globe. Of those, 100 were freelance or independent influencer marketers, and the rest were either in-house or agency. Those who were freelance were separated into a separate survey with questions more relevant to their experiences.

We allowed anyone to contribute to the survey, and primarily targeted influencer marketing communities. The survey was not locked to geography, experience, seniority, or any other metric that would have prevented marketers from participating.

The survey was completely anonymous, and influencer marketers could opt in only to receive the final report if they wanted. We used Typeform to collect responses, and ran the survey from January 7th, 2026, to February 2nd, 2026.

Our influencer marketers were overwhelmingly female, and primarily lived in North America and Europe. When creating the geographic regions, we combined certain regions that were geographically and economically similar because of the lower number of responses. It didn't feel right to not represent those regions, despite the lower overall response rate. This is why you find the regions "Middle East & Africa" and "Asia & Oceania." Oceania had the fewest responses overall, making it difficult to benchmark.

We recognize that this data is not perfect, and while that imperfection makes this an equally imperfect report, we hope these patterns will help influencer marketers better advocate for themselves and negotiate better positions moving forward.

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ABOUT MODASH

Modash is the all-in-one influencer marketing platform to manage and grow your creator program. Find creators, run campaigns, track performance, and pay partners — all from one place. Built for brands on Shopify. Loved by all. Already powering 2,000+ influencer programs, Modash is where your whole workflow finally connects.

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