



How to Make Brand Deals as a Micro-Influencer

In the past, brands chased (*not literally*) creators with massive followings. They threw large portions of their influencer marketing budgets toward sponsored content, hoping to get as many eyes as possible on their product.

Now, the data is pushing brands in a different direction. Several [studies](#) have found that smaller influencers actually have higher engagement rates, a factor that is weighed heavily in paid partnerships.

Brands are now [prioritizing](#) deals with micro-influencers, or creators with 5,000-20,000 followers, over larger creators with millions of followers.

If you're a small content creator and ready to monetize your content, you're in the right place. Here's what you need to know to land a brand deal as a micro-influencer.





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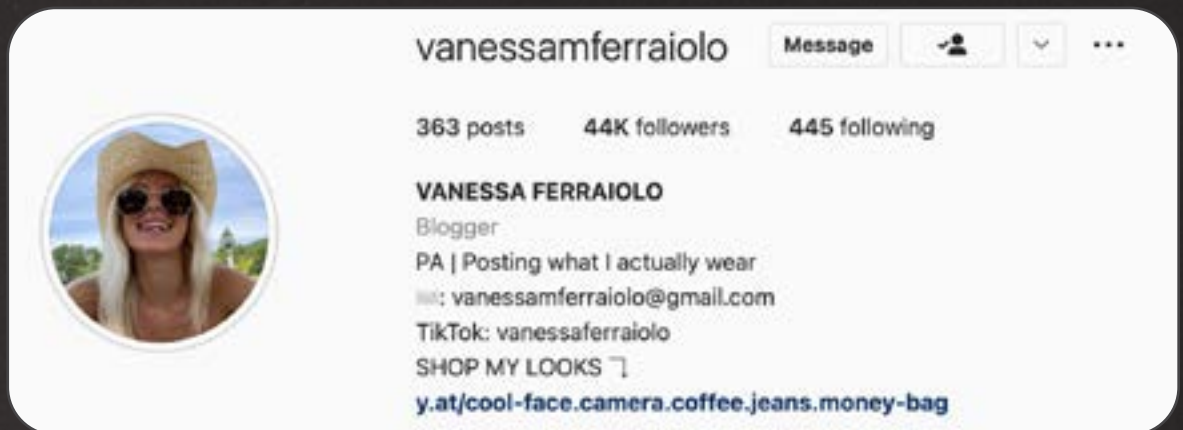
How to Land a Brand Deal as a Micro-Influencer

Securing a brand deal is an art. What works for one micro-influencer may not work for you, and vice versa. However, there are a few basic things you should always do that can make landing a brand deal a whole heck of a lot easier.

Have an Email Address In Your Bio

One of the easiest ways to miss out on brand deal opportunities is by not having your email address in your bio. Simply put, brands want the process to be as seamless as possible. Spending fifteen minutes sifting through your links and other platforms to find a contact just ain't it.

Don't make influencer marketing managers jump through hoops trying to reach out to you. Put your email address in your bio. *(Sincerely, a former influencer marketing assistant)*



Notice how influencer Vanessa Ferraiolo has her email in her bio and even distinguishes it from the other information by using an envelope emoji.



Make a Media Kit

When working with brands, a media kit is your opportunity to stunt on ‘em, if you will. It’s your chance to show brands who you are, what you do, and what value you bring to them in a partnership.

Whether you’re cold pitching brands or responding to their outreach, having a media kit at the ready is crucial.

While there are a variety of ways to create one, [Canva](#) and [MediaKits](#) are two solid options. Regardless of which platform you choose, make sure your media kit has all of the necessary elements for your industry.



Know Where You Add Value

Let's get real for a quick second. There are thousands of content creators online. A general "Hey, I'd love to work with you!" isn't going to make a brand jump up and down with excitement.

What will, however, is understanding how *you* bring value to their brand and being able to properly pitch that.

For example, if you post about a niche topic, let's say affordable vegan recipes, you can offer significantly more value to a vegan chocolate brand than you can a dishware company. Why? Because one is much more relevant to why your audience follows you. While you

may photograph your final dishes on stunning dishware, your followers aren't as concerned about the quality of the staging as they are the actual meal you've prepared.

Likewise, if you have a following of 80% men and 20% women, it'll be far easier to pitch the value of a partnership to a menswear brand than it would be to a women's clothing brand. Why? Because the vast majority of your followers are within the menswear brand's target demographic.

Ultimately, brands partner with micro-influencers to receive *value*. Knowing where and how you bring value to brands is crucial in effectively pitching them.

Pitch Brands

While you may find that brands reach out to you directly (after you've popped your email in your bio, that is), pitching brands yourself can be an effective strategy, too. That said, there are a few things to consider:

Make your outreach concise and effective.

Brands don't need your whole life story or a novel about why you want to work with them. Give them a few quick sentences about what you can do for them, link your media kit, add a call-to-action, then hit send.

Make sure you're already following the brand. Pitching a brand without following them online is frankly a major turnoff. Make sure you follow them on all platforms, or at the very least, the platform where you want to partner with them. Better yet, engage with their content for a few months prior to pitching them.

Consider influencer platforms and agencies in the beginning. If you aren't seeing results with pitching brands, or want to work on smaller campaigns, utilize influencer platforms like [Billo](#) or [Aspire](#) — just be aware that many of these types of platforms may pay lower than desired.

For a more passive option, put yourself on influencer marketing agencies' lists. Agencies like [Mavrck](#), [Klear](#), and [NeoReach](#) all have databases of influencers. While this doesn't guarantee they'll pick you when campaigns come up, it can't hurt to put your name on the list.



How to Price Yourself as a Micro-Influencer

While it may be fun to receive free products in the mail, gifted opportunities don't pay the bills. Plus, creators — yes, of all sizes — deserve to be paid.

Unless it's a brand you love and use frequently, avoid those “*We'd love to send you the product to try in exchange for a post*” emails like the plague. Instead, create a competitive pricing structure that reflects the following factors:



Size of Your Following

More followers doesn't always equal more money, but it is an important factor to consider. If you're on the lower end of the follower count spectrum, you may charge less than if you're on the higher end. For example, creator coach [Claire](#) recommends charging between \$100 to \$300 per Tik Tok video for micro-influencers with 5,000 to 10,000 followers, as a base rate.

Engagement Rate

The higher your engagement rate, the more you can charge. In general, an engagement rate between 5-10% is average, which won't allow you to increase your rate by much. An engagement rate between 10-20%, however, is considered good, and allows you to increase your rate a bit. If you have an engagement rate over 20%, [Claire recommends](#) charging double your base rate.

Type of Content the Brand is Requesting

Brands can request a variety of content types, from single photos, to videos, to stories. Each format requires a different level of involvement in terms of creating and editing the content. As a result, you may charge more for one than you do for the other.

Extras the Brand May Ask For

If brands ask for anything outside of just creating and posting the content, such as usage rights for paid media, your pricing should reflect that. Simply put, if a brand asks you for usage rights for paid media, they're asking to use your content in ads.

Most brands will ask for usage rights for a specific period of time, such as 6 months or a year. Keep in mind that their ad budget could be high, meaning thousands of eyes could be on your content. Make sure your pricing reflects that.

In most instances, social media coaches like [NK Medani](#) recommend charging 20-30% of the original sponsored post, per month, for usage rights. For example, if you charge a brand \$300 for one Instagram Reel, and they want an additional 6 months of usage rights for paid media, you could charge them \$60-90 per month for usage rights.

More Guidance on Pricing

If the idea of pricing yourself still feels overwhelming, consider using a tool like [Inzpire](#). Inzpire allows you to plug in metrics like your follower count and engagement rate, and in turn, it will spit out a rate range. While it isn't perfect, it can provide you with a solid starting point.



If You Have One Thing, Make it Audacity

Getting deals with brands as a micro-influencer takes a bit of strategy and a whole lot of courage. Pitch yourself to the brands you want to work with. Increase your rates frequently. The worst that happens is a brand declines, and you say *“Thank you for your consideration! Mind if I follow up with you next quarter when [my account is more established, budgets may look different, etc]?”*

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