

An aerial photograph of a dense forest of evergreen trees, likely spruce or fir, with a person walking in the center. The image is dark and moody, with the trees appearing in shades of green and brown. The person is a small silhouette in the middle of the frame, walking along a path or clearing. The overall atmosphere is serene and natural.

inzpire.me

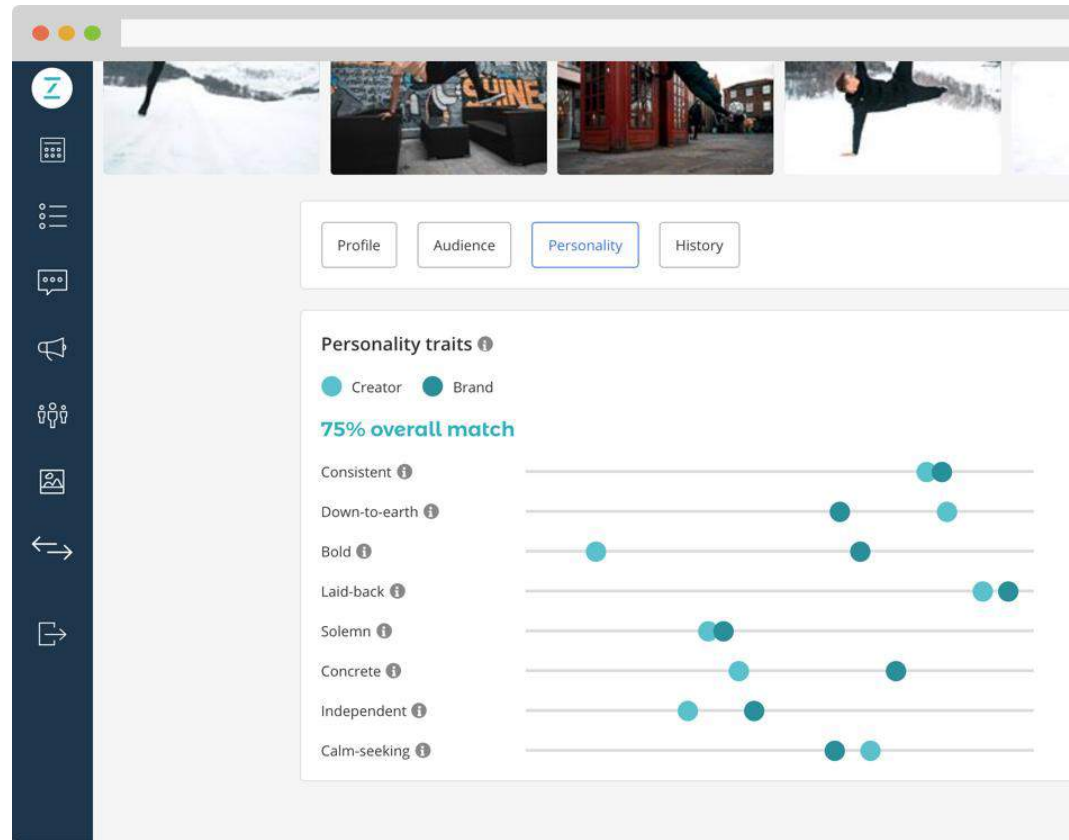
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Connecting influential  
content creators and brands

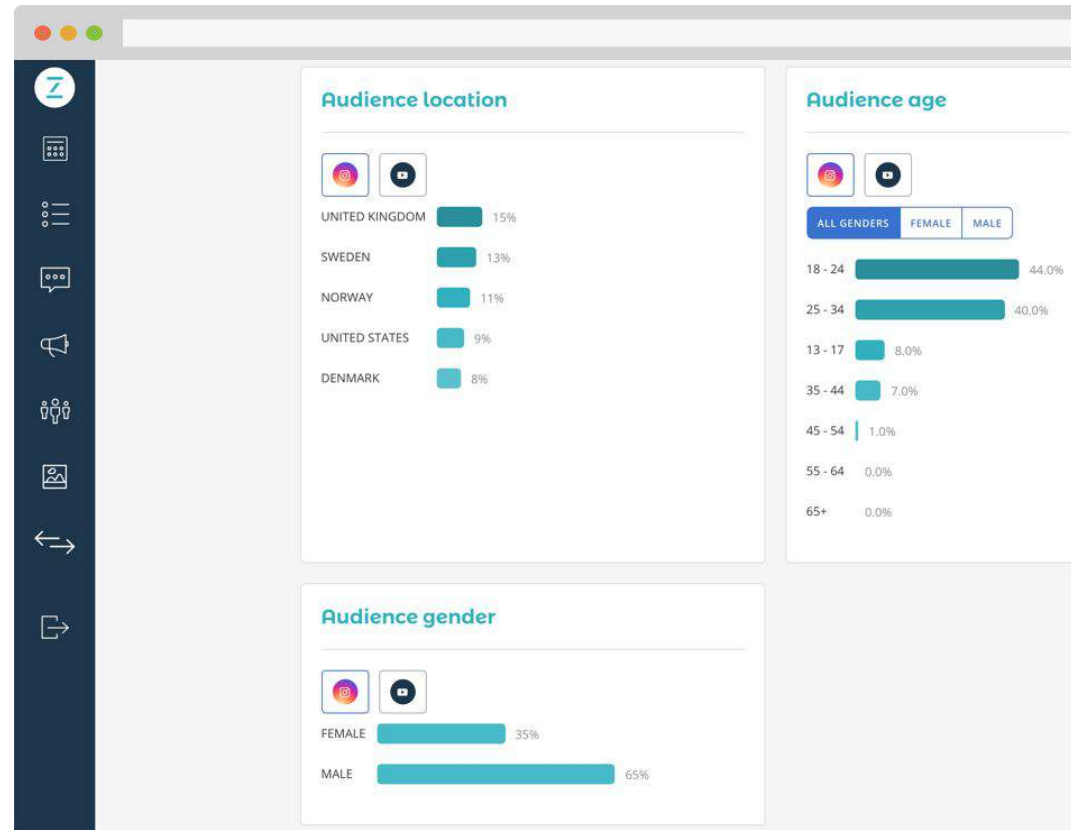


Hva 5000 samarbeid  
har lært oss?

# Hvordan 5000 samarbeid?



Hvordan 5000  
samarbeid?



Hvordan 5000  
samarbeid?

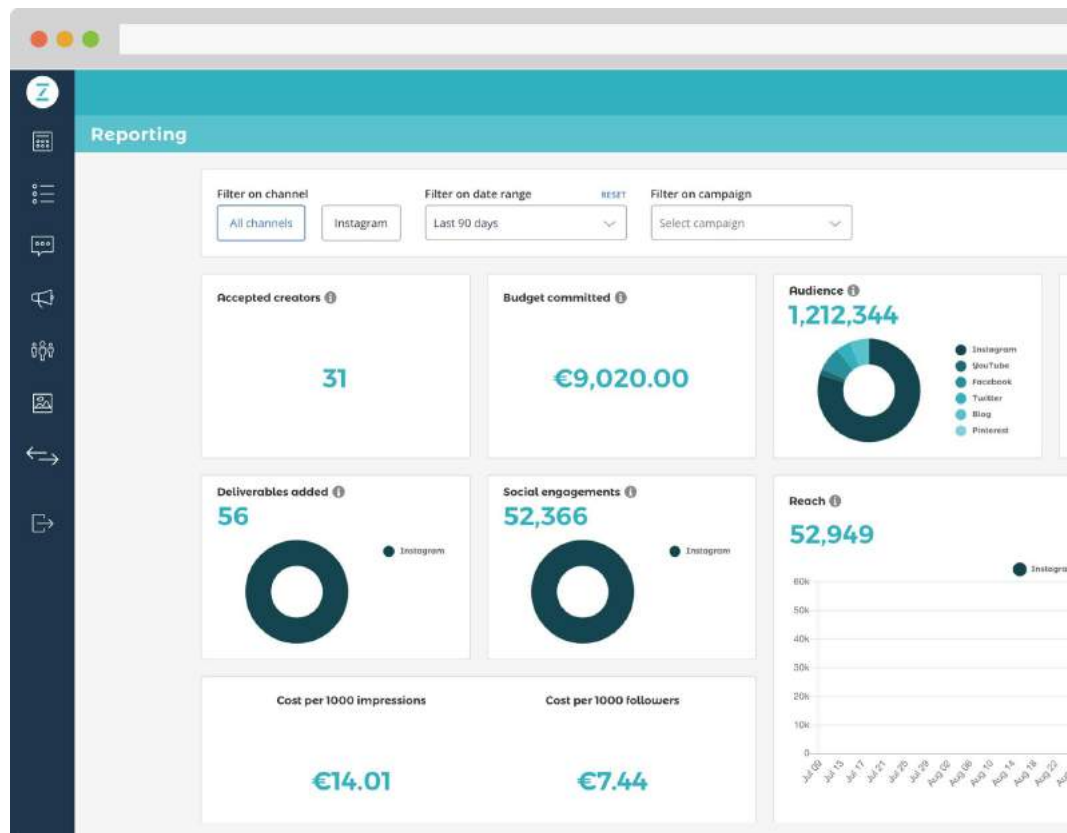
The screenshot shows a dashboard with a teal header and a dark blue sidebar. The main content area is titled "Dashboard" and features a search bar and a filter dropdown. Below this, there are four columns representing different statuses: Pending (0), Accepted (8), Date due (9), and Delivered (8). Each column contains a list of creator profiles with their respective fees and follower counts. The profiles are organized into a grid, with each profile card displaying the creator's name, a "Back to Everyday Life" link, a fee amount, a calendar icon, and a date range. Each card also includes a "+ ADD LABEL" button and a red envelope icon with a number. The sidebar contains various navigation icons, including a home icon, a list icon, a search icon, a notification icon, a calendar icon, a document icon, a double arrow icon, and a right arrow icon.

Status	Count	Fees	Followers
Pending	0	-	-
Accepted	8	€1130	117k
Date due	9	€1290	321.8k
Delivered	8	€1420	220.1k

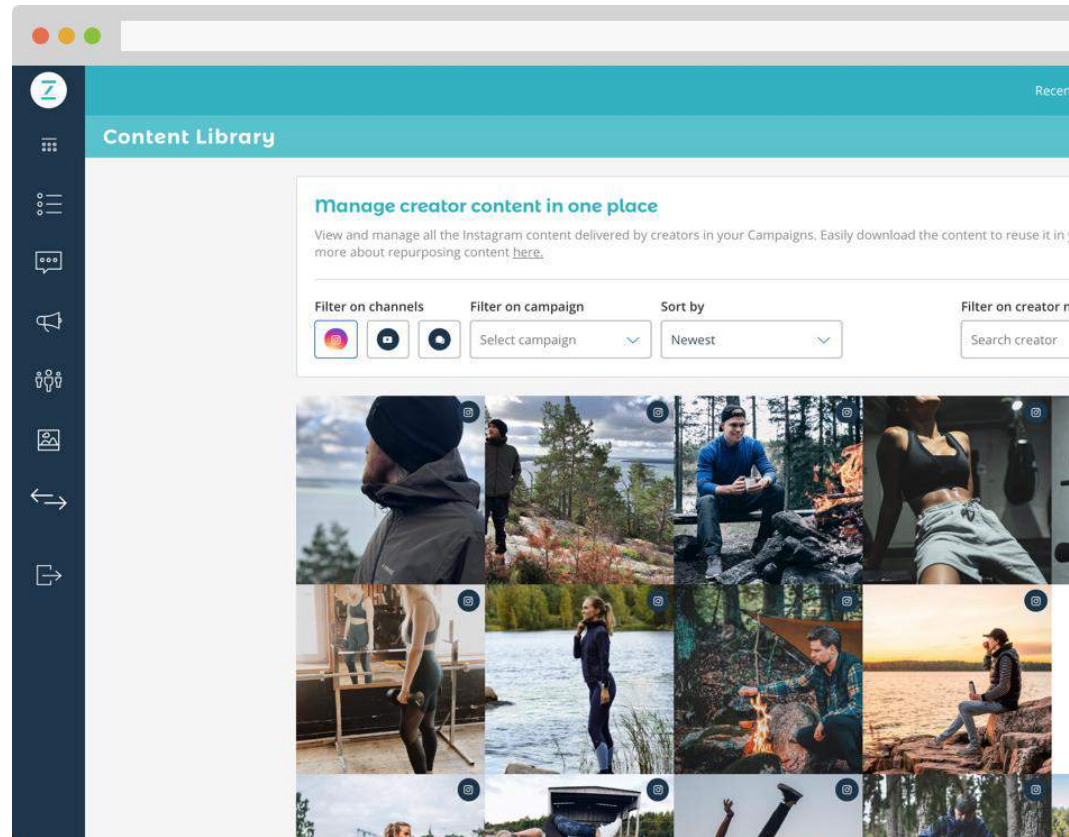
Creator Profiles (Accepted, Date due, Delivered):

- Travel stories** (Accepted): €100, Sep 19 - Oct 21
- Fit & fly** (Accepted): €80, Sep 27 - Oct 21
- Camilla** (Accepted): €250, Sep 14 - Oct 21
- Sarah** (Date due): €40, Sep 11 - Oct 07
- Emanuel on the go** (Date due): €60, Sep 11 - Oct 07
- A wild thing** (Date due): €70, Sep 11 - Oct 07
- Melinda** (Delivered): €80, Sep 11 - Oct 07
- Malin B.** (Delivered): €60, Sep 11 - Oct 07
- Sofie** (Delivered): €350, Sep 11 - Oct 07

Hvordan 5000  
samarbeid?



Hvordan 5000  
samarbeid?



# Hva er en influential content creator?

En person som publiserer kvalitetsinnhold til et publikum utover egne venner.



# Hva kan en creator tilby?



Distribusjon



Kredibilitet



Innhold

# Hva kan en creator tilby?



Distribusjon



Kredibilitet

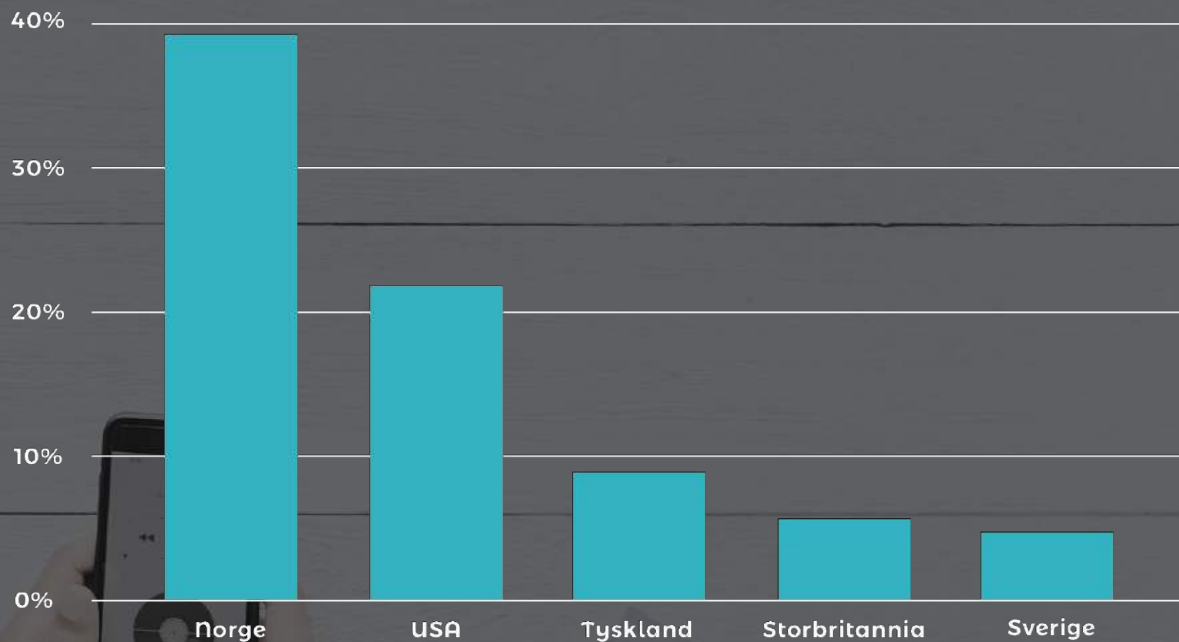


Innhold

# #1 Forstå distribusjonen

Followers	Engagement rate	Reach: followers ratio - posts	Reach: followers ratio - stories
2-5K	7.7%	42.2%	17.5%
5-10K	5.4%	36.0%	11.7%
10-20K	3.9%	31.4%	8.3%
20-40K	3.0%	27.5%	5.9%
40-75K	2.2%	24.1%	4.3%
75-100K	1.7%	22.0%	3.4%
>100K	1.6%	20.0%	2.8%

## #2 Hvem skal du nå?



# #3 Hva skal man betale?



Hva du ber om



Hvor attraktivt er produktet ditt



Hvor attraktiv er merkevaren din



Kvaliteten på innholdet

# #3 Hva skal man betale?

**Avg. cost per  
1000 impressions**

**204kr**

**Avg. cost per  
1000 followers**

**80kr**

**Avg. cost  
per engagement**

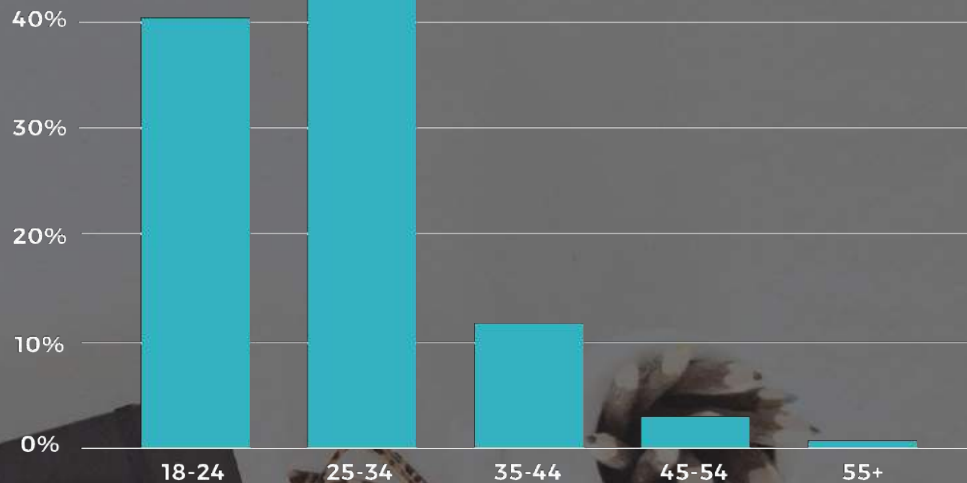
**2kr**

# #4 Hvem kan man jobbe med?

80% kvinner 20% menn



### Aldersfordeling



# #5 Svindel er en utfordring



Falske følgere



Falskt engasjement



Instagram "pods"



# Hva kan en creator tilby?



Distribusjon

Kredibilitet

Innhold

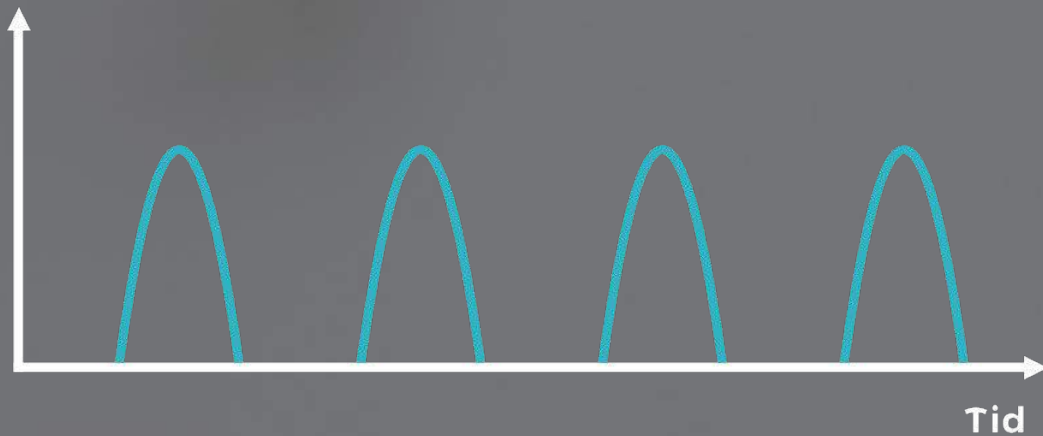
## #6 Gjør sponset innhold det dårligere?

Vi finner ingen statistisk signifikant forskjell mellom sponset innhold og innhold som ikke er sponset.



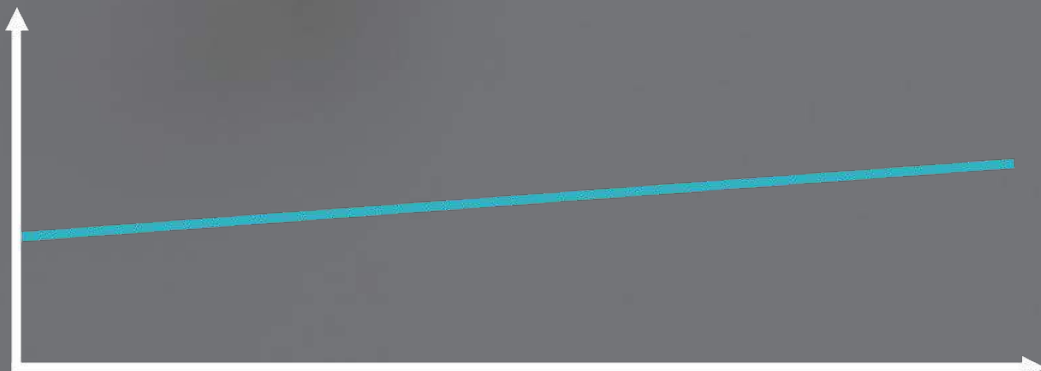
# #7 Langsiktige samarbeid eller tidsbegrensede kampanjer?

Aktivitet



# #7 Langsiktige samarbeid eller tidsbegrensede kampanjer?

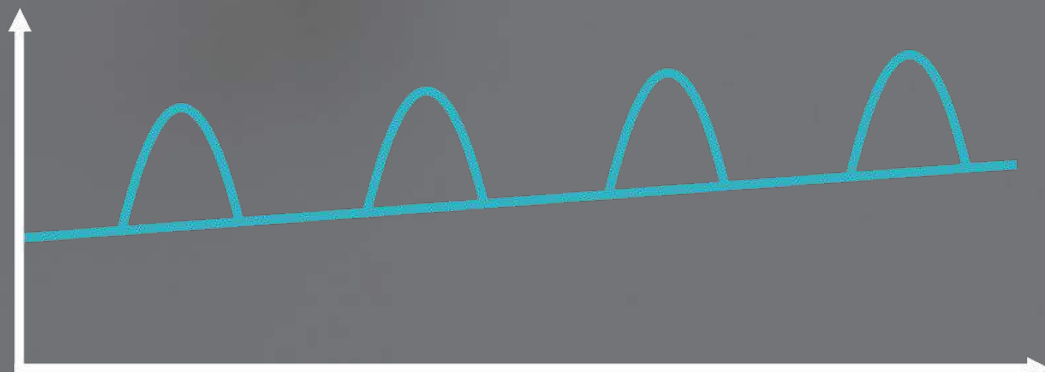
Aktivitet



Tid

# #7 Langsiktige samarbeid eller tidsbegrensede kampanjer?

Aktivitet



Tid

# Hva kan en creator tilby?



Distribusjon

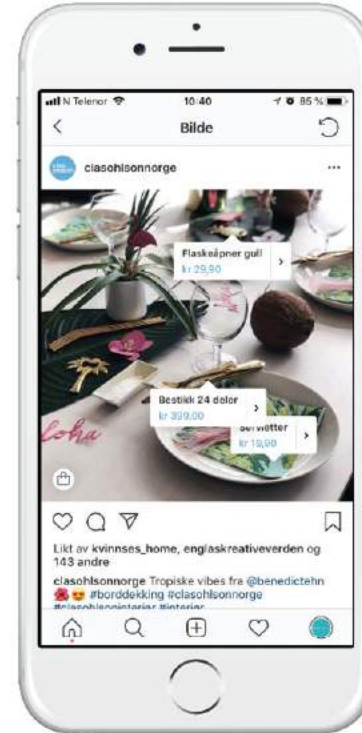
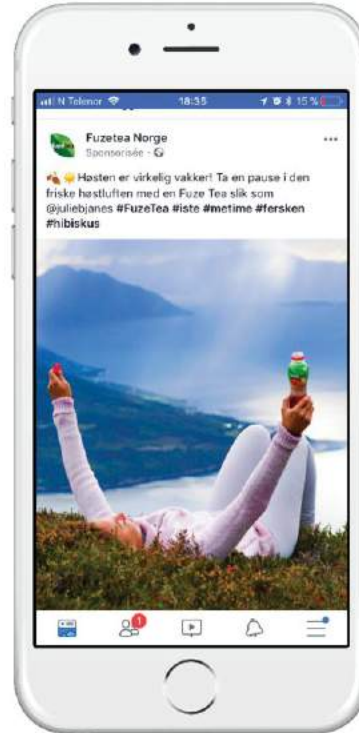


Kredibilitet



Innhold

# #8 Gjenbruk innholdet



# #9 Tips til avtale og brief

- 1 Presenter merkevaren og produktet ditt
- 2 Forklar hvilken kompensasjon du tilbyr
- 3 Tydeliggjør hva samarbeidet innebærer
- 4 Forklar din målsetning med samarbeidet
- 5 Sett rammer for innholdet
- 6 Klarer hvilke rettigheter du skal ha til innholdet
- 7 Del inspirasjon
- 8 Dropp forhåndsgodkjenning
- 9 Gjør det klart at innholdet må merkes reklame/annonse





# #9 Tips til avtale og brief

## Do ✓

- Label your content as sponsored (guidelines above)
- Ensure the product is clearly visible in a relevant context
- Ensure your image is high quality
- Ensure that your product is visible in the first image if you are posting a series of images
- Keep your post(s) on your profile for a minimum of 3 months
- Do ensure you spell the name of the product carefully.

## Don't ✗

- Show only the product in the picture
- Tag any other products or brands in your picture.
- Use irrelevant hashtags in your caption
- Use poorly photoshopped images
- Post offensive material or show BRAND NAME in a bad light
- Do not reuse previously published content.
- Do not show any other food brand in the content other than BRAND NAME
- Do not work with direct competitors of BRAND NAME for 3 months following the final campaign deadline.



# Takk!

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