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Influencer marketing
Prices 2026 · inreallab

7.4 Influencer marketing

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Influencer campaign strategy	$380 – $1,300	**$500**	project
Blogger selection	$130 – $650	**$250 (up to 20 bloggers)**	project
Seeding in communities/channels	$250 – $1,300 + budget	**commission 15% (min $250)**	campaign
Blogger integrations (management)	15–25% of budget	**commission 15–20%**	campaign
Ambassador programme	from $1,000	**from $1,200**	per month
UGC content	$65 – $250/video	**$100**	video

> **On influencer budgets:** platform benchmarks (vary by niche and source) — micro-bloggers 8–20 thousand per integration, mid-tier 50–120 thousand, macro from 150 thousand. Since 01.04.2025 a 3% advertising levy applies, and on top of general market growth campaign estimates should allow **+15–20%** on budget, not 3–5%. Marking through the state ad registry (ERID) is mandatory (see 7.6).

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Blogger fraud and bot checks (account audit via LiveDune/trendHERO)	$15 – $65 per account	**from $20**	account
Influencer campaign media planning (media plan separate from strategy)	$190 – $650	**from $250**	project
Post-campaign analytics and media report (reach, ER, CPV, ROMI)	$130 – $500	**from $190**	report
CPA/barter influencer campaign (Perfluence model, pay per action)	commission 15–30% of blogger payouts	**commission from 20%**	campaign
CPA campaign management on blogger marketplaces (Getblogger/Epicstars/Perfluence)	$380 – $1,300 + budget	**from $380**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Influencer marketing on marketplaces (Wildberries/Ozon reviewers, reviews, referrals)	$380 – $1,900 + budget	**from $500**	campaign
Bulk Telegram seeding (buying across 50–100 channels)	commission 10–20% of budget (or flat $650 – $2,500 + budget)	**commission from 15%**	campaign
Buying commission for placements (negotiation and deals with bloggers)	10–20% of budget	**commission from 15%**	campaign
Giveaway/contest run with bloggers	$500 – $1,900 + prize fund	**from $650**	project
Special project with a blogger (joint content, video series)	$1,300 – $6,300+	**from $1,500**	project
Challenge/hashtag campaign (VK Clips/TikTok/Likee)	$1,300 – $6,300+	**from $1,500**	project
Whitelist / Spark Ads — running paid social off blogger creative	$190 – $650 + budget	**from $250**	setup
UGC package (5–10 videos from different creators)	$500 – $1,900	**from $600**	package
Casting and sourcing of UGC creators	$130 – $500	**from $190**	project
Script and brief for UGC creators	$40 – $190	**from $65**	script
One-off ambassador onboarding (search, negotiation, contract)	$250 – $1,000	**from $320**	blogger
Content guide/brand book for bloggers and ambassadors	$250 – $750	**from $320**	document
Legal support and contracts with bloggers	$40 – $190	**from $65**	contract
Warm-up campaign through bloggers (info product/brand launch)	$1,300 – $5,000 + budget	**from $1,500**	project

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи