

INFLUENCER MARKETING AGREEMENT TEMPLATE

THIS INFLUENCER MARKETING AGREEMENT (“Agreement”) is entered into by and between **INFLUENCER NAME**, (“Influencer,” “You,” “Your”), and **COMPANY NAME (“Brand”)** having an address at **COMPANY ADDRESS** and shall take effect on the last date it is executed. The parties are hereinafter sometimes referred to individually as a **“Party”** and collectively as the **“Parties.”**

1. PURPOSE OF THE AGREEMENT

Brand desires to collaborate with Influencer for the Brand’s **Advertising Campaign**.

2. DESCRIPTION OF SERVICES

During the term (as defined below), Influencer agrees to provide to Brand the following services: (EXAMPLE CAMPAIGN DESCRIPTION BELOW)

- 3 Instagram stories per day (3 frames each) for 3 days totaling 9 frames (Influencer will let the Brand know what days she plans to do the stories).
- One Instagram post featuring the Brand and the Brand’s product and/or service.
- Influencer will provide the Brand analytics from the Instagram stories.
- Brand will provide Influencer with one story created by the Brand that the influencer can use as one frame over the 3 Instagram stories per day.

3. TERM

The term of this Agreement shall commence on the effective date of this Agreement and shall terminate on the TERMINATION DATE, during which time the Influencer will create Instagram content (as described above) for 3 days out of the month of _____ and one in-feed post that shall not be deleted within one year following its publication. The content shall clearly identify the Brand by stating its name and tagging its official Instagram account. The Influencer may choose which days in _____ to post the content for Brand’s advertising campaign. Beyond the 3 days of stories and the in-feed post, the Influencer is free to publish any additional content, featuring the Brand and its products – with respect to the Brand’s intellectual property.

4. RELATIONSHIP OF PARTIES

This Agreement does not create an employee/employer relationship between the Parties. It is the Parties’ intention that the Influencer will be an independent contractor for purposes.

5. PAYMENT

Brand will pay the Influencer _____ for each day of stories (3 total) and _____ for one in-feed Instagram post (see terms described in first bullet point of Section 2) for a total of

_____ for the services described in Section 2. The Brand will send total payment by ACH bank transfer within 30 days upon completion of services and receipt of Invoice.

6. TERMINATION

You and COMPANY NAME may each terminate this Agreement in writing at any time, for any reason. Termination will be effective on the date of such notice. Trendful will pay the Influencer fifty percent (50%) of any work produced prior to posting and paid in full for any asset published on social media platforms, on a pro rate basis described in Section 5.

7. NOTICES

All notices required or made pursuant to this Agreement to be given by the Parties shall be given in writing either by way of United States Postal Services, first class, postage prepaid or through e-mail to the following addresses of record.

Influencer's email address:

Influencer's mail address:

COMPANY NAME email address:

COMPANY NAME mail address:

You hereby agree that all agreements, notices, disclosures, and other communications that COMPANY NAME provides electronically to you satisfy any legal requirement that such communications be in writing.

All communications via email shall be deemed received by sending an email to the email address listed above. All non-email communications shall be deemed received five days after it is sent via U.S. Mail to the physical address that listed above.

8. ENTIRE AGREEMENT

This Agreement, constitutes the entire contract among the Parties pertaining to the subject matter hereof, and there are no warranties, representations or other agreements in connection with the subject matter hereof, except as specifically set forth herein.

Influencer Signature

Brand Representative Signature

Date

Date