

Forum:[Hack Forums](#)

Thread: [Owe an Influencer Money, Don't have it...](#)

Vader - September 3, 2022, 1:56 pm

today i ate 2 cabbage egg white omelettes

Nachfolger - September 3, 2022, 1:59 pm

You do what your contract states you do. Lesson learned, think through your arrangements better.

Eran - September 3, 2022, 2:04 pm

Like Nach said, stay genuine and pay him what you owe. It's a big loss but brush it off and carry on.

webdev77 - September 3, 2022, 2:07 pm

Now you know for the future, always always put a maximum cap in contracts that are CPM deals.

Vader - September 3, 2022, 2:20 pm

(Sep 3, 2022 02:07 PM)webdev77 Wrote: [\[CITE\]](#) Now you know for the future, always always put a maximum cap in contracts that are CPM deals.

Ah yea, that's true. The thing is though most of the time the CPM method works, one time I got a vid to hit 1.4mil and it returned 5 figures in revenue. This was just a mega dud.

webdev77 - September 3, 2022, 2:22 pm

(Sep 3, 2022 02:20 PM)Vader Wrote: [\[CITE\]](#) Ah yea, that's true. The thing is though most of the time the CPM method works, one time I got a vid to hit 1.4mil and it returned 5 figures in revenue. This was just a mega dud.

Even if it works, you can come out with cheaper advertising if you put in a cap that neither you nor the influencer expects to hit. If their average view rate is say 1.5M views, put a cap at 2M because they shouldn't object. If they miraculously happen to exceed it, you win.

Vader - September 3, 2022, 2:23 pm

(Sep 3, 2022 02:22 PM)webdev77 Wrote: [\[CITE\]](#) Even if it works, you can come out with cheaper advertising if you put in a cap that neither you nor the influencer expects to hit. If their average view rate is say 1.5M views, put a cap at 2M because they shouldn't object. If they miraculously happen to exceed it, you win.

That's solid, I'll definitely have to implement that going forward. Thanks!

(Sep 3, 2022 01:59 PM)Nachfolger Wrote: [\[CITE\]](#) You do what your contract states you do. Lesson learned, think through your arrangements better.

We never signed a contract, just spoke via IG DM. But would it be worth it to do equity or payment in full? I'm right now trying to setup an installment plan, but not sure if that will work.

Also the original deal was to be posted on TikTok, never worked with youtube shorts before. Does anyone know if youtube shorts doesn't convert as well? 2mil views with no sales in unheard of.. (i'm using a post purchase survey and have gotten no selections from youtube)

webdev77 - September 3, 2022, 3:07 pm

(Sep 3, 2022 02:23 PM)Vader Wrote: [\[CITE\]](#) Also the original deal was to be posted on TikTok, never worked with youtube shorts before. Does anyone know if youtube shorts doesn't convert as well? 2mil views with no sales in unheard of.. (i'm using a post purchase survey and have gotten no

selections from youtube)

YouTube shorts makes it very hard to see a description of the video or click a link in the description on mobile. I think most people will watch for 10 seconds then scroll to the next video. That's just from my own personal observation. Even if someone was promoting a product, I'd have to try quite hard to navigate to the link.

(Sep 3, 2022 02:48 PM)phantomman55 Wrote: [\[CITE\]](#) Youtube has a bot problem. I wouldn't expect that 2 million views be legit views. Most of it are just bots.

Doubtful in this case. YT shorts just get a lot of views quickly because they are easy to scroll through. Much easier to get a couple million views on a 10 second clip than a 10 minute video.

Gary - September 3, 2022, 3:27 pm

So your issue is, that you're just too cheap to pay him out when you're capable of doing so.

Take the L, and move on. Be smart about your next deal with an influencer.

Its definitely strange that you didn't generate a single sale though.

Gary - September 3, 2022, 3:32 pm

(Sep 3, 2022 03:28 PM)-Scrub Wrote: [\[CITE\]](#) Wonder if a lot of the views were bottled or something I know a lot of people do that which is shitty ..

I wouldn't be surprised. Aren't most influencers followed by bots anyways? That's usually how they start off at least.

Lrrr - September 3, 2022, 5:25 pm

Fuck em, I wouldn't pay shit what they gonna do?

Vader - September 3, 2022, 5:55 pm

(Sep 3, 2022 05:25 PM)Lrrr Wrote: [\[CITE\]](#) Fuck em, I wouldn't pay shit what they gonna do? they could probably threaten legal action

(Sep 3, 2022 03:27 PM)Gary Wrote: [\[CITE\]](#) So your issue is, that you're just too cheap to pay him out when you're capable of doing so.

Take the L, and move on. Be smart about your next deal with an influencer.

Its definitely strange that you didn't generate a single sale though.

I mean I'm not being cheap it's going to hinder my life in a big way for the next 6 months

the fact that it got no sales is the reason why it's so shitty though.

Dialog - September 4, 2022, 2:20 am

How is this even a question? You made a deal, the dude kept his end of it. The fact that it hasn't generated any sales is not his problem. Pay him, move on, and take a lesson for next time.

trojohn - September 4, 2022, 2:34 am

You pay for the tiktok views.

You agreed that it was fine if he uploaded to other platforms too but didn't agree to pay for those views, right? (Right?) (Right?)

dwalael - September 4, 2022, 10:33 am

i mean the views are potentially fake unless u did a terrible job on picking the influencer

Parks - September 6, 2022, 4:36 pm

I would say no to him and move on with life. Posting the content to other channels is scummy, those views aren't equal. Tiktok views for example are a lot less valuable compared to like instagram or something. Youtube shorts is a totally different thing I know nothing about, but still you paid for one channel.

The influencer knows how the views work on different channels too btw.

Charlie Sheen - September 6, 2022, 6:15 pm

They won't come after you legally. The most they can do is smear your name.

Look you made a bad deal, and didn't think of all of the possible outcomes. Would I pay him? I don't know. I would do everything I could to find out the legitimacy of his end of the deal first. I see NFT influencers all the time that tweet a project and then they turn on their bots to pump fake likes and retweets. Dig deep on this, try to find others he's worked with. Sometimes it's as easy as searching "username scam" and finding others who had the same dealings.

Ultimately, I don't know. Could go and say "Hey this is all I have, take it or leave it".

Best of luck with it.

Aeowulf - September 6, 2022, 6:18 pm

People need to put a cap on contracts. Open-ended contracts are dangerous AF.

Blazin - September 6, 2022, 11:21 pm

(Sep 3, 2022 05:25 PM)Lrrr Wrote: [\[CITE\]](#) Fuck em, I wouldn't pay shit what they gonna do? Of course you wouldn't, smh.

Have some morals integrity and dignity. You might get further in life.

DashPHP - September 6, 2022, 11:29 pm

2m views and no leads? Oof!

Lessons to learn all round my friend.

SecureOp - September 7, 2022, 5:45 am

From my understanding, you agreed to Tiktok - then later agreed to multiple platforms.

I think this is where you went wrong, as clearly the influencer knew something about his audience/views to shift the strategy.

2m views with zero leads - any further insights achieved through this ad campaign? Seems extremely sus.

Lrrr - September 7, 2022, 8:29 am

(Sep 6, 2022 11:21 PM)Blazin Wrote: [\[CITE\]](#) Of course you wouldn't, smh.

Have some morals integrity and dignity. You might get further in life.
We are not alike

Not alike is what we are

Vader - September 7, 2022, 12:42 pm

(Sep 7, 2022 05:45 AM)House? Wrote: [\[CITE\]](#) From my understanding, you agreed to Tiktok - then later agreed to multiple platforms.

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I got all the insights and they seem to be legit (unless he photoshopped them). I'm asking for a screen recording so it can't be faked easily.

His sub count went up 8k subs from the vid. The only suspicious thing was that the average watch time was 45 seconds on a 46 second vid.

I can send you the vid and have you analyze it, maybe there's something I'm not seeing.

2.2mil views, 100k likes, 200 comments

Vader - September 17, 2022, 2:17 am

(Sep 7, 2022 05:45 AM)House? Wrote: [\[CITE\]](#) From my understanding, you agreed to Tiktok - then later agreed to multiple platforms.

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2m views with zero leads - any further insights achieved through this ad campaign? Seems extremely sus.

Morgan - September 17, 2022, 2:59 am

If I were you, I wouldn't pay him. Block the dude and move on. You don't want to work with him again anyway, right?

And don't listen to the moralists here - the influencer didn't lose anything, putting the vid online took 1 minute of his worthless time. The views are obviously botted. This is a well-known scam - bot your account to huge following, take ad commissions, bot views on them = easy \$1-5k per victim. Botting views on YT shorts and TikTok is so fucking easy, you wouldn't believe how easy it actually is. Average view time of 45s on a 46s video is unreal, not in this format. This guy is a scammer, so fuck him.

He can't take any legal actions against you, it would cost him too much. On top of that, you can easily prove if the views are fake.

Next time pay per lead, not per view

Blockonome - September 17, 2022, 3:58 am

This is no different than facebook ads or google ads or other types of promotions. Past results does not guarantee future results. If you are a business man, you should understand this. When making a business, you take risks, some times they come out successful and other times they don't.

Pay the guy and move on. simple as that.

Morgan - September 17, 2022, 6:12 am

(Sep 17, 2022 03:58 AM)????? Wrote: [\[CITE\]](#) This is no different than facebook ads or google ads or other types of promotions. Past results does not guarantee future results. If you are a business man, you should understand this. When making a business, you take risks, some times they come out successful and other times they don't.

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If it was a Google ad i wouldn't argue either, but this is certainly a well-known scam that OP fell into. The metrics and views are rigged. Stop with the moralistic bullshit

Upgrader - September 17, 2022, 6:14 am

(Sep 17, 2022 06:12 AM)Stonks Wrote: [\[CITE\]](#) If it was a Google ad i wouldn't argue either, but this is certainly a well-known scam that OP fell into. The metrics and views are rigged. Stop with the moralistic bullshit

Was going to say that, \$1 per 1k YT Shorts???

Blockonome - September 17, 2022, 11:04 am

(Sep 17, 2022 06:12 AM)Stonks Wrote: [\[CITE\]](#) If it was a Google ad i wouldn't argue either, but this is certainly a well-known scam that OP fell into. The metrics and views are rigged. Stop with the moralistic bullshit

Of course if it is rigged and botted, then he should not pay. But not every ad campaign works the same.

Zeus - September 17, 2022, 11:12 am

(Sep 3, 2022 05:25 PM)Lrrr Wrote: [\[CITE\]](#) Fuck em, I wouldn't pay shit what they gonna do?

You would pull this typical scum move. Not a surprise.

tv911 - September 17, 2022, 12:10 pm

not one sale in 2 million views = bots

they even sell views on this forum , whos to say whoever the ad campain guy hired coulda even done this

Vader - September 17, 2022, 12:38 pm

[quote="tv911" pid="61645804" dateline="1663441834"]

not one sale in 2 million views = bots

they even sell views on this forum , whos to say whoever the ad campain guy hired coulda even done this

Joel - September 17, 2022, 1:11 pm

You're an absolute moron for thinking shorts/TikTok views are the equivalent of normal views. They aren't even valued at 1/1000th. You're 100% getting scammed.

On a new shorts channel I generated 8 million views in the first month. This translated into roughly \$0 in Ad Revenue and around 150 Page Visits to my website.

And on a 2nd shorts channel I generated 10,000 Views in 4 videos within the first 2 hours of having the channel up. Theres a reason YouTube and TikTok don't pay you for getting views.

Vader - September 18, 2022, 1:09 am

(Sep 17, 2022 05:45 PM)James Wrote: [\[CITE\]](#) The average watch time isn't as suspicious as you may think. Short-form content (TikTok/shorts/reels) can quite easily amass a large number of views

with a longer than you'd expect average watch time. Ads won't get anywhere near as much traffic as you'd expect for most niches sadly, and at \$1/k, this guy absolutely ripped you off. An influencer who knows what they're doing on TikTok can get millions of views with a well-executed ad.

As someone who spends a freakin lot of time watching TikToks, his engagement and stats all look realistic for short-form content. In fact, I'm pretty sure I managed to find your video on his YouTube and nothing looks out of the ordinary.

I would say though, I'm not sure you'd get much luck trying to advertise the product like that. I get the concept, it just doesn't really seem like a product or an ad that would get people consuming short-form to flock to google to search for. It kind of feels like something that would do better with moms on Facebook, no offence.

TikTok actually does. It's called the TikTok Creator Fund. The amount of money you'll earn is minuscule (as in, a few cents per 1000 views) because of how easy it is to get engagement, but the program is there and it's got hundreds of millions of dollars behind it.

The product isn't the issue, I've had it sell on TikTok. Is it the most viral product, no. But the ad itself was what caused no sales. Also the platform/his audience is just young it seems. So you think the views are 100% legit? He just knew what he was doing so that he could get the bag.

Going to have to make a decision soon about what I'm going to do here.

You're on the money about the facebook part this product slaps for moms ?

Lrrr - September 18, 2022, 8:20 pm

(Sep 17, 2022 11:12 AM)Zeus Wrote: [\[CITE\]](#) You would pull this typical scum move. Not a surprise. I wonder whos taint you had to tickle to get your account back...

Jeepers - September 18, 2022, 8:25 pm

take into consideration that he could have paid for the views and possibly a lot of bots and not actual accounts. I find it difficult for soo many views without sales.

Celph - September 18, 2022, 8:27 pm

(Sep 3, 2022 02:20 PM)Vader Wrote: [\[CITE\]](#) Ah yea, that's true. The thing is though most of the time the CPM method works, one time I got a vid to hit 1.4mil and it returned 5 figures in revenue. This was just a mega dud.

Then whats 2k to you?

Laughing Man - September 18, 2022, 8:37 pm

(Sep 3, 2022 01:56 PM)Vader Wrote: [\[CITE\]](#) I made a deal with an influencer of \$1 per 1,000 views. Vid was to be posted on TikTok. The influencer posted it on multiple platforms which I said was fine. The vid that ended up being posted on youtube shorts got 2 million views. But this ad generated no sales whatsoever.

Now I'm working with him about a payment plan but he either wants 1.5k equity of my company and \$500 upfront. Or the entire \$2k upfront. Both are going to put a huge dent in my brands development, and I'm taking all the money that I'm paying this guy out of my savings. I'm a frugal dude, I say no to spending \$10 on cheeseburgers with friends, this \$2k is really messing with me. What would you do??

Btw, I know this is completely on me. Normally views lead to sales, but this time it did not. Huge learning lesson, not exactly sure what I learned though still figuring that one out.

Also the brand is unprofitable. Bootstrapping and trying to keep costs as low as possible while I work at a job. I'm not drowning but I'm not swimming either.

These are fairly common scams these people run, they know they can get people to click on the links, the requirements I set with this. The views must results in a percentage of sales from the clicks.

e.g. for every 1 sale I pay \$1.00 per 1,000 views.

so if...

200 sales, that's 200\$

etc. lessons learned.

Vader - September 19, 2022, 12:18 am

(Sep 18, 2022 08:37 PM)Laughing Man Wrote: [\[CITE\]](#) These are fairly common scams these people run, they know they can get people to click on the links, the requirements I set with this. The views must results in a percentage of sales from the clicks.

e.g. for every 1 sale I pay \$1.00 per 1,000 views.

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etc. lessons learned.

Thats a great idea honestly, might be a lower conversion rate with influencers but when bootstrapping it might be a better idea to guarantee sales

(Sep 18, 2022 08:27 PM)Celph Wrote: [\[CITE\]](#) Then whats 2k to you?

Its just the fact that 2k can be put toward the brand in a legit way that will generate sales.

also im pretty frugal when it comes to cash, im trying to build my net-worth up not down. 2k is still 2k at the end of the day

eggncress - September 19, 2022, 4:43 am

its like this... if he got 2 million views either they're fake or your value proposition was piss poor... id put my money on the so called influencer buying views etc