



GUIDELINES

FOR INFLUENCERS

Transparency

Fill in all fields in your profile as far as possible. The more information there is in your profile, the greater is the chance that the company/agency will find you. Check back regularly to update your profile.

Patience

A registration at BlogBar is (unfortunately) no guarantee for new jobs. Be patient and don't give up. Make sure that your data is always up to date, especially if your account becomes more and more successful. The investment forecast for the influencer marketing market in Germany in 2019 is 500 million euros. There will also be something for you.

Authentic

Make sure that you only advertise articles that suit you and convince you 100%. Only recommend articles to your followers that you would recommend to your best friend. Authentic content is successful content.

Time factor

Respond promptly to enquiries from companies or agencies. Sometimes campaigns are implemented short-term and time is a critical factor.

Legal

For brand-sponsored contributions, comply with applicable law and always add the words „advertising“, „sponsored“ or „advertisement“ in a clearly visible place to show the commercial character of the contribution.

To earn money, make sure you have a trade license and are proficient in billing.

Copyrights

If you want to use external content that you didn't create - such as music for your videos - make sure you own the licenses from the copyright holders.

Respectfulness

Make sure you have the consent of persons shown or mentioned in your pictures or videos

Respect cancellations too! If an agency or a company cancels the cooperation at short notice - despite having contacted you beforehand - then this is never meant personally and everyone should deal with it professionally.

Always nice!

Influencers whose contributions are directed against individuals or groups on the basis of their race, origin, religion, disability, gender, age, nationality or sexual orientation will be removed from the network.

Trade Fair

Stick to all agreed agreements and remain authentic with your fee claim. A company is not necessarily willing to pay more than a small company just because they are bigger.