

Shoppystyle Influencer Barter Program (1K–10K Creators)

Program Overview

The Shoppystyle Influencer Barter Program is designed for nano and micro influencers (1,000–10,000 followers) who want to collaborate with a fast-growing streetwear fashion brand.

This is a **barter-based collaboration model** combined with access to the **Shoppystyle Creator Club Program**, enabling influencers to earn additional commissions.

All participating influencers must sign a formal digital agreement before onboarding.

Eligibility Criteria

To qualify:

- 1,000 to 10,000 genuine followers
- Active Instagram account (fashion, lifestyle, sports, streetwear niche preferred)
- Minimum 5% engagement rate (preferred)
- No fake followers, bots, or engagement pods
- Account must not contain offensive or illegal content

Shoppystyle reserves the right to approve or reject any application.

Monthly Product Allocation

Each approved influencer will receive:

- 2 to 4 products per month

For **each product**, the following deliverables are mandatory:

Deliverables (Per Product)

For every article received, influencer must deliver:

- 1 One (1) Instagram Reel
 - 2 Four (4) high-quality styled photos (different poses)
 - 3 One (1) Instagram Feed Post
 - 4 One (1) Instagram Story (with swipe link or tag)
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Content Quality Standards

- Professional lighting

- Clean background
- Clear product visibility
- Proper styling and fit representation
- No pixelated, blurred, or low-resolution content
- Minimum 1080p resolution

Poor quality, dark lighting, low engagement, or unprofessional presentation may lead to:

- Disqualification
- No refund (if applicable)
- Termination of collaboration

Content Timeline

- Product delivery date = Day 0
- Content must be created and posted within **7 days**
- Influencer must tag @Shoppystyle and use provided hashtags
- Raw files must be shared via Google Drive within 24 hours of posting

Failure to meet timeline may result in cancellation of refund eligibility.

How It Works – Barter Model

Influencers may choose one of the two options:

OPTION 1 – Prepaid Purchase Refund Model

1. Influencer places order on www.shoppystyle.com (Prepaid Only)
2. Product is delivered
3. Influencer creates and posts content within 7 days
4. After successful posting & approval, product cost will be refunded

Shipping cost deduction: ₹55–₹65 per product

Important:

- Refund processed only after content approval
- If influencer fails to deliver content on time → No refund
- If content quality is not up to brand standards → No refund
- No exchange or return allowed under this model

OPTION 2 – Security Deposit Model

1. Influencer deposits ₹300 per product to Shoppystyle
2. Product is shipped to influencer
3. Influencer creates and posts required content
4. After posting and approval, ₹400 will be refunded (₹400 – ₹55 to ₹65 shipping deduction)

Net benefit: Influencer keeps the product and pays only shipping cost.

Important:

- Refund issued only after approval of content
- Failure to deliver content → Deposit forfeited
- Poor quality content → Refund withheld
- No return or exchange permitted

Additional Benefit – Creator Club Membership

All influencers under this program will automatically be enrolled into:

Shoppystyle Creator Club

This includes:

- Personal dashboard login
- Unique referral link
- Special discount codes
- Early access to new drops
- Commission earnings (5%–20% as per rank system)

This allows influencers to:

- Recover shipping cost through referral earnings
- Earn commission on every confirmed sale
- Upgrade rank based on performance

Full details available under Creator Program Terms.

Usage Rights & Intellectual Property

By participating in this program:

- Influencer grants Shoppystyle exclusive, perpetual, worldwide usage rights to all content created under this collaboration.
- Shoppystyle may use content for:
 - Paid advertisements
 - Website banners
 - Social media marketing
 - Performance ads
 - E-commerce listings
 - Email marketing
 - Brand promotions

No additional compensation will be provided for such usage.

Influencer waives any future royalty or claim on the content.

Agreement & Legal Compliance

All influencers must:

- Sign a digital collaboration agreement
- Submit valid PAN (if applicable for payments)
- Provide accurate personal details

Shoppystyle reserves the right to:

- Modify program structure
 - Change refund policy
 - Update deliverables
 - Suspend or terminate influencer participation
 - Withhold refunds in case of policy breach
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Disqualification Conditions

Immediate disqualification may occur in case of:

- Fake followers
- Purchased engagement
- Content plagiarism
- Brand misrepresentation

- Delayed posting beyond timeline
 - Refusal to share raw files
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Final Authority Clause

Shoppystyle holds full discretion in:

- Approving content
- Determining quality standards
- Processing refunds
- Evaluating compliance
- Terminating collaboration

All decisions made by Shoppystyle shall be final and binding.

Why This Program Is Valuable

- ✓ Get 2–4 products per month
- ✓ Pay only shipping cost
- ✓ Build your portfolio
- ✓ Earn commission via Creator Club
- ✓ Opportunity for long-term paid collaboration

This is a growth-focused collaboration model — not just a barter exchange.