

Influencer

Build a following on TikTok or Instagram and get paid by brands to post. Most earn little, a few earn a lot.

TYPICAL INCOME

\$4,000

a year, varies widely

INCOME RANGE

\$0 to \$135k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Home, out and about, events, wherever the content is

How you get there

- 1 Pick a niche** Weeks
Skincare for acne, budget travel in Canada, one sport. Brands pay for a specific audience.
- 2 Post often and learn what works** 6 months to 2 years
Most growing accounts post several times a week. Study saves, shares and watch time, not likes.
- 3 First small deals** 1 to 2 years in
Free products and small fees, usually once you have a few thousand engaged followers.
- 4 Build a media kit and rate card** Ongoing
Your audience, your results, your prices. Pitch Canadian and US brands yourself.
- 5 Replace a wage, if it happens** 2 to 4 years in
Usually needs several regular brand partners plus affiliate income. Many keep a job for years.

Pros and cons

- + Free to start and open to anyone
- + Creative control and a flexible schedule
- + Brand deals can pay well once you have an audience
- Most people never earn a living from it
- Canada's market is small, so many deals come from the US
- Burnout is widespread, and you are always on

Good to know

A free product is taxable income

The CRA (Canada Revenue Agency) says gifts, free trips and products from brands count as income at their fair market value, the same as cash.

Quebec bans ads aimed at kids

Quebec's Consumer Protection Act bans commercial advertising aimed at children under 13, and the ban covers every kind of media, online posts included. A sponsored toy video made for young kids in...

Optional boosts

Negotiating. Usage rights. Short-form video editing. Reading contracts.

Where these numbers come from

Competition Bureau Canada: influencers and businesses must be transparent when advertising on social media

Ad Standards: Influencer Marketing Disclosure Guidelines (2025)

Canada Revenue Agency: social media influencers and taxes

Office de la protection du consommateur (Quebec): advertising to children

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/influencer>



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