COLIVINGLIGURIA

Independent Marketing Earnings Framework

Public governance edition: creator revenue, brand readiness, and attribution policy

The Company

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Abstract

Updated on 18 July 2026, this report defines how independent collaborators may earn money from marketing activity that increases the visibility of ColivingLiguria without requiring Simone Testino or ColivingLiguria to supervise the daily work, negotiate every collaboration, or administer every creator relationship. It uses the current marketing corpus, the active Instagram strategy prepared by Viktorie Mickova, the existing Worldpackers affiliate route, the social and content-production records, and the current collaboration evidence as its source base. The report adopts one operating principle: collaborators may use the ColivingLiguria name when that use is accurate, consented, brand-safe, and traceable, and the revenue generated through their own codes, links, sponsorships, content packages, or creator relationships remains theirs unless a written campaign memo states otherwise. The separate ColivingLiguria-owned creator attribution programme is governed by the stricter application, code, threshold, privacy, and compensation rules stated in this report and does not inherit the default rules for a creator's independent third-party revenue.

The framework is not a public offer, a contract with a specific creator, or a promise that ColivingLiguria will provide leads, brand introductions, legal administration, payment processing, or operational support. It is an internal governing document for deciding when independent marketing monetisation is ready, how attribution should work when more than one collaborator contributes to the same result, and what minimum evidence must exist before creators begin approaching brands in ColivingLiguria's name. Annex A reproduces Viktorie Mickova's Instagram strategy deck as the current channel-readiness source, because that deck explains why brand monetisation should follow profile cleanup, story engagement, and proof of audience responsiveness rather than begin immediately as a cold sponsorship exercise.

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§ 1 Marketing Evidence Base

1.1. Project Position And Brand Limits

ColivingLiguria is not beginning from a blank marketing position. The project already has a recognisable name, an operating identity around coliving in Liguria, active social channels, active volunteer-discovery infrastructure, an emerging content-production archive, and a documented intention to create recurring visibility through people who are already close to the project. That is a useful base for creator-led monetisation, because the strongest external message is not an abstract sales pitch. It is the visible combination of place, people, restoration work, shared living, local discovery, and the practical reality of building a community in an Italian setting. Independent collaborators can speak about those things with more credibility than a generic advertising account, provided that the permissions and evidence behind the message are kept disciplined.

The brand limit is equally important. ColivingLiguria may allow collaborators to use its name, visual identity, places, stories, and public narrative, but that permission should not turn into an unmanaged right to represent the company commercially. A creator can say that they are producing content about ColivingLiguria, that they are collaborating with the project, or that a discount code or affiliate link is connected to their independent content. They should not imply that they are employees, legal representatives, booking agents, directors, or authorised negotiators unless a separate written mandate says so. This distinction protects the company while still giving collaborators enough room to earn from their own initiative.

The current brand book supports this position because it presents the project as grounded, human, and operational rather than as a luxury lifestyle shell or a speculative startup campaign. That tone matters for monetisation. A creator who sells the project as exaggerated luxury, guaranteed transformation, guaranteed work rights, or a frictionless Italian dream would damage the credibility that makes the brand useful in the first place. The permitted commercial voice should therefore remain practical and concrete: remote work, shared living, renovation, local experience, community rhythm, access to a real place, and the chance to participate in a project with visible progress. When creators promote brands through ColivingLiguria-related content, the same tone should apply to the partner brand. The audience should be able to understand why the product is relevant to the coliving context.

The project also has a real constraint: Simone Testino does not want the monetisation model to depend on his daily management. The framework therefore cannot assume that ColivingLiguria will approve every caption, chase every brand, calculate every split, or mediate every creator disagreement. The operating system must be simple enough that collaborators can work independently once they understand the rules. The role of ColivingLiguria is to set the permission boundary, define the minimum standards, maintain the brand integrity, and reserve the right to withdraw permission if the content becomes inaccurate, unsafe, misleading, discriminatory, or commercially confusing. The role of the collaborator is to create, publish, track, disclose, and collect their own independent revenue.

That division is the central design choice of this report. It allows revenue to exist without turning marketing into a supervised employment-like workflow. It also avoids the opposite mistake, where anyone can use the brand name without accountability. The middle path is a licensed and revocable permission model: creators may use the ColivingLiguria name for approved categories of content and brand collaboration; they keep revenue generated by their own direct monetisation routes; they must disclose sponsored or affiliate relationships; and they must keep records that make attribution and compliance checkable if questions arise later.

1.2. Channel Readiness And Viki Strategy

The Instagram strategy prepared by Viktorie Mickova is the strongest current source for deciding when the project is commercially ready for brand monetisation. The deck does not treat sponsorship as the first move. It treats audience repair as the first move. That is correct. A creator or partner brand will judge ColivingLiguria not only by follower count, but by whether the audience reacts, clicks, comments, answers polls, and trusts the account enough to move from passive viewing to action. A profile with a visible follower number but weak story views and low post response can make a collaboration look less valuable than it really is. The strategy therefore begins with cleaning inactive or low-quality followers, improving story interaction, and converting the existing loyal viewers into feed engagement.

The source metrics in Viki's deck are precise enough to become readiness gates. The account has approximately 2,100 followers, but only around 100 story views, which is about a 4.7% story-view rate. Feed posts have recently sat in a low engagement range, with examples around 14 to 32 likes.

The deck also identifies a following count above 4,000 profiles, which can weaken account quality and distribution signals. The proposed repair path is to remove about 50 obvious bots or dead accounts per day, replace broad generic questions with binary or specific opinion prompts, use story polls and reveal mechanisms to move loyal story viewers toward feed posts, and operate daily interactive story formats such as sliders, quizzes, and votes.

The commercial implication is straightforward: brand outreach should not begin at full scale until the channel can prove that it has a responsive audience. In the first 3 to 4 weeks, the priority should be cleanup and proof of attention, not the sale of sponsorship packages. During this period, creators may still produce content and may still prepare brand lists, sample posts, media kits, tracking links, and outreach drafts, but the public commercial promise should remain light. The first proper affiliate or brand pilot should wait until the account has moved toward at least a 10% to 12% story-view rate, roughly 200 to 250 viewers on the current follower base, and until the feed has shown that interactive stories can create measurable post response.

The deck also provides the higher readiness threshold. After 6 to 8 weeks, success should be measured by story views around 300 or more, or about 15% or more of the audience, a following count reduced toward a healthier range of about 1,000 to 1,500, and feed engagement that begins to look alive rather than dormant. A working floor for sponsorship confidence is around 50 or more likes on representative posts together with a healthier comment pattern, such as approximately one comment for every five likes on posts designed to invite response. These numbers should not be treated as legal conditions or permanent targets. They are practical evidence that the profile is no longer asking a brand to pay for exposure before the audience has shown that it is awake.

This is why Viki's deck is attached to this report as Annex A. It should not sit beside the report as an unrelated presentation. It should function as the operational evidence behind the readiness sequence. The report governs revenue, attribution, permissions, and brand timing; the deck explains why the Instagram account must first become a better conversion environment. The two documents should be read together. If the deck is updated later with new metrics, the readiness thresholds in this report should be revisited rather than ignored. The governing idea remains stable: a creator-led earning system works only when the channel can carry trust, not merely when it can display the ColivingLiguria name.

1.3. Creator And Partner Corpus

The existing corpus shows three different routes to independent marketing revenue. The first route is direct creator content: a collaborator produces posts, reels, videos, newsletters, guides, or other media connected to ColivingLiguria and earns from platform monetisation, creator sponsorships, personal brand deals, or audience products. The second route is affiliate or referral income: a collaborator uses a code, link, or tracked relationship with a third-party brand and keeps the commission that comes from their own audience activity. The third route is hybrid campaign income: several people contribute to the same commercial result, for example one person prepares YouTube content, another drives Instagram engagement, and a third maintains the link-in-bio or campaign page that converts interest into tracked action.

The Worldpackers material already gives the project a working example of affiliate logic. ColivingLiguria has a public host presence and a partner code route connected to Worldpackers. That route is not just a recruitment channel; it is also a model for how a clear code, a clear platform, and clear rules can produce monetisable attention without the company having to invent a bespoke payout mechanism. It also shows the type of control that any affiliate model needs. The partner must respect platform brand terms, avoid misleading promotion, tag and disclose where required, use the correct links or campaign parameters, and avoid pushing codes into prohibited or irrelevant channels. This is exactly the discipline that should be copied into future brand relationships.

The social-platform records show a second important point: ColivingLiguria should not treat every platform as equally ready for monetisation. Instagram is active and has a concrete repair strategy. TikTok is active through the same public handle and can be useful for short-form reach, but it needs consistent content logic before it can support brand promises. LinkedIn is active and useful for credibility, partnerships, hiring, and professional narrative, but it is not the first place to sell creator discount codes. YouTube is planned or in integration and may become one of the best long-term revenue surfaces because longer videos can carry restoration stories, workation routines, local guides, partner reviews, and documentary-style content. WhatsApp is active but private, so it should be treated as a community relationship layer rather than a place for untracked commercial blasting.

The content-production records also matter because monetisation requires assets, not only ideas. A collaborator cannot credibly approach a brand if they have no examples, no content cadence, no selected formats, and no permission to use the people or places shown in the material. The Drive-based content organisation for collaborators, including person-specific working spaces, supports this requirement by separating who can work on which raw material. That separation should continue. Raw media, personal images, resident material, and behind-the-scenes content should not become general commercial inventory unless consent and purpose are clear. For brand work, the safe default is to use public-facing project imagery, creator-owned footage, or content where the relevant people have explicitly agreed to the intended commercial use.

The exploratory influencer material around a prospective creator points to a possible future route, but it should not be treated as a ready-made contract. A creator with a large personal audience can help with volunteer discovery, international awareness, and later paid-stay promotion, but the administrative route, documentation, payment basis, and legal framing must be settled before any promise is made. The relevant lesson is not that ColivingLiguria should immediately depend on one influencer. The lesson is that creator relationships can become valuable only when the project separates friendly exploration from a governed commercial arrangement. A warm conversation can begin informally; public promotion and money should move only when the permission, tracking, disclosure, and responsibility model are written down.

§ 2 Earnings And Attribution Model

2.1. Independent Revenue Principle

The recommended model is simple: when a collaborator independently creates content or runs a tracked third-party monetisation route using their own account, their own code, their own link, or their own sponsor relationship, the revenue belongs to that collaborator in full. ColivingLiguria benefits from increased visibility, stronger brand awareness, more content around the project, and potentially more inbound interest. The collaborator benefits from the direct monetisation produced by their effort. This is the cleanest arrangement because it does not require ColivingLiguria to monitor every post, receive third-party commissions, redistribute small payments, or take responsibility for commercial promises that the collaborator made independently. This default does not apply to a code generated by ColivingLiguria for attribution to a ColivingLiguria-owned service; that separate programme is governed by the dedicated subsection below and by a written agreement, if and when it is activated.

This principle should cover normal platform monetisation, creator sponsorships negotiated by the collaborator, personal affiliate codes, personal discount links, direct creator tips or memberships, and brand payments for content that is primarily published on the collaborator's own channels. If a collaborator films a useful video about the Ligurian lifestyle and earns from YouTube ads, that money is theirs. If they negotiate a suitcase discount code, a remote-work tool code, an eSIM affiliate link, or a travel-insurance commission for their own audience, the revenue is theirs, provided that the ColivingLiguria name is used accurately and the brand category is not inconsistent with the project. If the collaborator sells a paid guide, workshop, or resource that uses their personal expertise and merely references the experience of staying or creating at ColivingLiguria, that revenue is also theirs.

The principle has limits. A collaborator should not sell access to ColivingLiguria property, resident data, booking inventory, staff time, unpublished plans, or company-owned services unless ColivingLiguria has separately authorised that sale. They should not promise accommodation, discounts, work opportunities, visa support, employment, insurance, tax treatment, or legal outcomes. They should not present a third-party brand as officially endorsed by ColivingLiguria unless a written approval exists. They should not create a code that appears to be a company code if it is actually a private creator code. The language should make the difference visible: "my creator code in collaboration with content about ColivingLiguria" is materially safer than "official ColivingLiguria partner code" unless it truly is official.

The direct-revenue principle also requires a record layer. A collaborator who wants to keep revenue from a code or sponsorship should keep the brand name, campaign dates, account used, link or code, disclosure text, expected payment route, and content references. This does not need to be heavy bureaucracy. A one-page campaign memo is enough for small campaigns. The memo protects the creator because it proves that the revenue route was theirs; it protects ColivingLiguria because it shows that the company did not silently authorise wider claims. For recurring campaigns, the memo should be renewed when the brand changes terms, the creator changes account, the commission structure changes, or the content begins to use new ColivingLiguria materials.

The practical outcome is that independent marketing can scale without becoming a daily management task. Simone Testino does not need to supervise every caption. ColivingLiguria does not need to become the payment clearing house for every brand. Creators can move quickly, test formats, and earn from their own initiative. The price of that freedom is discipline: no misleading role claims, no uncontrolled use of private material, no unsupported commercial promises, and no untracked revenue route when the ColivingLiguria name is part of the value proposition.

2.2. Joint Campaign Attribution

The hardest case is not the solo creator. The hardest case is the mixed campaign, where more than one collaborator contributes to the same revenue outcome. A YouTube video may create trust, an Instagram reel may create urgency, a story sequence may push the audience to click, and a link-in-bio page may convert the traffic. If each person has a separate affiliate code, attribution can appear simple, but the practical reality is less tidy. The audience may discover the project on one channel and purchase through another. The success of one creator may increase the conversion rate of another. If the rules are not written before money appears, the people who helped each other can end up arguing precisely when the campaign begins working.

The strongest default is an attribution waterfall with a registered collaboration pool. First, revenue follows the tracked code or link actually used by the buyer, because this is the cleanest evidence. Second, if more than one collaborator formally registered the campaign before publication and the content was designed as one shared effort, a pre-agreed collaboration pool applies to part of the revenue. Third, if no shared campaign memo exists, the person whose link or code generated the payment keeps the revenue, while others may receive public credit but not an automatic financial split. This rule may feel strict, but it prevents retroactive disputes and keeps the model independent enough to operate without constant owner arbitration.

For small campaigns, the recommended split is to leave 70% to 80% of revenue with the tracked converter and reserve 20% to 30% for the registered collaboration pool. The converter is the person whose code, link, account, or brand contract produced the measurable payment. The collaboration pool is divided among people who made defined contributions to that same campaign before launch. A YouTube creator might receive the converter share if the code is in the video description; an Instagram collaborator might receive a pool share if their story sequence and reel were part of the written campaign plan; a designer or editor might receive a smaller pool share if their work materially shaped the published content. The numbers can change for larger campaigns, but the principle should not: tracked conversion leads, pre-registered collaboration supports, and retroactive claims do not create automatic entitlement.

When more than one channel uses different affiliate codes for the same brand, the cleanest approach is separate attribution by code unless the collaborators deliberately create a shared campaign. If Viki runs an Instagram code and another collaborator runs a YouTube code, each keeps the revenue generated by their own code. If they agree that the YouTube video, Instagram stories, and shared landing page are one integrated launch, they should register the campaign in advance and define the pool. The campaign memo should identify the brand, the publication dates, the accounts involved, the codes used, the expected revenue route, the pool percentage, and the internal division of that pool. This is enough to make the distribution fair without making ColivingLiguria adjudicate every audience overlap.

There are cases where the collaboration pool should be zero. If a collaborator merely likes, comments on, or casually reshares another person's campaign without being included in the written plan, that activity is normal support rather than a revenue claim. If a creator uses ColivingLiguria's general visibility but negotiates and publishes a sponsor independently, the revenue remains independent. If the project account reposts a collaborator's content as a courtesy, that repost does not automatically create a company commission or a second collaborator split. These limits keep the framework workable. The goal is not to monetise every gesture of support; it is to recognise planned, material, revenue-linked collaboration.

The recommended option is therefore not equal split, not owner arbitration, and not pure last-click attribution. Equal split is too blunt because it ignores the person who carried conversion risk. Owner arbitration is too dependent on Simone and contradicts the independence requirement. Pure last-click attribution is too narrow because it ignores intentional multi-channel campaigns. The attribution waterfall with a registered collaboration pool is the most sensible model because it preserves independence, rewards measurable conversion, recognises planned shared work, and discourages after-the-fact conflict.

2.3. ColivingLiguria-Owned Creator Programme

The creator programme for ColivingLiguria-owned services is a separate controlled route, not an extension of the independent affiliate principle. As of 18 July 2026, the Italian study and visa-assistance project and its creator programme are both in preparation. The public pages may explain the future model and the private area may collect applications and preliminary attribution, but no creator campaign, customer discount, qualified commercial result, or compensation can become active before the underlying service and the creator programme have each passed their legal, tax, consumer, privacy, contractual, and operating gates. A profile, code, follower count, or expression of interest does not create a mandate, agency relationship, approval, reservation, or entitlement.

Applications are made only through the protected private area using the dedicated `MARKETING_COLLABORATOR` track. Complete applications must not be collected through certified email, ordinary email, chat, or social messages. Any adult may open an application. At least 10,000 genuine and relevant followers on one platform is an internal commercial-priority criterion, not a legal threshold or regulatory status. It neither guarantees acceptance nor replaces checks on audience authenticity, geographic and language fit, brand safety, conflicts, content quality, and the proposed method. Applicants below that figure may be assessed through an emerging or community route. The programme must not target or describe people on the basis that their nationality is presumed to face a more difficult consular process.

The system generates an opaque code that is not derived from the applicant's first or last name. Its initial state is `attribution_only`. At that stage, the code may record the declared source of a preliminary interest, but does not apply a discount, prove attribution by itself, create priority, open a case, authorise advertising, or generate compensation. The creator sees only their own code and aggregate counters. They do not receive the identity, documents, immigration information, or private file of an attributed person. Applications must not request passwords, follower lists, identity documents, visa materials, financial evidence, health information, or student documents. Later analytics checks must use a minimised and authorised route.

A qualified commercial result can exist only after activation and only when a private service has actually been purchased, paid, correctly attributed, and has not been cancelled, refunded, charged back, duplicated, or disputed within the applicable window. Clicks, leads, registrations, expressions of interest, incomplete applications, and visa or residence outcomes are not qualified commercial results. The first five future qualified commercial results are counted cumulatively for the individual creator and are uncompensated. The fifth moves the code only to an internal review state. It does not create a debt, a retrospective commission, or an automatic right to a contract.

From the sixth qualified commercial result, compensation may be considered only if, before that result occurs, the service, programme, creator, and code are active and a written agreement has already fixed the qualifying event, amount or percentage, tax and invoicing treatment, attribution window, refund and chargeback rules, duplicate resolution, antifraud controls, payment timing, disclosure duties, content approval, suspension, and termination. There is no automatic payment from the sixth result and no retroactive compensation for the first five or for any event recorded before activation. Historical planning figures such as a per-participant acquisition ceiling cannot become a public rate or creator entitlement unless they are expressly replaced by an approved agreement and a validated cost model.

Compensation must never be calculated by reference to visa issuance, entry, a residence permit, admission, or any other public decision. Content must never promise a guaranteed visa, claim that ColivingLiguria obtains or makes a visa easier, present a school or accommodation as consulate-approved without verified authority, or use artificial urgency, availability, or success claims. Where a payment, benefit, invitation, code, or other relevant relationship exists, the promotional nature of the content must be immediately recognisable through a clear disclosure suited to the format. Prior content approval and the ability to correct, pause, or remove material are conditions of any active programme.

The internal 10,000-follower criterion must remain separate from the current AGCOM classification. Under AGCOM's current influencer Guidelines, Code of Conduct, and FAQs, the quantitative threshold for a "relevant influencer" is at least 500,000 followers or 1,000,000 average monthly views on at least one platform. Those figures operate only for a subject who first falls within the AGCOM definition of influencer and the relevant editorial-responsibility perimeter; they are not a general legal label for every person with a social account. They neither replace nor validate ColivingLiguria's 10,000-follower priority criterion. Conversely, remaining below the AGCOM threshold does not authorise hidden advertising, misleading claims, or breach of consumer, platform, or contractual rules. The current official source is `https://www.agcom.it/influencer-linee-guida-codice-di-condotta-e-faq` and must be rechecked before activation.

2.4. Worldpackers And Affiliate Controls

Worldpackers should be treated as the first controlled example of partner monetisation rather than as an isolated side channel. It already has a host-facing context, a public volunteer-discovery function, a partner code route, and rules about how the platform brand may be promoted. The reported commission structure for the current route distinguishes Trip Plans and Pack Plans, with different fixed commission amounts. This is valuable because it shows that affiliate income can be generated without ColivingLiguria building a payment infrastructure. It also shows why creators must follow each platform's own restrictions. A commission is only useful if the promotional method does not breach the partner terms.

The Worldpackers route should remain separated from work, employment, and guest-service promises. Public material can describe the volunteer or cultural-exchange context where accurate, but it must not blur into claims that a volunteer will perform commercial guest-room cleaning, cooking for paying customers, customer service, or staff-like duties. The current project position is that volunteer participation belongs in a hobbyist and community-support frame, with appropriate separation from commercial hospitality labour. This same caution should apply to any future partner programme that touches accommodation, travel, insurance, or work opportunities. Marketing revenue must not create misleading operational claims.

For future affiliate programmes, the control pattern should be copied before the income route is activated. Each brand should have a named creator or account owner, a specific code or link, a permitted claim set, a disclosure line, prohibited channels if any, and a payout destination that does not require ColivingLiguria to collect and redistribute the money unless the company deliberately chooses to run the campaign as an official company campaign. If a brand offers a code to an individual collaborator, the code should look like an individual creator code. If a brand offers a company-level code, the internal memo must say who receives the revenue and why. This distinction prevents confusion between independent creator income and company affiliate income.

The categories with the strongest strategic fit are those that naturally belong to coliving, remote work, slow travel, local discovery, restoration, and community life. Examples include travel tools, eSIM or connectivity products, luggage and packing systems, remote-work software, coworking accessories, language-learning tools, responsible travel insurance, train or local transport partnerships where available, local food or experience partners, and products genuinely used in the house or content workflow. The categories with higher caution are finance, visas, medical or insurance claims, employment services, accommodation guarantees, investment offers, gambling, adult content, and anything that would make the project look extractive, unsafe, or legally imprecise.

The affiliate-control rule also protects the collaborator. A creator should not spend weeks producing content for a brand only to discover that the code cannot be tracked, the payout goes to the wrong account, the terms prohibit the channel they used, or the brand expects exclusivity that conflicts with the project. Before publishing, the creator should confirm the commission basis, cookie or attribution window if any, payout threshold, payment method, required disclosures, prohibited advertising methods, and whether organic content, paid ads, email, WhatsApp, or community posting are allowed. If those terms are unclear, the campaign should be treated as a soft visibility collaboration rather than as a reliable income stream.

§ 3 Brand Readiness Requirements

3.1. Minimum Conditions Before Brand Outreach

The minimum condition for brand outreach is not simply that a collaborator wants to earn money. The minimum condition is that the collaborator can show a brand-safe use of the ColivingLiguria name, a credible content surface, a clear tracking method, and a campaign concept that does not require ColivingLiguria to supervise the work. Without these elements, outreach becomes inefficient and risky. A brand may ask for audience numbers, examples, rights to content, usage permissions, discount-code tracking, exclusivity, or proof that the person contacting them is authorised to associate the campaign with ColivingLiguria. The framework should prepare those answers before the first serious outreach wave.

The first requirement is permission. A collaborator should have written permission to use the ColivingLiguria name for a defined type of content or campaign. That permission can be lightweight, but it should say whether the collaborator may use the name, logo, public photos, house footage, resident images, creator footage, discount-code language, and sponsor language. It should also say that permission is revocable if the content becomes inaccurate, unsafe, misleading, discriminatory, or inconsistent with the project. This does not need to slow down ordinary content creation. It simply prevents a private creator campaign from appearing to be an uncontrolled company mandate.

The second requirement is channel readiness. For Instagram-led outreach, the minimum practical gate is the 3 to 4 week repair period described in the Viki strategy: follower cleanup, daily interactive stories, binary or specific prompts, story-to-feed bridges, and visible improvement in story views and feed response. A first pilot can begin when story views approach 10% to 12% of followers and posts show that the audience will act on prompts. Wider brand outreach should wait for the 6 to 8 week evidence window, especially if the pitch asks for product, cash, commission, or formal sponsorship. For

YouTube-led outreach, the creator should have at least one or two credible sample videos or a strong production outline; for LinkedIn-led outreach, the pitch should be partnership- or credibility-oriented rather than discount-code-heavy.

The third requirement is tracking. Every monetised route needs either a creator-specific code, a tracked link, a UTM-marked URL, a platform dashboard, a coupon report, or a written manual confirmation process. The tracking method must identify the person who earns the revenue. If the code belongs to the creator, the creator keeps the money unless a registered collaboration pool applies. If the code belongs to ColivingLiguria, the campaign memo must state whether the creator is receiving a fee, a commission, a pool share, or only non-financial credit. A code for the ColivingLiguria-owned creator programme must instead be generated as an opaque identifier in the private area and follow its separate lifecycle; it must not be improvised from a person's name or used as evidence of payment entitlement. No serious campaign should launch with the instruction "we will understand later who generated it." That is how disputes are created.

The fourth requirement is disclosure and claim control. Sponsored content and affiliate links must be disclosed in the relevant platform style. A contract, paid commission, affiliate arrangement, or other promotional relationship requires an immediate and unambiguous indication such as “Pubblicità”, “Advertising”, or “ADV” with the brand; “in collaboration with” is not sufficient for a commissioned relationship. Hospitality, travel, attendance at an event, or services received without a contract or promotional relationship use the distinct formula “#invitedby [provider]” or “invited by [provider]”. That invitation formula must not be used to make a paid or contracted campaign look spontaneous.

Placement is part of the control. In a caption, disclosure appears at the beginning and before the “more” expansion; if hashtags are used, it remains among the first elements. A video or reel carries disclosure both as an overlay in the first scenes and in its caption or description. Every promotional story or expiring clip carries its own legible overlay. A live stream keeps disclosure visible in overlay and repeats it during the session, especially around calls to action. ColivingLiguria adopts this operational placement for every active creator as a contractual safety standard, including creators outside the AGCOM relevant-influencer perimeter. Claims about the house, the project, the availability of stays, discounts, volunteer participation, legal status, travel requirements, insurance, and payments must remain factual and limited. A creator can describe their own experience and the general project context. They should not guarantee availability, guarantee acceptance, imply legal advice, or speak for the company on matters that belong to the owner or to formal documentation. The safer structure is personal experience plus clear link or code, not institutional promise plus vague commercial incentive.

The fifth requirement is an asset base. Before approaching a brand, the collaborator should have enough content to show that the partnership can be executed: examples of posts or reels, a short media kit, a campaign concept, a visual style that fits the project, and a practical publishing cadence. The Viki deck already proposes useful formats such as aesthetic votes, day-in-life material, restoration progress, local discoveries, crew micro-interviews, memes or inside jokes, resource drops, and reflective community posts. These formats are useful because they connect brand mentions to real project life rather than dropping a code into empty promotional space.

3.2. Timeline And Operating Gates

The recommended timeline begins with a short setup phase. In week 0, ColivingLiguria should freeze this framework as the operating reference, attach the Viki strategy deck as the channel-readiness annex, identify which collaborators currently have permission to use the brand for monetised content, and prepare a simple campaign memo template. That template should capture the creator, platform, brand, dates, content concept, code or link, expected payout route, disclosure line, and whether any collaboration pool applies. Week 0 is not about sending dozens of brand messages. It is about making sure that the first commercial messages do not create confusion.

Weeks 1 and 2 should focus on profile repair and evidence creation. Instagram should follow the cleanup and interaction sequence from Viki's deck, including regular removal of obvious inactive or low-quality accounts, daily interactive story mechanics, and story-to-feed bridges. Collaborators can also begin preparing sample content and brand target lists. During this period, the safest external work is soft conversation with local partners or brands that already understand the project, not formal sponsorship sales. If a brand spontaneously offers a simple creator code during this phase, it can be accepted only if the tracking and disclosure terms are clear and the public claims remain modest.

Weeks 3 and 4 are the first pilot window. If the account is moving toward the 10% to 12% story-view gate, and if feed response has improved enough to show audience attention, collaborators may begin small affiliate pilots. The best pilots are low-risk, direct-fit partnerships: local experiences, travel tools, remote-work tools, volunteer or community platforms, and products already relevant to the house or creator content. The goal is not to maximise cash immediately. The goal is to prove that a collaborator can publish a campaign, track the response, disclose properly, and keep the ColivingLiguria name inside the agreed permission boundary. A failed but well-recorded pilot is more useful than an untracked campaign that looks successful but cannot be explained.

Weeks 6 to 8 are the broad outreach decision point. If the Instagram account reaches around 300 story views or 15% story-view rate, if the following count has been cleaned toward a healthier range, if posts begin reaching stronger engagement floors, and if the first pilot records show competent execution, collaborators can approach larger brands with more confidence. This is also the point where YouTube concepts become more valuable, because longer videos can hold a brand narrative without making the Instagram account carry every conversion. A YouTube episode about remote work in Liguria, a restoration progress video, or a slow-travel guide can create durable search value, while Instagram and TikTok can create immediacy and repeated touchpoints.

After week 8, the project can scale only if the records justify it. Scaling does not necessarily mean more brands. It can mean fewer, better partner categories; stronger recurring codes; more creator-specific pages; clearer affiliate dashboards; or a monthly campaign calendar. If performance is weak, the correct response is not to invent louder promises. The correct response is to return to channel health, audience fit, content quality, and offer relevance. Brand work should be paced by evidence. The project should prefer a small number of coherent earning routes that collaborators can run independently over a large number of vague sponsorship ideas that require constant owner intervention.

3.3. Records, Permissions, And Privacy

The record system should be deliberately light, but it cannot be absent. Each monetised campaign should have a campaign memo, even if the memo is only one page. The memo should identify the person earning the revenue, the platform or account used, the brand or affiliate programme, the code or link, the content assets, the dates, the disclosure wording, the expected payout route, and any collaboration-pool split. If no split is written, the default is that revenue follows the tracked code or link. This record should exist before publication when more than one collaborator is involved, and no later than publication when the creator is working alone.

Permissions should be separated by subject. Permission to mention ColivingLiguria is not the same as permission to use the logo. Permission to film a common space is not the same as permission to use a resident's face in a sponsored post. Permission to discuss volunteer life is not the same as permission to promise a future volunteer place. Permission to use a public brand name is not the same as permission to speak as an official company representative. These distinctions may feel repetitive, but they are what allow collaborators to work independently without creating legal or reputational fog.

Privacy is especially important because coliving content often includes people, rooms, routines, messages, and informal moments. A collaborator may be enthusiastic about showing authentic community life, but authenticity does not remove the need for consent. Sponsored and affiliate content should use personal material only when the people shown understand the commercial purpose. Private WhatsApp conversations, private contact details, payment information, identification documents, unfinished legal discussions, and sensitive resident or collaborator information should not be used as marketing material. The owned creator programme must also keep creator attribution separate from student identity and files: no creator may receive a student's identity, visa material, financial evidence, health data, or other private documents. If a campaign needs a personal story, the story should be approved by the person whose experience is being commercialised.

Payment records should stay with the person who receives the money unless ColivingLiguria is the contracting party. A collaborator who receives a brand payment, commission, platform payout, or affiliate transfer is responsible for their own tax and reporting obligations. ColivingLiguria should not imply tax, employment, or accounting treatment for independent creator income. If the company pays a creator directly, receives money on behalf of a campaign, agrees to distribute a collaboration pool, or activates its owned creator programme, that separate transaction must be documented through the proper administrative route before the qualifying event. The default independent model avoids this complexity by having creator revenue flow directly to the creator; the owned programme is an express exception and cannot operate without prior written tax and contractual treatment.

Finally, the project should reserve a clear right to withdraw or pause permission. This is not a punishment mechanism; it is the safety valve that makes independent work possible. If a collaborator publishes misleading claims, ignores disclosure duties, uses private material, damages partner relationships, misrepresents their role, or creates a dispute that cannot be resolved through the campaign memo, ColivingLiguria must be able to say that the person may no longer use the name for monetised content. That right should be known from the beginning. It protects the brand, protects other collaborators, and protects the possibility of keeping revenue independent rather than moving everything into central control.

Annex A: Viki Strategy Deck

Annex A reproduces the Instagram strategy deck prepared by Viktorie Mickova and dated 20 June 2026. The deck is attached because it is the current source for the Instagram-readiness logic used in this report, especially the emphasis on audience cleanup, story interaction, story-to-feed conversion, and the 6 to 8 week evidence window before wider affiliate or brand outreach. The deck remains a source attachment; the governing policy for revenue, attribution, permissions, and brand timing is the report above.

LET'S TRANSFORM OUR NUMBERS!

PITCH DECK

Updated: 20.6.2026

Public reading edition - updated 20 June 2026

PROBLEM

SHIFTING OUR CORE APPROACH FROM BROADCASTING TO CONVERSING.

GHOST TOWN

The Metrics:
- **~2,100 followers** vs. **~100 story views** (4.7% view rate) and 14 – 32 likes per post.

The Culprit:
- The account **follows over 4,000+** profiles, skewing the ratio.

The Algorithm Diagnosis:
- Instagram tests posts on a **10% sample size**. Because **our base has past "dead weight"** (bots, dead accounts, old follow-for-follow), the initial test fails, and **Instagram stops distributing the content.**

OUR SOLUTION

ACTION 1:
TARGET GHOST FOLLOWERS: REMOVE 50 OBVIOUS BOTS/DEAD ACCOUNTS A DAY TO NATURALLY BOOST OUR INTERNAL ENGAGEMENT PERCENTAGE.

ACTION 2:
"OPINION ENTRAPMENT": STOP ASKING BROAD, OPEN – ENDED QUESTIONS. USE BINARY, SPECIFIC, OR SLIGHTLY CONTROVERSIAL AESTHETIC CHOICES TO FORCE COMMENTS.

ACTION 3:
THE STORY – TO – FEED BRIDGE: USE OUR HIGHLY LOYAL 100 STORY VIEWERS TO DRIVE FEED TRAFFIC USING POLL REVEALS.

ACTION 4:
USE DAILY INTERACTIVE SLIDERS, QUIZZES, AND POLLS. STORY ENGAGEMENT HEAVILY TRIGGERS FEED VISIBILITY.

OUTBOUND AFFILIATE PROGRAM

DOES IT MAKE SENSE?

The Risk:

- The catch is your conversion rate. If an influencer sends 1,000 people to your profile, and those people see an account with high "following" counts, low likes, and no active community discussion, they won't hit "Follow" or proceed through the funnel

The Solution:

- Start the program at least 3 – 4 weeks into cleaning up your account's "ghost town" look. You need the profile to look alive when their traffic arrives! Or after we are done with this phase.

Structure:

- Small, niche topic creators
- Digital nomads, remote tech workers, freelance designer

AFFILIATE MOTIVATION

The "Digital Coworker" Takeover (Audience Swapping)
- Creator who aligns with CL values
- They spend one day posting on your stories showing a **"Day in the life of a remote programmer in xyz."** In return, you post a beautiful **"Behind the scenes of restoring an ancient Italian villa"** on their stories.
- Motivation: Fresh content; exposure to new 2,100 followers, and costs them no money and little time

The "Digital Nomad Resource" Co-Creation
- “Useful guide” creators (e.g."How to Find Cheap Flights while Remote Working").
- Pitch them a co – branded version: you add a few pages about the villa's future vision, put both your logos on it, and you both post it on your feeds as a **joint collaboration post**.
- Why they do it: They get a free marketing partner to push their guide to new audience.

FOR FREE!

Pre – Renovation "Founding Member" Lifetime Discounts
- If you can't give away free rooms right now, you can give away status
- Niche creators
- Share vision and documentation
- Offer: free **"Founding Member"** pass
- Lifetime discount 30% off each month long stays once the renovations are finished and the villa officially launches
- In return: Weekly story exposure, Monthly post – they visit CL and track progress of the reconstruction, sharing a count down to the opening!

AFFILIATE MOTIVATION

The "Workation" Barter (Free Stay)

- Free 3-to-7-night stay at the villa during your low or shoulder season (when you have empty beds anyway).
- The Requirement: In exchange, they must post a number of daily Stories/Reels across platforms during their stay

WITH BUDGET

Details:

- Meaningful cut: 10% cash commission on any booking that uses their code
- Give them social currency; **a unique code** (e.g., CREATORCL10) that gives their followers 10% off their first stay that is more than 30 days.

KPI TRACKING

IMPLEMENTATION WINDOW

6 TO 8 WEEKS

Primary KPI
- Story View Percentage: Elevate story views from 4.7% (~100 views) to 10%–12% (~200 – 250 views).

Secondary KPI
- Feed Comment – to – Like Ratio: Shift from low-interaction double taps to comments. Target a baseline of 1 comment for every 5 likes on interactive posts.

Health Indicator
- Profile Ratio Cleanup: Bring down the "Following" count from 4,000+ closer to a curated 1,000–1,500 over the 8-week period.

SUCCESS

Metric	Where You Are Today	The Success Pivot Point
Followers	around 2,100	This number might stay flat as you remove lurkers
Following	4,000+	1,000 to 1,500; follow accounts that interact
Story Views	around 100 (4.7% view rate)	300+ (15%+ view rate)
Post Engagement	14 – 32 likes / 0 comments	50+ likes / 1 comment for every 5 likes
Audience Mix	83% of interactions are already your own followers	Maintains high internal engagement + **algorithm opens the pipe to non-followers**

When to switch strategies?

- Do not launch affiliate codes or broad reach campaigns until you hit the **Success Pivot Point**

The Next Phase?

- Once reached, the algorithm delivery pipe is fixed.
- We can transition from the "Conversing" strategy to "Expansion & Acquisition"
- We will introduce **conversion – focused affiliate structures** and broader public discoverability campaigns

CONTENT PLAN

The Aesthetic Vote

Feed: Help design a villa space (Option A vs. Option B).

Story Bridge: 2-option poll sticker: "The team is literally arguing about this right now."

The Unfiltered Day-in-the-Life

Feed: Fast-paced, unglossed 30-second Reel of remote villa life.

Story Bridge: Countdown sticker or productivity slider leading to the drop.

The "Unpopular Opinion" Hot Take

Feed: Bold text graphic on controversial remote work habits (e.g., "Working from bed is a trap").

Story Bridge: Question box asking for user hot takes, leading into the post.

The Villa "Inside Joke" or Meme

Feed: Relatable shared-house moments (e.g., stolen oat milk, silent Zoom hours).

Story Bridge: Binary poll: "Have you ever stolen food from a shared fridge?"

CONTENT PLAN

The "Before & After" Restoration Journey

Feed: Carousel leveraging the historical charm and design updates of the villa.

Story Bridge: "Glow Up" slider sticker over the "Before" photo linking to the post.

Meet the Crew (Micro-Interview)

Feed: Rapid-fire 45-second resident Reel (What are you working on? Who cooks best?).

Story Bridge: Trivia quiz testing the audience on a random team fact.

The Local Hidden Gem

Feed: Visual guide to a secret local spot in Liguria being enjoyed by the team.

Story Bridge: "Add Yours" sticker template: "Show us your remote work view today."

CONTENT PLAN

The "Comment a Word" Resource Drop **Feed: Carousel: "Top 5 Tools for Creative Content Creation in 2026."** **Story Bridge: Teaser screenshot. Hook: Comment "TOOLS" to get the Notion link sent to DMs.**	**The Evening Table Ritual** **Feed: High-atmosphere Reel/Photo of community family dinners and deep conversations.** **Story Bridge: Poll sticker: "Are you the chef of the house or the dishwasher?"**	**The Deep Friday Reflection** **Feed: Grounded, candid thoughts on slower living and balancing work with lifestyle.** **Story Bridge: Cozy evening lighting photo with a "Join the quiet club" slider.**