

Free Influencer Brief Template

A clear, creator-friendly template you can send as-is. Replace bracketed text and check the boxes that apply.

1) Campaign Snapshot

- **Brand / Company:** [Brand Name]
 - **Campaign Name:** [Campaign Name]
 - **Primary Contact:** [Name, Role, Email, Phone]
 - **Approver(s):** [Names]
 - **Live Dates:** [Start → End]
 - **Timezone:** [e.g., IST / PST]
 - **Markets / Languages:** [Countries, Languages]
 - **Budget & Currency:** [Amount, INR/USD/etc.]
 - **Creator Handle(s):** [@handle(s)]
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2) About the Brand

- **One-liner:** [e.g., “Cruelty-free skincare for sensitive skin”]
 - **What we stand for (values/purpose):** [Bullets]
 - **What makes us different:** [Bullets]
 - **Audience:** [Age, location, interests, problem we solve]
 - **Competitor mentions to avoid:** [List]
 - **Helpful links:** [Website] · [Brand kit] · [Asset folder]
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3) Objectives & KPIs

Our goal(s):

☐ Awareness

☐ Engagement

- ☐ Traffic
- ☐ Leads
- ☐ Sales
- ☐ App Installs
- ☐ UGC

Success indicators: - [Reach/Impressions target] - [Engagement rate target] - [Clicks/Swipe-ups/Installs target] - [Sales/Code redemptions target]

Hashtags & Tags: [#PrimaryHashtag, #Secondary] · Tag **@BrandHandle**

Call-to-Action (CTA): [e.g., “Shop now”, “Join the waitlist”, “Use code BRAND15”]

4) Core Message & Proof Points

- **Key message (keep it short):** [e.g., “Hydration that lasts all day”]
 - **Must-include proof points:** [Clinical claim, ingredient, certification]
 - **Disclaimers (if any):** [e.g., “Results may vary”, legal copy]
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5) Creative Direction

- **Tone & Voice:** ☐ Friendly ☐ Expert ☐ Minimal ☐ Bold ☐ Playful ☐ Other: []
 - **Visual Style:** ☐ Natural light ☐ Studio ☐ UGC-style ☐ ASMR ☐ Minimal graphics
 - **Story angles / hooks:** [3–5 bullets]
 - **Accessibility:** ☐ Captions on videos ☐ Alt text on images ☐ On-screen text for key points
 - **Brand assets to use:** [Logos, fonts, color codes, product shots]
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6) Deliverables & Timeline

Platform	Format	Qty	Length	Draft Due	Go-Live	Tags/Hashtags	Link/UTM
Instagram	Reel	1	15–45s	[DD/MM]	[DD/MM]	@Brand, #Hashtag	[UTM URL]
TikTok	Video	2	9–30s	[DD/MM]	[DD/MM]	#Hashtag	[UTM URL]
Stories	Frames	3	N/A	[DD/MM]	[DD/MM]	Link sticker	[Link]
YouTube	Short	1	≤60s	[DD/MM]	[DD/MM]	Description CTA	[Link]

Posting windows: [Days/times]. **Cross-posting:** ☐ Allowed ☐ Not allowed.

7) Do's & Don'ts

Do:

- Show the product in real use (unbox, apply, demo).
- Mention [key benefit/claim] in first 5–8 seconds.
- Use natural, honest opinions in your own voice.
- Include CTA and provided link/code.

Don't:

- Compare with competitors or make unverifiable claims. –
Alter logos/packaging or misrepresent results.
- Use restricted music/assets or third-party IP without permission.
- Feature minors/medical claims without pre-approval.

Good examples for reference: [Links or screenshots]

8) Review & Approvals

- **Drafts required:** ☐ Yes ☐ No
 - **How to submit:** [Portal/Drive link/Email]
 - **Review SLA:** Brand reviews within [X] business days per round.
 - **Revision rounds included:** [e.g., 1 round]. **Reshoots:** [Policy/fee].
 - **Crisis/escalation:** [Contact + response time expectations]
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9) Legal, Disclosure & Rights (2025-ready)

- **Ad disclosure:** Use clear labels (e.g., #ad, Paid partnership) and platform tools where available.
Instagram: use the **Branded Content/Partnership** tag.
YouTube: enable **Includes paid promotion**.
TikTok: follow in-app disclosure and local law.
 - **Usage rights (select):**
 - ☐ Organic use on brand/creator socials
 - ☐ Paid ads/whitelisting (Instagram **Partnership Ads** / TikTok **Spark Ads**)
 - ☐ Website/email
 - ☐ Retail/e-commerce PDP**Term:** [e.g., 6 months] · **Territory:** [Global/Markets] · **Edits allowed:** ☐ Yes ☐ No
 - **Exclusivity:** Category blocked: [e.g., skincare serums] · Duration: [e.g., 30/60/90 days]
· Scope: [Platforms/Regions]
 - **Music & third-party IP:** Use licensed audio only; no unauthorized logos, images, or footage.
 - **AI/synthetic media:** Disclose if AI-generated visuals/voice are used and obtain approvals before posting.
 - **Privacy/consents:** Obtain consent for anyone featured; no sensitive personal data.
 - **Regulated categories:** Additional rules apply to health, finance, alcohol, and similar; share scripts for pre-approval.
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10) Tracking & Reporting

- **Links & UTMs:** [Paste final tracking links]
- **Promo code(s):** [CODE]
- **Required metrics:** [Impressions, Reach, ER, Clicks, Installs, Sales]

- **How to share results:** [Screenshot analytics, add to shared sheet, grant insights access]
 - **Reporting cadence:** [e.g., 48–72h after post, and end-of-campaign summary]
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11) Compensation & Invoicing

- **Fee:** [Amount + currency]
 - **Structure:**
 - ☐ 50% upfront / 50% on delivery
 - ☐ Net-[X] days
 - ☐ Commission/affiliate
 - ☐ Product + fee
 - **Bonuses (optional):** [e.g., performance tiers]
 - **Payment method:** [Bank transfer, PayPal, UPI, etc.]
 - **Tax details:** [GST/VAT info if applicable]
 - **Invoice to:** [Name, email, address]
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12) Contacts & Working Hours

- **Account lead:** [Name, email, phone, preferred chat]
 - **Creator success/ops:** [Name]
 - **Working hours & response times:** [e.g., Mon–Fri, 9–6, replies within 24h]
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13) Acceptance

By signing or replying “Agreed,” you confirm you have read and accept this brief, including disclosure, usage rights, and deliverables.

- **Creator name & handle:** _____
 - **Signature / Date:** _____
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(Optional) One-Page Quick Brief

Goal: [e.g., Launch awareness]

Key message: [Short line]

Deliverables: [e.g., 1 Reel (15–45s) + 3 Stories + 1 TikTok]

Deadlines: Draft [DD/MM]; Live [DD/MM]

Tags/Hashtags: @Brand · [#]

CTA/Links: [Link / Code]

Disclosure: #ad + platform tools enabled

Rights: [Organic only / Partnership Ads / Spark Ads] for [Term], [Markets]

Tip: Attach your brand kit, product FAQ, claim substantiation, and best-performing examples so creators can move fast without guesswork.