



Influencer Campaign Brief [Template]

How to use this template 🙌

We know there is a lot to consider when launching an influencer campaign. Don't worry, we're making it easy for you. **Make a Copy** of this campaign brief template and use it the next time you're putting together an influencer campaign.

This free template outlines all of the information needed prior to building and launching a campaign. It includes the following sections:

- Campaign Overview
- Timeline
- Deliverables
- Payment
- Tags & Mentions
- Campaign Application
- Creative Brief

Delete this instruction box before sending to an influencer partner

CAMPAIGN OVERVIEW 👁️

Brand Name

Campaign Name

Brand Overview

What should you tell influencers about the brand?

Example: With over 7 million users, Later is the #1 social media marketing and commerce platform that helps business owners, creators, and social media teams grow their brands and businesses online. With a unique combination of tools, machine-learning-based recommendations, and education, Later makes it easy to visually plan & schedule social content, drive traffic, and increase sales – empowering customers to turn their passions into possibilities.

Campaign Concept

Time to get creative!
Summarize the campaign concept in two to three sentences.

Example: For a dog, nothing makes bathtime better than having your best bud involved. For you, nothing makes bathtime worth it more than knowing that your pup will be clean without the leftover "wet dog" smell. In this campaign, we are asking our partners to share how they lather, rinse, and repeat with their best buds while featuring the

Dogs-Galore Lavender Puppy Shampoo. #sudsandbuds

Draft Review Needed

Yes or No

Paid Media Support

Will there be any Paid Media support put behind content from this campaign?

*negotiations for paid usage and/or exclusivity?

TIMELINE 🕒

Post Deadline

(This can be a window of time)

Draft / Review Due Date

(If applicable)

DELIVERABLES 🖼️

**Required Pieces
Of Content**

(Per influencer)

(#) Blog
(#) Facebook
(#) Facebook Live
(#) Facebook Reel
(#) High Resolution Image
(#) Instagram
(#) Instagram Story Frames
(#) Instagram Reel
(#) LinkedIn
(#) Pinterest
(#) Snapchat Story
(#) TikTok
(#) Twitch Stream
(#) Twitter
(#) Video
(#) YouTube Video

PAYMENT 💰

Total Budget (Cash)

(Per influencer)

Product Incentives

What and how many product(s) will you be providing to influencers?

Product Name:
Product Details:
Product Specs:
Cost (retail value):
Value (cost to brand):
Link:

Terms, Conditions, and Instructions

TAGS & MENTIONS #

Campaign Hashtag

This hashtag should be unique to the campaign.

#

FTC Hashtag

#sponsored or #ad

Additional Tags & Mentions

@

Link For Sticker / Amplification

CAMPAIGN APPLICATION

Application Questions

Are there any screening questions you'd like to ask applicants to help with the vetting process?

This could include questions such as, "Have you used our product before? Y/N" or "Have you worked with any competitors in the past? If so, which ones?"

CREATIVE BRIEF

Must Hit Messaging

Is there any language (including legal callouts) that influencers must include in their post caption?

Inspirational Images

Insert or link to 4-6 .jpg images that represent the content you would like the influencers to create.

Dos And Don'ts

Are there any important guidelines you'd like to communicate to influencers?

Example:

DO – Make your post authentic using your own creativity and flair!

DO – Use the full product name at least once in your caption

DO – Ensure that product is the focal point of your image

DO – Ensure the first photo of a carousel (if using) is branded

DO – Use high quality images when posting

DO NOT – Include any profane language or “risque” content

DO NOT – Include affiliate links

DO NOT – Enable shoppable or third party sites

DO NOT – Talk negatively about the product or brand

DO NOT – Show any alcoholic beverages in your post

DO NOT – Display, tag, or mention any other brands (including competing brands) in your post, image, tags, or caption

DO NOT – Heavily filter your image (in order to maintain the true colors of the product wrapper/packaging)