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Brief:  How to Create an Impressive Influencer Media Kit in 9 Steps

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Meta description: Read on to learn what an influencer media kit is, why you need one, and how it can help you market your personal brand and win potential clients or sponsors.

Post title suggestions:

How to Create an Influencer Media Kit [Template Inside]

The Ultimate Guide to Creating a Winning Influencer Media Kit

Why You Need an Influencer Media Kit & How to Create One

How to Create an Influencer Media Kit [FREE Template]

To become a successful influencer, you must have an influencer media kit. When you reach out to potential clients or sponsors, they want to see the kind of content you create and the possible reach that comes with it.

I taught the “Personal Branding and Becoming An Influencer” course at [UCLA](#). And I can tell you that an influencer media kit is the best way to showcase your work. It's a great asset to show what your brand stands for and how you can help partners reach their desired audiences.

Whether you pitch to a big brand or a mom-and-pop shop, having the right media kit can make all the difference.

In this post, I'll help you understand why you need an influencer media kit, what elements you should include, and how it can help you land more lucrative deals. You'll also get a free template to create your media kit quickly and easily.

Read on to attract more sponsors and stand out among other influencers.

Disclosure: This content has a few affiliate links, which means if you click on them, I will get a commission (without any extra cost to you).

Table of Contents

What is an Influencer Media Kit?

7 Reasons Why You Need an Influencer Media Kit

1. Make a Good First Impression
2. Save Time
3. Create the Desired Visibility for Your Brand
4. Showcase Your Professionalism
5. Demonstrate the Benefits of Working with You
6. Attract Sponsorship and Partnership Opportunities
7. Make Negotiations Easier

What Should You Include in an Influencer Media Kit?

1. A Profile Bio - A Short Introduction About Yourself
2. A List of Your Social Media Accounts
3. Performance Statistics
4. Audience Demographics
5. Brand Collaborations and Testimonials
6. Contact Information
7. Collaboration Options and Pricing

How To Create a Stand-Out Influencer Media Kit

1. Decide on Your Brand Colors and Fonts
2. Put Together Your Media Kit Content
3. Design Your Influencer Media Kit Yourself or Hire a Designer
4. Send Your Media Kit to Potential Brands and Sponsors

Influencer Media Kit Examples to Inspire You

Influencer Media Kit Example #1: Chelsea Burnett, A Public Speaker

Influencer Media Kit Example #2: Lacie Wiggins of Skinnyminimama, a Fashion & Lifestyle Blog

Influencer Media Kit Example #3: Tiffany Hinton, Health Coach & Gluten-Free Lifestyle Blogger

[Bonus: Influencer Media Kit Template](#)

[FAQs](#)

[Are You Ready to Create Your Own Influencer Media Kit?](#)

What is an Influencer Media Kit?

An influencer media kit is like a portfolio that showcases your previous work, accomplishments, and potential reach - it helps influencers, bloggers, and content creators make a good first impression.

It is like a collection of information that you use to market yourself or your brand to gain the attention of potential clients, sponsors, or partners. It includes key information about who you are, what you do, and how working with you can benefit them.

7 Reasons Why You Need an Influencer Media Kit

An influencer media kit gives you an opportunity to show any potential brand/business the value add you will bring to their brand/business via your experience and potential. It is like a business card which makes it easier for you to market yourself and win over potential clients.

Here are the top reasons why you need one:

1. Make a Good First Impression

A well-designed media kit can help you stand out from the competition by showcasing your previous work, skills, accomplishments, reach, and engagement in a professional manner.

You can easily track progress over time and show potential clients or sponsors the value of working with you by including statistics from your previous campaigns.

2. Save Time

Having all the key information in one place will save you time when responding to queries from potential clients or sponsors. You can quickly share your media kit without having to create something new each time.

However, it is important to ensure that your media kit is up-to-date with the latest numbers about your potential reach, target audience demographics, engagement, and other relevant data before you send it out.

3. Create the Desired Visibility for Your Brand

Your media kit can get the desired visibility to your personal brand and establish yourself as a credible influencer in your niche.

You can get as creative with your media kit as you want. Add photos, experiment with fonts, and choose different colors. Everything from design to writing should reflect your personality. It should tell potential clients or sponsors who you are and what your brand stands for.

Sending out your influencer media kit will help you raise awareness about your personal brand, which can help you build connections in the industry.

4. Showcase Your Professionalism

A well-crafted media kit presents you as a professional influencer who knows what it takes to stand out from the crowd. It also helps instill a sense of trust and credibility, allowing them to make an informed decision when considering working with you.

To do so, you can:

- Design a professional-looking media kit with catchy aesthetics and layout.
- Add high-quality images and videos that showcase your work.
- Include data about your potential reach, audience demographics, engagement, etc.
- Provide portfolio links with examples of the type of content you can create.
- List your awards and recognitions.
- Include testimonials from previous clients or sponsors.
- Include a cover letter when you send your media kit.

5. Demonstrate the Benefits of Working with You

Your media kit should include information about your potential reach, the demographics of your target audience, and the average engagement you receive for your content.

It should also highlight the benefits of working with you, such as increased brand visibility, better audience engagement, or greater sales.

This information will help potential clients or sponsors understand the value of working with you and why they should choose you over other influencers.

6. Attract Sponsorship and Partnership Opportunities

A well-curated media kit is like a perfect business pitch that helps the clients understand the benefits of collaborating with you. It can help you win more lucrative deals and turn them into long-term partnerships.

Most sponsors and partners want to know that you have a dedicated following, engage regularly with your audience, and create quality content that exceeds their expectations.

Your media kit should highlight these points and provide additional evidence that proves your value as an influencer and showcases what you have to offer them.

7. Make Negotiations Easier

Your media kit should offer potential clients or sponsors different options for working with you. This could include sponsored posts, product reviews, content creation, event sponsorships, or any other services you offer.

By offering different options and pricing tiers in your media kit, you'll show potential clients or sponsors that you're flexible and willing to accommodate their needs.

It will also help make negotiations more manageable and smoother as you can quickly refer back to your media kit when discussing the details of an ongoing deal.

In all, having an influencer media kit will help you stand out from the competition. When everyone is vying for the same opportunity, it can give you an edge over other influencers and make it easier for brands to evaluate you and make a collaboration decision.

What Should You Include in an Influencer Media Kit?

Here is what you need to include in your influencer media kit to stand out among other influencers:

1. A Profile Bio - A Short Introduction About Yourself

Your profile bio grabs the attention of potential clients or sponsors first.

It should provide a brief overview of:

- Who you are.
- What you do.
- What makes you unique.

You can summarize yourself in a few sentences and highlight your areas of expertise. Tell them what you do and why you do it. It is also a space to talk about your background, passions, interests, values, and professional experience.

For instance, if you're a [food influencer](#), tell people whether you're a professional chef or a nutritionist. Do you share food content because you like to experiment or because you want to promote healthy eating habits?

If there are any values that you particularly advocate, mention those as well. Before the collaboration, brands want to ensure that their values are in sync with yours.

For example, as a fashion and lifestyle influencer, you may want to tell brands that you are an advocate of sustainable fashion.

However, do not make your profile introduction too long. You don't want to fill all your space with just text. Ideally, **your introduction should be about 100-150 words long**.

You can also use visuals to introduce yourself without a lot of text content. For this, you can use [Snappa](#). This tool has over 5 million high-resolution images, 100K+ vectors and shapes, and an easy-to-use graphic editor that you can use to create an attractive introduction for yourself.

Here's a screenshot from travel and lifestyle influencer, Christina Galbato's influencer media kit:



[Source](#)

Did you see how precisely and impactfully she summarized all that she does and what brands can expect from her? That's exactly what your influencer media kit should convey about you.

2. A List of Your Social Media Accounts

This should include the handles and links to all your social media accounts like YouTube, Instagram, Twitter, Facebook, etc.

Remember to include the platforms you're active on and that are most relevant to your niche. Also include the link to your website or blog if you have got one.

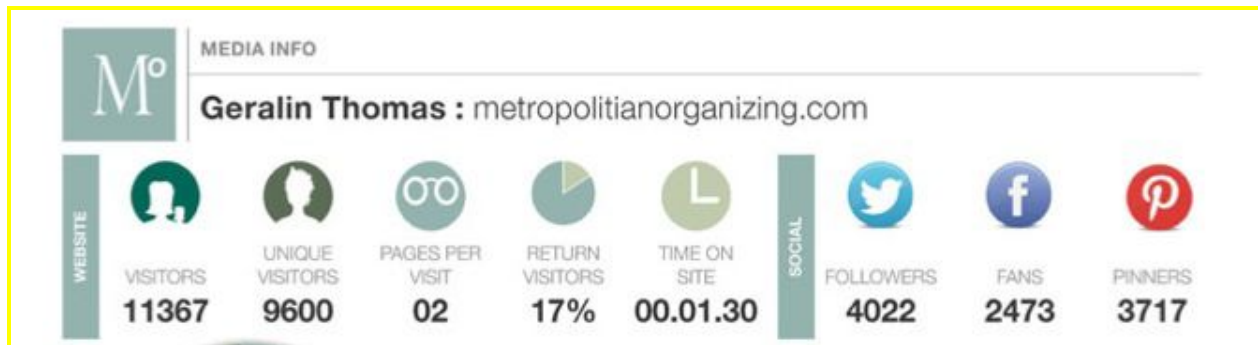
3. Performance Statistics

It's true that most brands and sponsors value quality over quantity. But this doesn't change the fact that **numbers matter**.

So you need to include your performance statistics in your media kit, which include but are not limited to:

1. The number of followers or subscribers you have

This can help brands understand your reach and potential to engage with their target audience.



[Source](#)

2. Your engagement rate

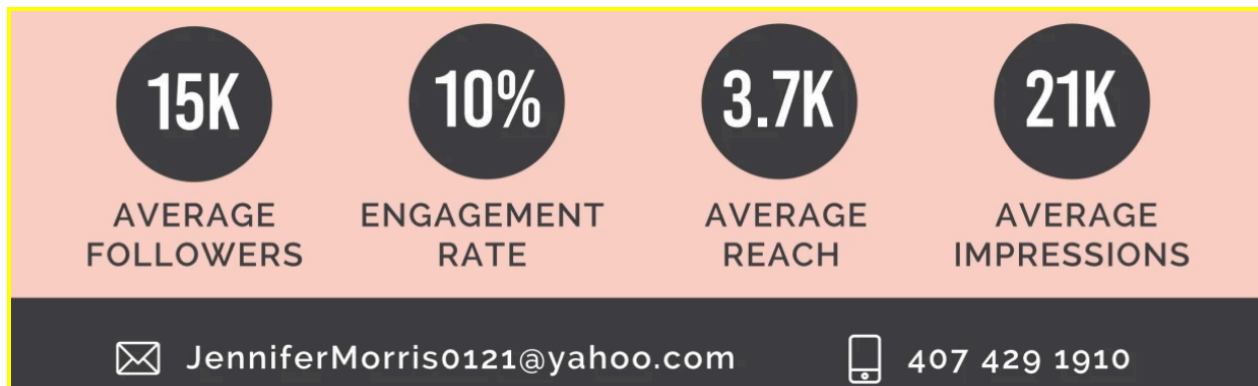
This number indicates how likely followers are to interact with your posts or videos, which is also something that sponsors look for while evaluating influencers.

3. The average number of views per video

If you're a YouTuber, then the average view count of your videos can help sponsors decide whether or not they want to work with you. Video views matter for evaluating Instagram and TikTok creators as well.

4. Other important metrics

This can include the number of impressions, likes, and comments you get on your posts. Check out the snapshot below from an Instagram influencer, Jenny's media kit for example.



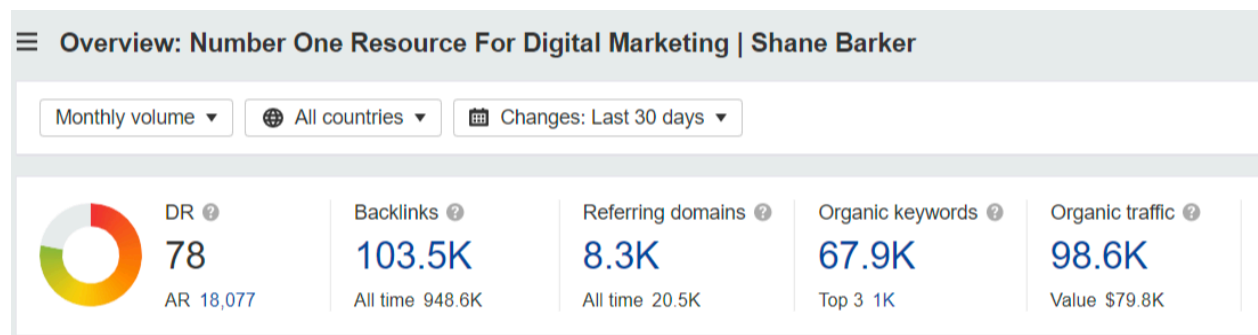
Source

To fetch these numbers, you can use the analytics feature of individual social platforms or use [social media analytics](#) tools such as Sprout Social and Brand24.

5. Your current website traffic statistics

If you have a website or a blog, your media kit should also include the number of unique monthly visitors, page views, the average duration of each visit, the number of subscribers to your newsletter, etc.

The best way to get these numbers is using tools like Google Analytics or [Semrush](#). Look through all different kinds of traffic data and SEO reports to pick the metrics that you are scoring well in and highlight those in your media kit.



These numbers can give your potential clients or sponsors a quick idea about the kind of reach your posts can get and how that can help their campaign goals.

Here's an example:

THE STYLES

FASHION AND LIFESTYLE BAZAAR

0995 947 37 45
THESTYLES.CO
THESTYLES@EMAIL.COM

ABOUT THE STYLES

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically.

THE VISITORS

60% POPULARITY INCREASE

76% FOOT TRAFFIC INCREASE

120,000+ SOCIAL MEDIA FOLLOWERS

200,000+ VISITORS

2,000+ VENDORS AND EXHIBITORS

1,600+ MEDIA ATENDEES





6M FOLLOWERS

68K FOLLOWERS

86K FOLLOWERS

FACEBOOK/THESTYLES | INSTAGRAM/THE_STYLES | TWITTER : @THESTYLES

Source

When mentioning numbers, you should include statistics from all of your social media accounts, be it on Instagram, Facebook, YouTube, Twitter, Pinterest, TikTok, or Snapchat. This can give brands a better idea about your primary social media accounts and the level of your influence on followers.

Wondering why this is essential?

It's simple. If you're more popular on Snapchat, a brand that sells kitchenware might not be interested in partnering with you. But if you run a cooking or recipe channel on YouTube, it might be a different story.

Also, keep in mind that the number of followers you have will constantly change. So, you need to update your influencer media kit frequently to reflect the latest statistics.

4. Audience Demographics

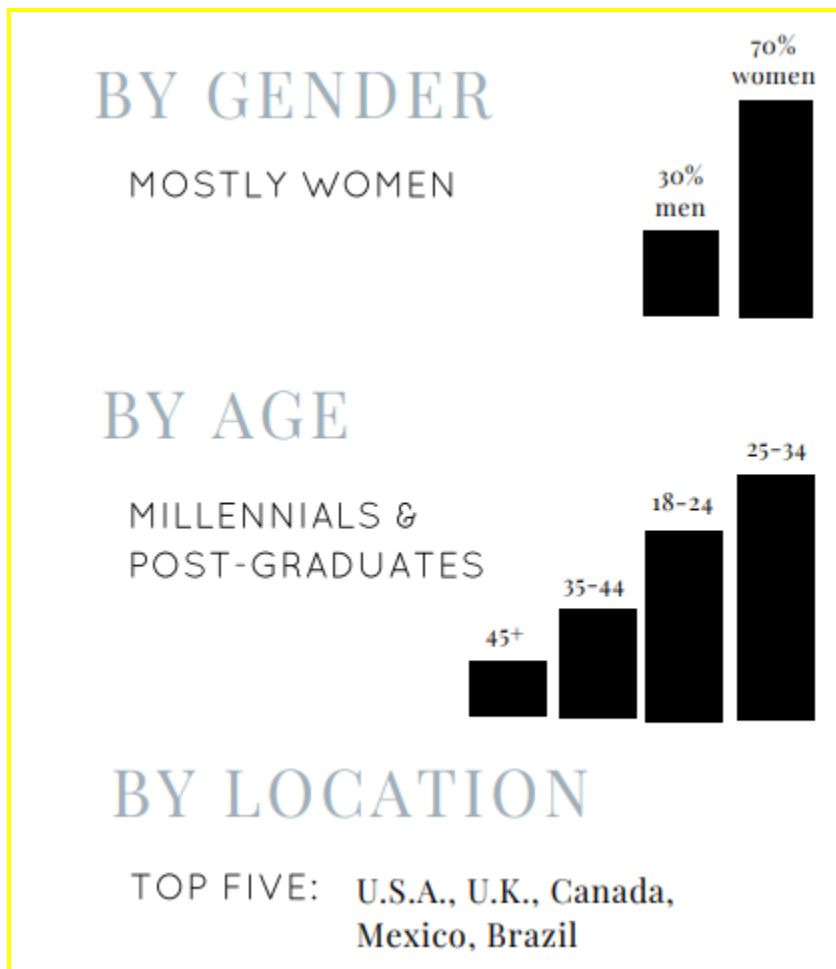
Brands want to collaborate with influencers whose followers resonate with their target audiences. Only then will the collaboration be mutually advantageous.

For this reason, it is important to provide details about your target audience and their demographics. In your influencer media kit, you should try to show your typical audience persona.

Mention their age group, gender, and the country they belong to. If you are a [niche influencer](#), you might also want to mention the interests of your followers. If most of your followers belong to a certain region in your country, you could also highlight that.

However, ensure that all of this data does not look cluttered in your media kit. Organize all the elements neatly.

Here's how travel and lifestyle influencer, Christina showcased her audience demographics:



[Source](#)

As you can see above, she has included all the relevant details without making it look overwhelming. Brands with travelers and adventure-seekers as their target audience will find it useful to collaborate with influencers like Christina.

This is an important element in influencer media kits, so ensure that you include it when making one for yourself.

Here's another influencer media kit example of travel bloggers at Wanderers and Warriors, which has separate spaces for their Instagram and blog audiences.



BLOG REACH

- 70,000 Page Views Per Month
- 30,000 Unique Visitors Per Month
- 4 New Articles Per Week
- All Content Written & Produced By Wanderers & Warriors



BLOG DEMOGRAPHICS

COUNTRY

UK - 12%
USA - 10%
Australia - 10%
Germany - 6%

GENDER

Female - 68%
Male - 32%

AGE

61% of readers are
between 25 - 34 years old

Doing this can help you attract more niche influencer collaborations from brands and sponsors.

Your audience demographics section can be as detailed as you want. This is to give brands an idea about your followers, and why it would be a good idea for them to team up with you.

For example, one of the world's largest men's magazines, *Men's Health*, has included a detailed audience demographics section in its media kit. It covers their readers' age groups, incomes, and interests.

Men'sHealth

CONSUMER PROFILE

EDUCATED MEN WITH FAMILIES

85%

2+ people in the household

67%

married, engaged or partnered

66%

college educated

37%

children in the household

WHO SPEND BIG

\$13.6B

on travel

\$8.8B

on style

\$851M

on sports & fitness equipment

\$677M

on personal grooming

LIVE AN ACTIVE + ADVENTUROUS LIFE

11.5M

travel to learn about other cultures

11.4M

strive to live healthily

10.8M

play sports

9.8M

enjoy being creative in the kitchen

8.4M

are into the latest technology

5.3M

are adventure/thrill seekers

MRI-SIMMONS USA FALL DOUBLEBASE 2021 REPORT ©2021

MH



[Source](#)

5. Brand Collaborations and Testimonials

Brands look at multiple profiles of influencers before they collaborate with one. How can you ensure that your profile stands out from the crowd? Add some social proof to your profile.

To make sure potential clients and sponsors really understand the kind of content you create and your potential reach, it's important to **show them examples of your work**. For this, you can include links to some of your best-performing posts along with their performance metrics.

SheEats

real food . locally seasonal . bourbonator

Thank you for your interest in She Eats!

Founded in 2009, She Eats is a food blog focused on creating good food ways that are locally seasonal and ethically sourced. Fresh, original recipes, critically engaging food politics and real food advocacy are garnished with bits of humour and candid confessions.



www.she eats.ca | kristygardner@gmail.com

Site Stats

Monthly Page Views:

25,000

Monthly Unique Visitors:

4,952

Posts per Week:

2 - 3

Be Social

Facebook: 500+

Twitter: 700+

Instagram: 350+

Pinterest: 550+

LinkedIn: 235

Google+: 300+



Kristy is a social media strategist by day, culinary facilitator by night and a bourbonator when the occasion allows.

Her work has been featured in various publications including Edible Vancouver, UrbanDiner.ca, Swallow Daily, Natalie MacLean, Taste Canada, Handmadeology, Relish and TasteBud Guides.

In 2013 she founded [ohksocialmedia](#), a one-stop, boutique social media shop focusing on disruptive digital marketing technologies, engagement solutions and blog based website design.

Kristy has presented at the Food Blogger Online Summit, guest hosted Google Hangouts, and she's now delving into the world of Podcasting.

When she's not hiding in her computer or obsessing about food, she likes long hikes in the back country, camping, reading good novels, bourbon, and pigs. Not all at the same time.

Popular Posts



Bourbon
Soaked
Cherries



Autumn
Mac &
Cheese



Zeppole
(Italian
Donuts)



Fresh &
Healthy
Veggie Tacos



10 Things
Every
New Chef
Needs

Include testimonials from your previous brand collaborations. And if you hosted an important networking event, highlight it in the right way.

Giving potential clients a glimpse into your portfolio adds credibility to your media kit. If you've done something noteworthy, don't shy away from flaunting it.

You can also add screenshots of influencer campaigns showcasing the results you managed to deliver and include any recognition or awards you may have received for your work.

Graphics are a great way to achieve this. You can design attractive visuals to catch the attention of your visitors.

Here's an influencer media kit example that shows awards received, recent brand collaborations, and testimonials, all organized on one page:

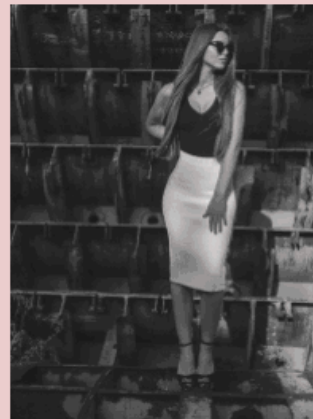
AS SEEN ON



ISSUE MARCH 2017



BRAND / SITE



BRAND / SITE

RECENT SPONSORSHIPS



WHAT OTHERS SAY

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere rhoncus mi rutrum pharetra. Proin semper est a ullamcorper maximus. In hac habitasse platea dictumst."

- Mary Y., GAP

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean posuere rhoncus mi rutrum pharetra. Proin semper est a ullamcorper maximus. In hac habitasse platea dictumst."

- Ben J., ASOS

Source

While having social proof is great, ensure you don't overdo it. Mentioning a few important collaborations and using pictures to show the results of influencer campaigns can be more effective than having a long list.

So, always keep your influencer media kit clean and organized.

Also, **never include fake information**. Be honest. It's easy to spot and confirm the legitimacy of the information you have added to your **influencer media kit**. If any brand finds out that you're faking information, it may cause irreparable damage to your reputation in the industry.

6. Contact Information

The purpose of creating an influencer media kit is to get people to connect with you. So, it's obvious that you need to include all of your contact information in it.

Mention your work email address, contact number, postal address, social media handles, and **a link to your website or blog to give potential partners a way to contact you**. Ensure your **contact information is up-to-date, accurate, and easy to find**.

BRIGITTA LOUISA

ABOUT ME

TV presenter and producer turned to a traveler, Brigitta combines her talent for creating, producing and editing content with her love of health, traveling, dancing, lifestyle, dogs.

Brigitta's real and authentic approach and her powerful and uplifting message, has created a captive and engaged audience of people aspiring to live a happy and joyful life.

CONTACT ME

+66822577102
Phuket/Thailand
hello@sunnybrigitta.com

Stats

Average likes: 2.9k
Average comments: 184
Average story views: 3k

Countries

Brazil: 24%
Asia: 20%
United states: 4%

Gender

Men 64% Women 36%

Age

18-24 45%
25-34 24%
35-44 10%

70K+
Followers

The grid of 9 photos shows Brigitta Louisa in various settings: sitting on a bench, standing by a body of water, holding a sign that says 'LOVE', and in different travel and lifestyle scenarios.

Source

If you have a lot of information and accolades to share, you may want to design a multi-page influencer media kit. In that case, it's best to **include your contact information in the footer** or header section of each page.

For example, check out this 4-page influencer media kit template I found on Etsy. It comes with a common footer that contains the contact details.









SERVICES

- Styling for photoshoots (editorials, publications, advertising, music videos, fashion films, personal etc.)
- Trend Spotters
- Personal shoppers/ Stylists (Once-off, temps or permanent services)
- Travelling outfit stylist

RATES

INSTAGRAM	Instagram Story	\$300
	Instagram Post	\$450
	IGTV Post	\$550
	Instagram Reel Post	\$650
YOUTUBE	Affiliate Code Mention	\$400
	Product Integration Video	\$800
	Dedicated Youtube Video	\$950
TIKTOK	Affiliate Code Mention	\$300
	Product Integration Video	\$600
	Dedicated Youtube Video	\$750

SOCIAL LINKS

	@katerobertsblogs		@thekaterobertsblog
	@kateroberts		@kateroberts
	@katerobertsblogs		@thekaterobertsblog

@katerobertsblogs

www.kateroberts.com

kateroberts@gmail.com

Also, update your media kit immediately if you change your phone number or email address. You don't want to miss collaboration opportunities after all.

7. Collaboration Options and Pricing

Your influencer media kit is also an opportunity to tell brands how you can collaborate with them. It could be for sponsored posts, product reviews, brand mentions, social media takeovers, interviews, vlogs, giveaways, unboxing videos, brand ambassadorship, influencer events, and more.

You should give potential clients enough collaboration options to choose from, along with how you price those services. This will help brands understand the [kind of influencer campaigns](#) you're willing to do and the fees you charge.

At the same time, show them that you're open to discussing other partnership types they may have in mind.

Influencer collaboration requirements and costs can differ on a project-to-project basis. So, it's best to **avoid mentioning an exact price**. Instead, include an estimated price range for each influencer campaign type.

This way, you can discuss, negotiate, and work out an exact rate that works for both of you.

SERVICES & PRICING

MAIN MENU

DEDICATED SPONSORED POST | \$400

High quality, SEO optimized blog post where your brand is featured exclusively

- 500 words
- 2 links
- HD quality images
- Post promoted on IG, FB, and Twitter
- Post promoted to email subscribers

SHARED SPONSORED POST | \$200

Your brand is mentioned in a post

- 1 link
- Post promoted on 1 social platform of your choice

ADD-ONS

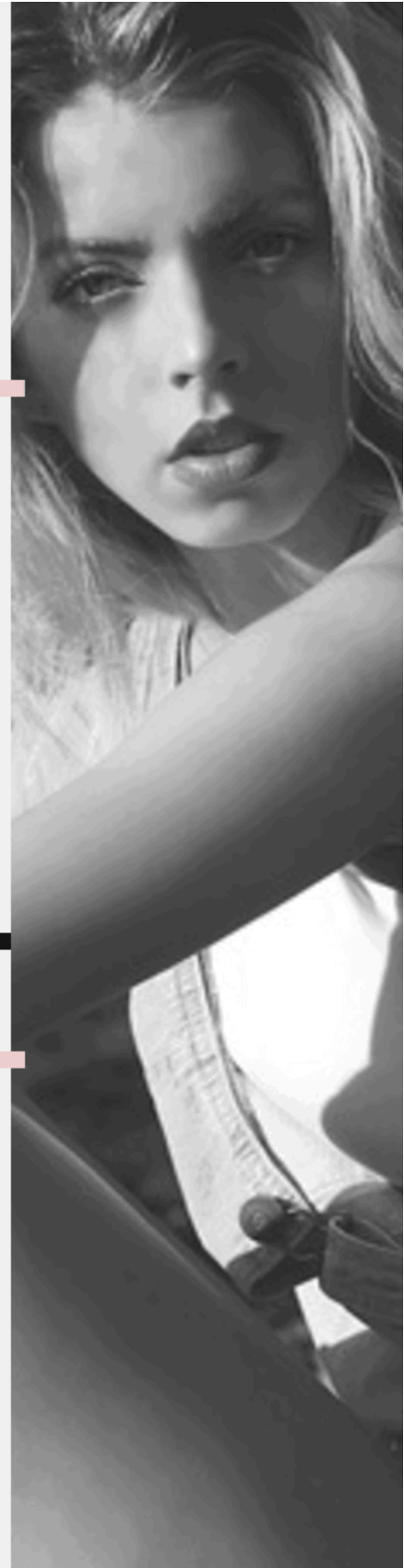
SPONSORED POST GIVEAWAY | \$100

Host and promote giveaway on IG, FB, and Twitter

PROMO CODE | \$50

Share promo code on IG, FB, and Twitter

HAVE OTHER COLLABORATION IDEAS?
GET IN TOUCH WITH US VIA EMAIL
AT [INSERT YOUR EMAIL].



[Source](#)

Many amateur influencers make the mistake of quoting their bottom prices in their influencer kit. When you say that your price “starts at \$20,” you leave very little room for negotiation.

This tells brands and marketers the lowest they can bid, which is not good news for you. So, you should always make sure you’ve kept room for a good bargain for your influencer services.

Now that you know what a media kit is for and the key elements to include in yours, let's learn how to create one.

How To Create a Stand-Out Influencer Media Kit

To create an influencer media kit that stands out, you need to focus on the design and content. Let me tell you about the steps for creating an impressive influencer media kit.

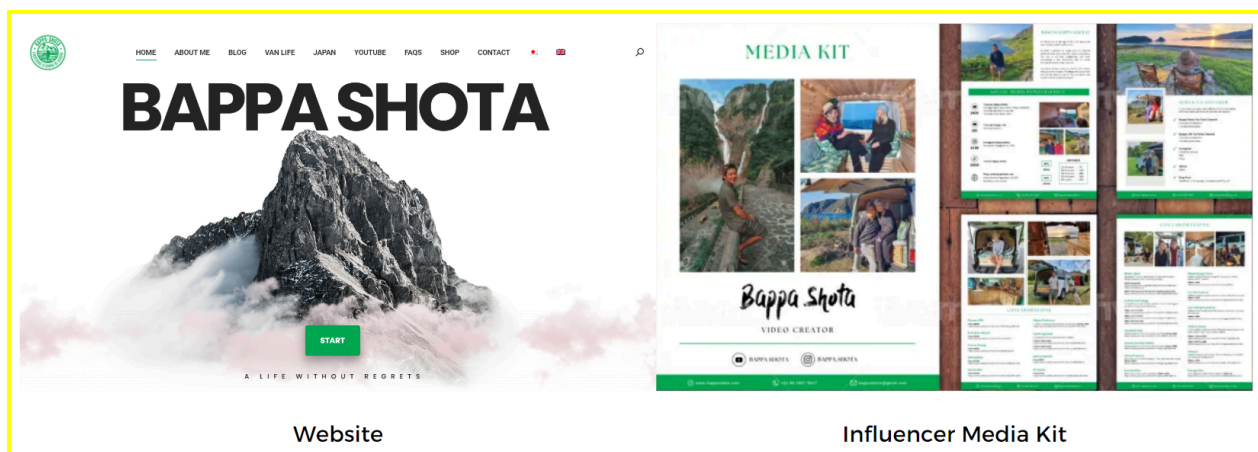
1. Decide on Your Brand Colors and Fonts

Select the colors, fonts, and images that best represent your influencer brand. Your media kit should be pleasing to look at, so make sure you have consistent and attractive visuals across your website, social media, influencer media kit, and other communication visuals.

It's best to keep it simple and **pick two or three main colors and fonts**.

For example, if your influencer brand focuses on beauty and fashion, you might choose a classic pink, black, and white color scheme and bold fonts such as Calibri or Helvetica.

See the image below, in which video creator, Bappa Shota, uses a green, black, and white palette for their website as well as their influencer media kit.



[Source](#)

2. Put Together Your Media Kit Content

The most effective way to create an influencer media kit is to compile all of the information you want to include in one place and then simplify and organize the data.

Before you start designing your influencer media kit, **compile the key information you need in one place**. This includes everything we discussed in the [“What to Include in Your Media Kit”](#) section above.

Here’s a quick recap:

- A compelling profile bio
- Important performance statistics
- Audience demographics
- Logos of notable brands you’ve worked with
- Testimonials from clients who loved your work and the results you delivered them
- Your contact details
- Your preferred collaboration options and their pricing
- And more

You can collect performance data from individual social media platforms’ analytics sections or using tools like Buffer, Hootsuite, Sprout Social, and more.

Here’s an insightful video on using Hootsuite Analytics for stats and numbers:



While preparing the content of your media kit, ensure to keep it informative and precise.

Avoid adding too much text, as it can be overwhelming. Instead, focus on providing essential details and include stats and visuals to make it more compelling and easy to understand.

3. Design Your Influencer Media Kit Yourself or Hire a Designer

Once you've compiled the data and written your influencer media kit copy, it's time to design it.

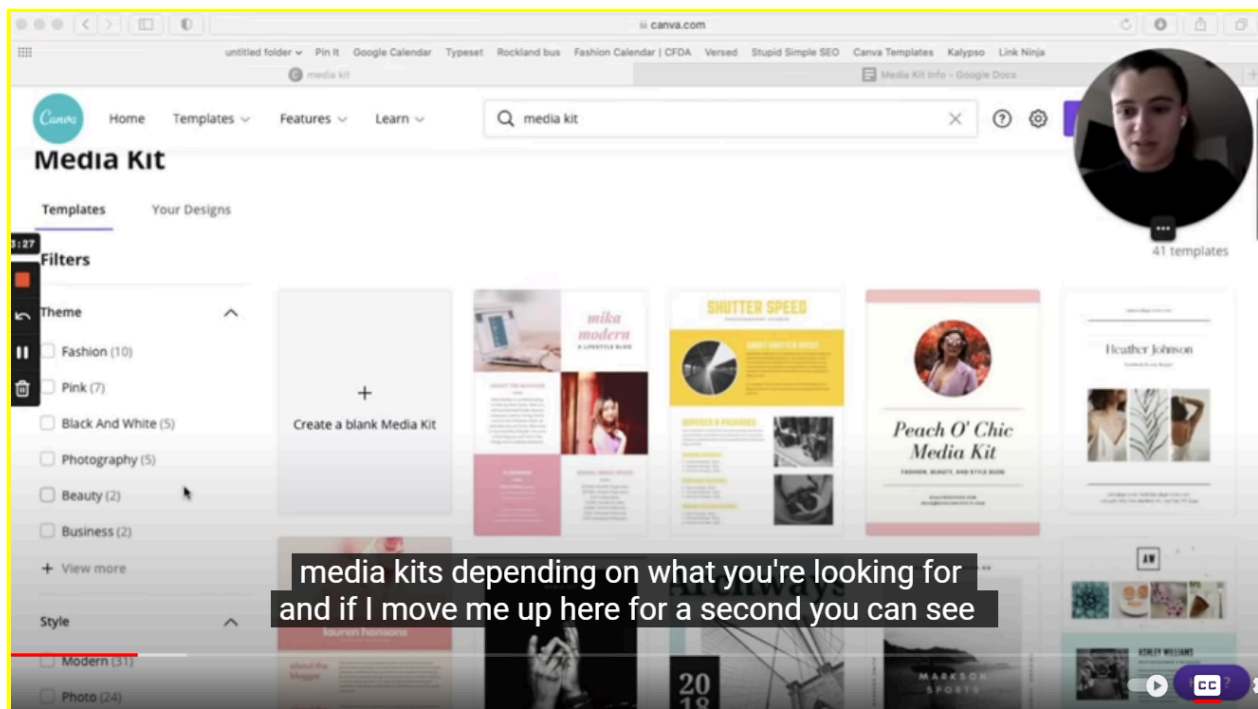
You can choose to design the influencer media kit yourself or hire a designer to create a media kit that is both aesthetically pleasing and professional.

If you have got some design skills, you can use advanced platforms like Adobe Photoshop and Adobe Illustrator.

However, if you do not design, I recommend that you leverage easy-to-use design tools such as [Snappa](#) or [Canva](#) that come with influencer media kit templates and editable graphic elements.

Start by selecting an influencer media kit template that resonates with your influencer brand. Then, customize it with your influencer data and style elements to give it a unique look.

If you're not that confident, be sure to check out the video tutorial below. It covers the step-by-step process of designing influencer media kits using Canva.



Remember that the key to a good design is to **keep it simple yet creative**. Make sure your influencer media kit looks professional and appealing.

4. Send Your Media Kit to Potential Brands and Sponsors

Once you're done with the design, create a PDF and save it. You can also print high-quality influencer media kits if you want to present them in person.

Finally, upload the influencer media kit onto your website or blog and share it with potential partners via email.

Before you send it out, consider the following points:

1. Find relevant brands to partner with.

Make sure you send out your media kit to brands that you're confident to generate value for.

Whether you're a celebrity influencer or a micro-influencer with only a few thousand followers, your audience should consist of the brand's target consumers. And you should be confident about influencing their buying decisions in the favor of the partner brand.

It's also important to check if your values align with those of the brand you plan to approach with your influencer media kit. This increases your chances of getting a response.

Research the brands to understand the type of content they create, who they've partnered with in the past, and what they look for in an influencer collaboration.

2. Personalize your emails.

Avoid sending your media kit in bulk to everyone on your mailing list. Not only will it be annoying for others but it will also not get you any responses.

It's important that you personalize each influencer media kit email. Start by introducing yourself and tell the brand or sponsor why you think working with you would be beneficial to them specifically.

Highlighting the brand specifics that go well with your profile is an effective way to grab brand attention.

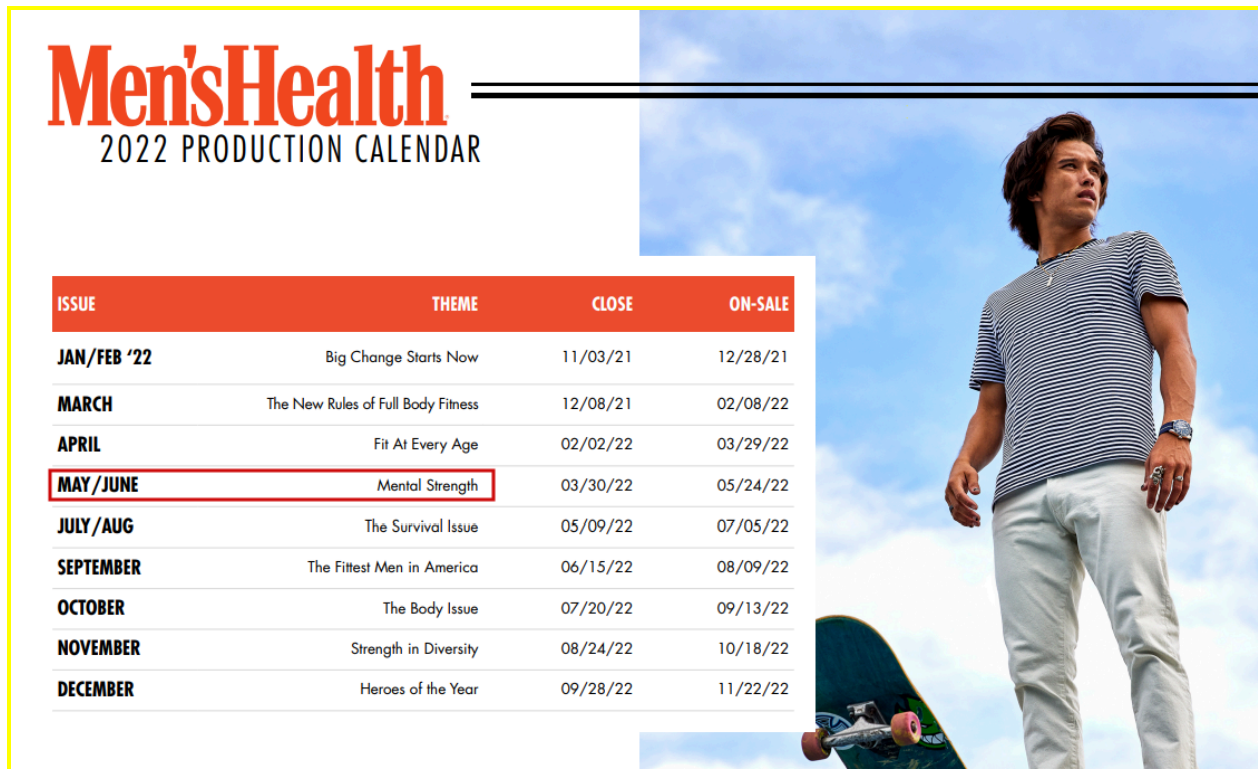
You should suggest specific influencer posts or campaign ideas that will make your audience engage with the brand instantly.

3. Include content ideas that may appeal to the brands.

Think of influencer campaign ideas that will make them want to collaborate with you. Keep in mind the content topics and influencer campaigns they have already done and suggest influencer ideas that are more creative and engaging.

Many bloggers and digital magazines also share their content plans and topics scheduled for the coming months. This gives potential partners an idea of what type of influencer content they can plan with you in the near future.

Men's Health magazine included a **content production calendar section** in their media kit itself (see the screenshot below).

A screenshot of the Men's Health 2022 Production Calendar. The title "Men's Health" is in large red font, with "2022 PRODUCTION CALENDAR" in smaller black font below it. To the right is a photo of a man in a striped shirt and light pants standing against a blue sky, with a skateboard at his feet. Below the title is a table with four columns: ISSUE, THEME, CLOSE, and ON-SALE. The "MAY/JUNE" row is highlighted with a red border.

ISSUE	THEME	CLOSE	ON-SALE
JAN/FEB '22	Big Change Starts Now	11/03/21	12/28/21
MARCH	The New Rules of Full Body Fitness	12/08/21	02/08/22
APRIL	Fit At Every Age	02/02/22	03/29/22
MAY/JUNE	Mental Strength	03/30/22	05/24/22
JULY/AUG	The Survival Issue	05/09/22	07/05/22
SEPTEMBER	The Fittest Men in America	06/15/22	08/09/22
OCTOBER	The Body Issue	07/20/22	09/13/22
NOVEMBER	Strength in Diversity	08/24/22	10/18/22
DECEMBER	Heroes of the Year	09/28/22	11/22/22

Source

A fitness and workout brand will probably collaborate with them for their March, April, or October issue. Whereas, their May/June issue, which focuses on mental strength, is a great fit for any health and wellness brand.

4. Follow up on your influencer media kit emails.

Don't forget to follow up on influencer media kit emails in case you don't get any response from potential partners. However, don't overdo it, and make sure that your follow-up emails don't sound too pushy.

Keep it short and sweet, and look for other influencer partnership opportunities in the meantime.

5. Be professional.

Make sure you use a polite and friendly tone while communicating with potential influencer partners. Always use the brand's name in your influencer media kit emails and treat them as valued customers or clients.

6. Know your worth.

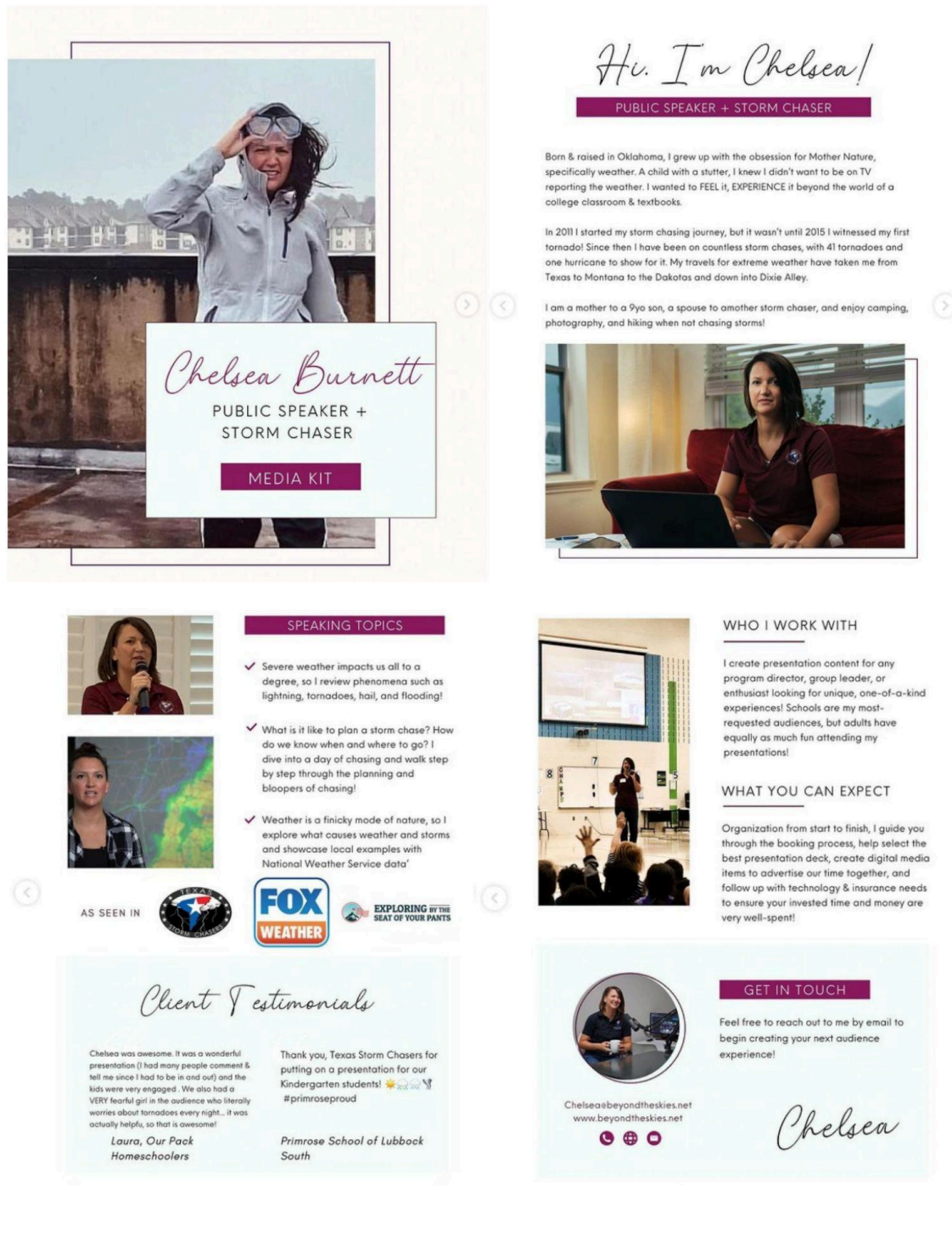
Do not compromise on your influencer rates and fees. You should charge what you think is fair, depending on the influencer campaign ideas being proposed. It will be beneficial for both of you to set clear influencer rates and expectations before starting any project.

Influencer Media Kit Examples to Inspire You

Creating an influencer media kit from scratch can seem daunting at first, but it's not so hard to make one. To give you an idea of what a good one looks like, take a look at the influencer media kit examples below.

Influencer Media Kit Example #1: Chelsea Burnett, A Public Speaker

The influencer media kit of Chelsea Burnett, a public speaker, includes her bio, experience, contact information, and topics she speaks about.



Source

It also includes what type of brands and events she partners with, and what you can expect from her.



WHO I WORK WITH

I create presentation content for any program director, group leader, or enthusiast looking for unique, one-of-a-kind experiences! Schools are my most-requested audiences, but adults have equally as much fun attending my presentations!

WHAT YOU CAN EXPECT

Organization from start to finish, I guide you through the booking process, help select the best presentation deck, create digital media items to advertise our time together, and follow up with technology & insurance needs to ensure your invested time and money are very well-spent!

The client testimonials in her media kit and logos of events/networks she has been part of, vouch for her credibility.

AS SEEN IN



EXPLORING BY THE
SEAT OF YOUR PANTS

Client Testimonials

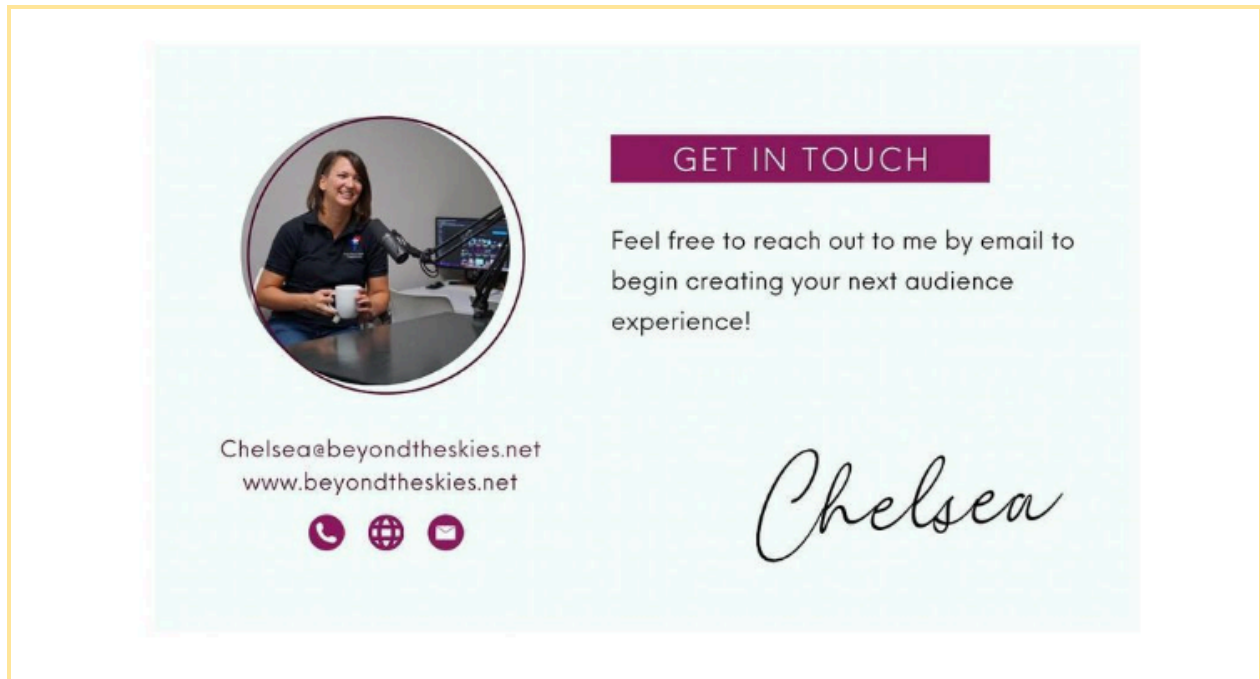
Chelsea was awesome. It was a wonderful presentation (I had many people comment & tell me since I had to be in and out) and the kids were very engaged. We also had a VERY fearful girl in the audience who literally worries about tornadoes every night... it was actually helpful, so that is awesome!

*Laura, Our Pack
Homeschoolers*

Thank you, Texas Storm Chasers for putting on a presentation for our Kindergarten students! ☀️☁️☁️☁️
#primroseproud

*Primrose School of Lubbock
South*

You can also see her contact information with a concise "get in touch" message for everyone who wants to create a good audience experience.



Influencer Media Kit Example #2: Lacie Wiggins of Skinnyminimama, a Fashion & Lifestyle Blog

Her influencer media kit includes all the details about her blog and influencer presence. It contains her bio, influencer network reach and engagement numbers, her previous brand collaborations, and her preferred types of brand collaborations.



www.skinnyminimama.com
skinnyminimama23@gmail.com
@skinnyminimama23

LET'S COLLABORATE & MAKE YOUR BRAND STAND OUT

**SPONSORED POSTS | PROFESSIONAL IMAGES |
SOCIAL TAKEOVERS**

Source

The cover page of her media kit says, "Media Kit 2022," which emphasizes that her influencer media kit is up-to-date and ready for use.

Lacie Wiggins
MEDIA KIT 2022
www.skinnyminimama.com



Also, look at the well-designed audience demographics and engagement numbers page along with a glimpse of her Pinterest and Instagram profiles.

AUDIENCE DEMOGRAPHICS

6.7%

Engagement
Rate



84.9% Female
15.1% Male



Top Age
25-34



TOP LOCATIONS



USA

INSTAGRAM
NUMBERS



1,039+

TOTAL FOLLOWERS

66K+

IMPRESSIONS

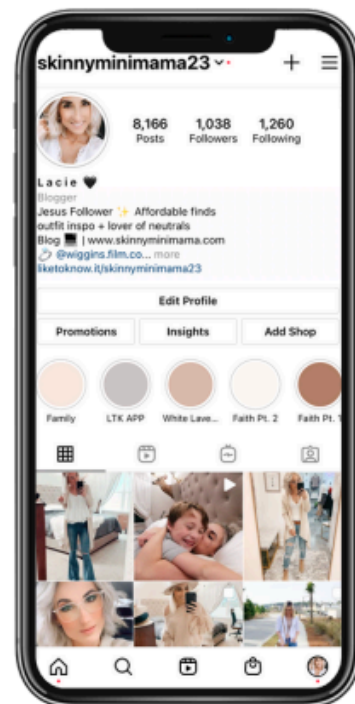
500

AVERAGE VIEWS



3K+

MONTHLY REACH



Did you notice the consistency in her influencer media kit, blog branding, and her social media profiles? This helps create a great brand image for influencers.

Influencer Media Kit Example #3: Tiffany Hinton, Health Coach & Gluten-Free Lifestyle Blogger

GF Mom Certified, Tiffany Hinton is an author, health coach, and lifestyle influencer based in Chicago. She specializes in creating content for wellness brands and media outlets that promote a gluten-free diet and lifestyle.

Her media kit clearly **highlights her mission**, right on the first page.



[Source](#)

You can find detailed audience demographics, which include their geo-location, household income, interests, consumer buying styles, and more.



AVERAGE IMPRESSIONS 25.8K

Profile Visits	158
Mentions	8

AUDIENCE GENDER

Female	83 %
Male	17 %

AUDIENCE EDUCATION

Completed High School	43 %
Completed College	41 %
Completed Graduate School	18 %

AUDIENCE MARITAL STATUS

Married	60 %
Single	41 %

AUDIENCE BY COUNTRY

United States	80 %
United Kingdom	6 %
Canada	4 %
Russia	3 %
Ireland, Australia, India & Italy	<1 %

AUDIENCE HOUSEHOLD INCOME

\$150,000 - \$199,999	14 %
\$100,000 - \$124,999	13 %
\$75,000 - \$99,999	13 %
\$125,000 - \$149,999	9 %
\$60,000 - \$74,999	8 %

INTERESTS

Dogs	98 %
Travel News & General Info	92 %
Weather	91 %
Science News	90 %
Comedy (Hobbies & Interests)	87 %
National Parks	84 %
Music Festivals & Concerts	83 %
Commentary	82 %
Government	78 %

CONSUMER BUYING STYLES

Premium Brands	79 %
Home Cooking & Grilling	68 %
Quick & Easy	68 %
Fresh & Healthy	65 %
Ethnic Explorers	64 %
Weight Conscious	17 %
Natural Living	16 %
Value Conscious	12 %
Vegetarian	6 %

Her media kit also has **samples of her work, previous partnerships, and performance metrics** of individual posts – all of which make it easier for brands to get an idea of what she can do for them.

BRAND PARTNERSHIP - SUNBUTTER

BRAND RELATIONSHIP DETAILS

SunButter is a natural, simple, and delicious sunflower butter. Peanut free SunButter is free from all of the top 8 food allergens. As a Digital Affiliate partner of GF Mom Certified Tiffany Hinton, SunButter appears in several social media posts to Tiffany's followers and was a key ingredient in recipes Tiffany demonstrated on WCIU's The Jam.

CO-BRANDING EXAMPLES

Tiffany designed recipes for her media projects, upcoming books and coaching clients that utilized and promoted SunButter and its many benefits to the community she serves.

SOCIAL MEDIA

SunButter received several mentions, product placements and spotlights in posts on Tiffany's Instagram, Facebook, LinkedIn and Twitter pages to her followers. These posts demonstrated how Tiffany uses SunButter in her everyday life and in recipes.



The media kit has a separate section for the audience demographics of her "Hacking Your Health Live" pop-up series, along with the current sponsors.



And the footer of every page of the media kit contains her contact information to ensure that **she remains easily accessible** to the brands and PR managers.

By taking reference from the influencer media kit examples mentioned above, you can create an influencer media kit that stands out and helps your influencer journey.

Bonus: Influencer Media Kit Template

For influencers who want to create an influencer media kit themselves, I've got links to a couple of influencer media kit templates that you can customize according to your needs.

Check them out here:

1. A free and customizable [1-page sample influencer media kit template](#) on Canva. It has a minimalist white and beige design that covers your bio, audience demographics, engagement rate, and social images.
2. A creative media kit [template for kid influencers](#). This influencer media kit template is designed especially for kid influencers. It comes with an editable photo-based cover page and a separate page to add your bio, services, audience demographics, and engagement numbers.
3. A premium minimalist influencer media kit [template with a rate card](#). Choose this template if you want to make a lasting impression. It has been designed aesthetically to present all key information in a concise yet attractive manner.
4. A detailed [15-page premium media kit template](#) on Etsy. This template is a comprehensive one, and it includes pages for the influencer's bio, services offered, pricing, testimonials, statistics, case studies, and more.

These influencer media kit templates contain all the necessary sections that can help you meet your brand and influencer goals. Choose one that best suits your influencer journey and start creating an influencer media kit to stand out from the crowd. Good luck!

FAQs

1. What should be included in a media kit?

Here's what you should include in your influencer media kit:

- A profile bio
- A list of your social media accounts
- Performance statistics - Number of followers, average engagement rate, website traffic, page views, number of impressions per post, etc.
- Audience demographics - Their age groups, interests, education levels, household incomes, etc.
- Brand collaborations and testimonials
- Contact information
- Collaboration options and pricing

2. What is a media kit for Instagram?

A media kit for Instagram is a collection of promotional materials shared by influencers to help brands understand the influencer's Instagram reach, the type of content they create, and the kind of engagement they can expect from them.

It typically includes influencer metrics like Instagram follower growth rate, location, and audience demographic information, as well as any previous collaborations and influencer-created campaign photos or videos with their performance metrics.

This helps brands decide if the influencer is a good fit for their marketing goals and objectives.

3. What is a media kit for bloggers?

A media kit for bloggers serves as their CV and showcases all of their achievements. This includes their website metrics like traffic, bounce rate, etc. It also includes audience information and past collaborations with brands. The primary purpose of these kits is to give potential customers a glance into what the bloggers can do for them.

4. How much should a media kit cost?

If you're good with design, you could create your media kit without spending on outsourcing. However, if you're considering getting someone to write it and another person to design it, the cost of your media kit could be up to a few hundred dollars, depending on the content and design you want.

5. How long should a media kit be?

The goal of a media kit is to present all of the information in a concise and straightforward manner. Your target should be to wrap up your media kit within a maximum of three pages. Try to make it easy to skim through using visuals too.

Are You Ready to Create Your Own Influencer Media Kit?

Influencer media kits can show brands who you are and what you stand for. It's like a digital portfolio introducing brands to your work and the type of content you can create.

Creating your own media kit is an excellent opportunity to make a great first impression. You should consider leveraging easy-to-use design tools like [Canva](#) and Crello, which have hundreds of pre-designed media kit templates.

You can also build your custom influencer media kit with a tool like [MediaKits](#). It helps you make just the right first impression with a media kit that's updated in real time and is easily shareable with brands.

Now that you know the fundamentals, it's time to get started on your own media kit! Good luck and happy showcasing!

Got any other tips to create a killer influencer media kit? Please share your views in the comments section below.

Disclosure: This content has a few affiliate links, which means if you click on them, I will get a commission (without any extra cost to you).