

How to use this influencer briefing template

- This template is designed to be simple and easy to scan.
- If you need more space or detail, you can add slides or split sections into separate slides.
- Swap in your own logo and brand colors to make it feel on-brand.
- Feel free to expand or customize the deck as needed – the most important thing is that your influencer brief fits your brand clearly.

[Your Company's Address]
[Your Company's Email]
[Your Company's Website]
[Your Company's Registration Number]



Influencer Creative Brief

Influencer Creative Brief - [Your Company]

Campaign Details

- **Campaign Name:** [Your Company's Product Launch]
 - **Campaign Objective:** [Your Company's Objective]
 - **Campaign Timeline:** Launch begins on [Launch Date] and will run for [Campaign Duration].

Brand/Product Overview

- **Brand Name:** [Your Company]
- **Product:** [Your Company's Product]
- **Key Selling Points:** [Your Company's Product Key Selling Points]

Influencer's Role

- **Content Type:** Instagram Reels and Stories, highlighting [Your Company's Objective].
- **Content Requirements:** [Your Company's Content Requirements]
- **Messaging Guidelines:** Include #[YourCompany] in all posts. Focus on [Your Company's Objective].

Deliverables

- **Number of Posts/Videos:** [X] Instagram Reels and [X] Stories throughout the campaign.
- **Content Submission Deadline:** All content must be submitted for approval by [Submission Deadline].

Compensation and Collaboration Details

- **Compensation Offered:** \$X fixed payment for the campaign, along with [Your Company Product] for personal use.
- **Collaboration Expectations:** Participation in an [Your Company Event] and hosting a giveaway for followers featuring [Your Company Product].

Legal and FTC Compliance

- **Disclosure Requirements:** All content must clearly disclose the partnership in accordance with [Your Company Guidelines].
- **Rights and Usage:** [Your Company] reserves the right to reuse and distribute influencer-created content for promotional purposes.

Contact Information

- **Company Contact:** [Your Team Member – Marketing Department, email@yourcompany.com, Company Phone Number]
- **Influencer Contact:** [Influencer's Preferred Contact Details]

Additional Notes

- Ensure content reflects genuine personal experience with the product.
- Keep visuals and messaging aligned with [Your Company] branding and style.

At [place] on [date]

