# 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.

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

YOUR LOGO HERE

# 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].

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## 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]

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