

THREE LETTERS | INFLUENCER MARKETING STRATEGY TEMPLATE

Client	
Industry	
Date	

STEP 1: DEFINE AND DISCOVER

Universe name	(e.g. men's lifestyle)
Influencers	(e.g. @NikSpeller; @Mat_Buckets)
Shared keywords	(e.g. men's lifestyle blogger)
Social channels	(e.g. Twitter; Instagram)

STEP 2: ASSESS

Influencer	Relevance Score	Quality Score
1	(e.g. out of 10)	(e.g. out of 10)
2		
3		
...		

STEP 3: PLAN

Influencer	Best Fit	Good Match	Promo aim	Incentive
1			(e.g. Instagram ad)	(e.g. pay)
2			(e.g. product review)	(e.g. gifting)
3			(e.g. creative collab)	(e.g. pay)
...				

STEP 4: ENGAGE

Influencer	Influencer type	Approached	Response	Promo type	Fee	Work scheduled	Work created
1	(e.g. BF)	(e.g. yes)	(e.g. interested)	(e.g. ad)	(e.g. £)	(y/n)	(y/n)
2							
3							
...							

STEP 5: WORK							
Content	Influencer	Promo type	Date	Brand promo*	Partner promo*	Associated promo*	Response
1		(e.g. ad)		(y/n)			(e.g. sign-ups)
2							
3							
...							

\*Brand promo = promotion of content by your brand | Partner promo = promotion of content by partner brands | Associated promo = promotion of content by channels specifically relevant to the content.

STEP 6: REVIEW							
Content	Influencer	Promo type	Date	Brand promo*	Partner promo*	Associated promo*	Response
1		(e.g. ad)		(y/n)			(e.g. sign-ups)
2							
3							
...							

STEP 6: REVIEW		
	Actual	%
Universe	(e.g. 1,000)	100%
Best match	(e.g. 100)	10%
Engaged	(e.g. 50)	5%
Work	(e.g. 10)	1%
Good fit	(e.g. 200)	20%
Engaged	(e.g. 100)	10%
Work	(e.g. 20)	2%

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