

**INSTRUCTIONS:**

- Click on “Campaigns” in top menu and select “Email Flows” to create an outreach flow
- For frequently used template click on “Tools” in the top menu and select “Template Manager”
- Colour green: to be updated.
- Curly brackets: placeholders which will autofill automatically in CRM
- {{ firstname|default(influencer\_handle) }} This placeholder will automatically be replaced with the firstname or the influencer handle in case the firstname is not available.

**ACCESS CASE STUDY [HERE](#).**

**INVITATION EMAIL: COMMISSION ONLY**

**SUBJECT:** {{ firstname|default(influencer\_handle) }} – ENTER YOUR BRAND NAME Partnership

Hi {{ firstname|default(influencer\_handle) }},

I hope you are doing great!

We are having an Easter campaign throughout the month of March and we would love to work with you again!

As one of our invited partners, you will have access to an **exclusive XY% discount code** for your followers, along with a **XY% affiliate commission** on all referred sales!

In exchange, we would like to send you one of our best-selling **ENTER PRODUCT** to try out:

Would you be interested in being part of this? Your support would mean the world to us!

Can we count you in? :)

Best,

**INVITATION EMAIL: FIXED PAYMENT + COMMISSION**

**SUBJECT:** {{ firstname|default(influencer\_handle) }} – ENTER YOUR BRAND NAME Partnership

Hi {{ firstname|default(influencer\_handle) }},

I hope you are doing great!

We are having an Easter campaign throughout the month of March and we would love to work with you again!

It's for invited partners only, and we would love to offer you the following:

- \$XY fixed payment
- **20% affiliate commission** on each referral. You'll be able to track these with ease from your dashboard.
- Exclusive **20% discount code** to share with your followers
- Our best selling: **ENTER PRODUCT**

Would you be interested in being part of this? Your support would mean the world to us!

Can we send you the **ENTER PRODUCT**?

Best,

## INFLUENCER IS INTERESTED

Hi {{ firstname|default(influencer\_handle) }},

It is so great to hear you are interested! We are super excited to work with you again! :)

For this campaign your discount code: {{discount\_code}} is set at {{discount\_code\_perc}} and your commission at {{commission\_perc}}.

You can find the affiliate link and personal code which are both used to track your commission below:

Link: {{custom\_link}}  
{{discount\_code\_perc}} Code: {{discount\_code}}

Looking forward to seeing your beautiful posts! :)

Best,

## NEGOTIATION: ASKING FOR A FEE / BIGGER BUDGET

Hi {{ firstname|default(influencer\_handle) }},

Thank you so much for your response! We totally understand how much time and effort it takes to manage an account like yours.

However, as a small business we are forced to work with a limited budget.

For this easter Campaign, we would be able to offer you our **ENTER PRODUCT + ENTER INCREASE AFFILIATE COMMISSION**.

Meaning you will receive 20% of all referrals made through your affiliate link!

We are very excited to work with you again and would love to have you onboard for this campaign!

Best,

## FOLLOW UP 1

Hi {{ firstname|default(influencer\_handle) }},

Hope everything is well!

I wanted to check in on you as our Eastern Campaign starts this **ENTER DAY (ENTER DATE)!**

We would love to send you our **ENTER PRODUCT**. Furthermore, you would also receive **ENTER AFFILIATE%** which means that you will receive **ENTER AFFILIATE%** on all referrals made through your affiliate link!

Would you be open to making a story post when the campaign starts on the ENTER DATE?

Looking forward to hearing from you! :)

Best,

## REMINDER 1 - ONBOARDED

Hi {{ firstname|default(influencer\_handle) }},

I hope you are doing well!

Just a friendly reminder that our Eastern campaign starts tomorrow! :)

We are super excited to have you onboard! You can access your link and code below.

- Link: {{custom\_link}}
- {{discount\_code\_perc}} Code: {{discount\_code}}

Let me know if you have any last minute questions!

Best,

## THANK YOU POSTED

Hi {{ firstname|default(influencer\_handle) }},

Thank you so much for your beautiful post and for helping to announce the launch of our eastern campaign!!

We loved your post and the way you **ADD PERSONALISED SENTENCE**.

It would be great if you could continue to give your audience access to the offer which will stay active until **ENTER END DATE**.

Thank you so much again for being part of this!

Best,

## **CAMPAIGN CLOSING FINAL WEEKEND**

Hi {{ firstname|default(influencer\_handle) }},

I hope you are having a great week! I just wanted to inform you that this will be the final weekend of our eastern campaign.

In case you would like to give your fans one last chance to access the {{discount\_code\_perc}} offer (which ends on **ENTER DAY**) you can use your link and code below :)

- Link: {{custom\_link}}
- {{discount\_code\_perc}} Code: {{discount\_code}}

Let me know if you have any questions!

Best,

## **CAMPAIGN ENDED THANK YOU EMAIL**

Hi {{ firstname|default(influencer\_handle) }},

Thank you so much for being part of this year's easter campaign!

It was a great success which wouldn't have been possible without your support and as a small business partnering with you really means a lot!

Your payment will be processed this week and you will receive a confirmation from me once it has been processed!

Thank you again for being part of the campaign! If you have any questions you can always reach me! :)

P.S. your affiliate account will stay active so you continue to earn affiliate commission.

Best,