

# INFLUENCER BRIEF TEMPLATE

This downloadable template is designed to guide you through creating an influencer brief that is clear, comprehensive, and appealing to potential influencers. Each section includes instructions to help you customize the brief to fit your specific campaign needs, ensuring a successful collaboration with your chosen creators.

<b>CAMPAIGN OVERVIEW</b>	<p><b>Instructions:</b> Provide a concise yet comprehensive overview of your campaign. This should include the campaign's name, its main objectives, the desired outcomes, and any relevant background information that would help the influencer understand your brand and the campaign's purpose.</p> <ul style="list-style-type: none"><li>• <b>Campaign Name:</b> Provide the official name of your campaign</li><li>• <b>Objective(s):</b> Detail what you aim to achieve with this campaign, e.g., increase brand awareness, launch a new product, etc.</li><li>• <b>Desired Outcome:</b> Specify the measurable goals you wish to achieve, such as a percentage increase in engagement or sales</li><li>• <b>Background Information:</b> Offer context about the campaign, including why it's being launched and its importance to your brand</li></ul>
<b>TARGET AUDIENCE:</b>	<p><b>Instructions:</b> Describe the audience you aim to engage through this campaign. Understanding your audience is crucial for influencers to create content that resonates.</p> <p><b>Demographics:</b> Age, gender, location, etc.</p> <p><b>Interests:</b> What does your audience care about? What are their hobbies?</p> <p><b>Behavioral Insights:</b> Any purchasing habits or content preferences</p>
<b>KEY MESSAGING</b>	<p><b>Instructions:</b> Define the core messages you want to communicate through the campaign. This section helps ensure the influencer's content aligns with your brand's messaging.</p> <p><b>Core Messages:</b> The main points or themes you want emphasized</p> <p><b>Hashtags/Tags:</b> Relevant hashtags and accounts to tag</p> <p><b>Call to Action:</b> What action do you want the audience to take?</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>CONTENT REQUIREMENTS</b></p>	<p><b>Instructions:</b> Specify the type and tone of content you expect, along with any must-include elements or things to avoid. This ensures the content meets your brand standards and campaign goals.</p> <ul style="list-style-type: none"> <li>• <b>Content Type(s):</b> Posts, stories, videos, etc.</li> <li>• <b>Tone/Voice:</b> The desired feel of the content, e.g., inspirational, educational</li> <li>• <b>Must-Include Elements:</b> Specific products, messages, or themes to include</li> <li>• <b>Avoid:</b> Anything that should not be featured in the content</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>CREATIVE DIRECTION</b></p>	<p><b>Instructions:</b> Provide visual guidelines to help influencers understand the aesthetic you're aiming for. This can include mood boards, color palettes, and imagery style preferences.</p> <ul style="list-style-type: none"> <li>• <b>Mood Board/Visual Inspiration:</b> Link or description of the mood board</li> <li>• <b>Color Palette:</b> Preferred colors</li> <li>• <b>Imagery Style:</b> Desired style of visuals, e.g., candid, studio</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>DELIVERABLES &amp; DEADLINES</b></p>	<p><b>Instructions:</b> Clearly outline what you expect from the influencer, including the number and type of content pieces, and all associated deadlines.</p> <ul style="list-style-type: none"> <li>• <b>Content Pieces:</b> Detailed list of required content items</li> <li>• <b>Submission Deadlines:</b> Specific deadlines for each content piece</li> <li>• <b>Review Process:</b> Describe the process for content review and approval</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>BUDGET &amp; COMPENSATION</b></p>	<p><b>Instructions:</b> Transparency about compensation is key to building trust. Detail the payment, schedule, and any additional incentives.</p> <ul style="list-style-type: none"> <li>• <b>Compensation Details:</b> Payment per post, product gifting details, etc.</li> <li>• <b>Payment Schedule:</b> When and how payments will be made</li> <li>• <b>Additional Incentives:</b> Any bonuses for exceptional performance</li> </ul>