

Influencer Collaboration Brief Template

Here's a comprehensive **Influencer Collaboration Brief Template** to guide brands in collaborating with influencers. This template ensures that both parties are aligned in their goals, expectations, and deliverables, resulting in a successful partnership.

#1. Brand Overview

- **Brand Name:** _____
 - **Website/Online Store:** _____
 - **Social Media Handles:** _____
 - **Brand Mission:** Provide a brief description of your brand's mission and values.
Example: "Our mission is to empower individuals to live healthier, more sustainable lives through our eco-friendly products."
 - **Target Audience:** Describe your ideal customer (age, gender, interests, location).
Example: "Women aged 25-40, interested in wellness, sustainability, and eco-friendly products."
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#2. Campaign Details

- **Campaign Name:** _____
 - **Campaign Objective:** Clearly outline the primary goals.
Example: "Increase brand awareness and drive traffic to our website."
 - **Key Message:** Describe the main message you want to convey.
Example: "Highlight the eco-friendly benefits of our sustainable product line."
 - **Call-to-Action (CTA):** What do you want the audience to do?
Example: "Use promo code 'GREENLIFE20' for 20% off."
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#3. Influencer Selection Criteria

- **Content Niche:** _____ *Example: "Lifestyle, wellness, or sustainability-focused content."*
- **Social Media Platforms:**
 - ☐ Instagram
 - ☐ TikTok
 - ☐ YouTube

- ☐ Facebook
 - ☐ Other: _____
 - **Follower Count:** Minimum/maximum follower count, if applicable.
Example: "10,000 - 100,000 followers."
 - **Engagement Rate:** Preferred engagement rate range.
Example: "Above 3% engagement rate."
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#4. Content Guidelines

- **Content Type:**
 - ☐ Instagram Feed Post
 - ☐ Instagram Story (with swipe-up link)
 - ☐ Instagram Reel
 - ☐ TikTok Video
 - ☐ YouTube Video (dedicated or mention)
 - ☐ Blog Post
 - ☐ Other: _____
 - **Tone of Voice:**
Example: "Authentic, informative, and engaging."
 - **Visual Style:**
Example: "Bright, natural lighting, showcasing the product in everyday use."
 - **Key Hashtags:**
Example: "#EcoLiving #SustainableFashion #GreenLife"
 - **Mentions/Tags:**
Example: "Please tag @YourBrand and use the hashtag #YourBrandStory."
 - **Do's:**
 - Highlight product benefits
 - Show real-life usage of the product
 - Share personal stories or testimonials
 - **Don'ts:**
 - Avoid mentioning competitors
 - No negative language or controversial topics
 - No heavy filters or overly edited photos
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#5. Deliverables & Timeline

- **Number of Posts/Stories:**
Example: "1 Instagram feed post + 3 Instagram stories."
- **Campaign Duration:**
Example: "From November 1st to November 30th."

- **Content Submission Date:**
Example: "Draft content to be submitted by October 25th for approval."
 - **Go-Live Date:**
Example: "Content to go live on November 5th."
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#6. Compensation & Incentives

- **Payment:** Specify the agreed amount (if monetary compensation).
Example: "\$500 per Instagram post."
 - **Other Incentives:**
 - ☐ Free Products
 - ☐ Discount Codes for Followers
 - ☐ Affiliate Commissions
 - ☐ Gift Vouchers
 - ☐ Other: _____
 - **Payment Terms:**
Example: "50% upfront, 50% upon completion."
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#7. Performance Metrics & Reporting

- **KPIs:**
 - ☐ Engagement Rate (likes, comments, shares)
 - ☐ Reach & Impressions
 - ☐ Click-Through Rate (CTR)
 - ☐ Conversion Rate (sales or sign-ups)
 - ☐ Other: _____
 - **Reporting Requirements:**
Example: "Please provide a performance report one week after the post goes live."
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#8. Legal & Compliance

- **Disclosure Requirements:**
Example: "Please use #Ad or #Sponsored to comply with FTC guidelines."
- **Exclusivity Clause:**
Example: "No promotion of direct competitors within 14 days of our campaign."
- **Content Ownership:**
Example: "We retain the right to repurpose content on our channels for up to 6 months."

- **Confidentiality:**
Example: "All campaign details are confidential and not to be shared without permission."
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#9. Contact Information

- **Campaign Manager:** _____
 - **Email:** _____
 - **Phone Number:** _____
 - **Preferred Communication Method:**
 - ☐ Email
 - ☐ Phone
 - ☐ WhatsApp
 - ☐ Other: _____
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#10. Agreement & Approval

- **Influencer Signature:** _____
 - **Brand Representative Signature:** _____
 - **Date:** _____
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Instructions for Use

1. **Customize** the template according to your brand's specific needs.
2. **Share** the brief with your selected influencer before collaboration begins.
3. **Review** the influencer's content based on the agreed-upon guidelines.
4. **Track** performance metrics to measure the campaign's success.

By using this detailed Influencer Collaboration Brief Template, you'll ensure clear communication, set expectations, and build a strong partnership with influencers to achieve your marketing goals.