



# Company Name

Influencer Marketing Brief



## Company Overview

2-3 sentences explaining  
what your company does

Include images from  
previous campaigns or  
your current channels to  
give influencers a feel for  
your brand and how your  
product/service is being  
used



About us:

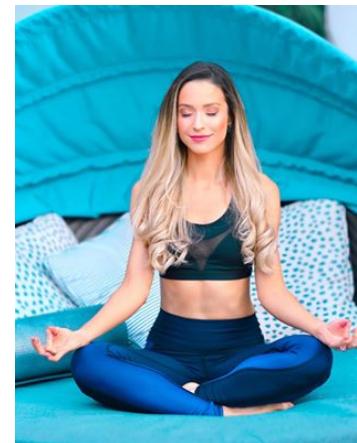
**Campaign Name**

[#CampaignHashtag](#)



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[#CampaignHashtag](#)



## Campaign Brief

### Campaign Goal:

1-2 sentences describing the campaign and what you hope to accomplish

### Campaign Message:

Specific information that the influencer should include in post captions

### Campaign Goal:

Instagram influencer marketing campaign showing how Brand X empowers women to travel comfortably and effortlessly around the world.

### Campaign Message:

Brand X is the only brand that combines comfort and style to get you where you want to go, anywhere in the world. Key words: Adventure, freedom, comfort, "do you", "be you"

## Campaign Brief

### Key Objectives:

What are you hoping to accomplish (brand awareness, engagement, etc.) so that influencers know what to optimize for

### Channels:

Which channels will be used in the campaign

### Deliverables &

**Timeline:** What content do you want posted and when

Key Objectives:	Engagement, link clicks
Channels:	Instagram
Deliverables & Timeline:	5 IG Stories & 5 IG Posts, post once a week for 5 weeks

## Campaign Brief

### Target Audience:

Who is the campaign for?

### Budget (if applicable):

Are you providing any additional budget for travel/going out?

### Deadlines:

When is the campaign expected to go live?

Target Audience:	Women travelers (25-35 years old)
Budget:	\$100 for food, travel, expenses (please keep the receipts!)
Deadlines:	March 1, 2019

## Campaign Brief

### Campaign Reporting Requirements:

How will you measure results?

### Content Review Process (if applicable):

What is the content review process?

### Payment Process (if applicable):

How will you handle payment?

Campaign Reporting Requirements:	# of engagements, views, link clicks
Content Review Process:	Yes, we request that all content creators submit their image + caption via email (hello@brandx.com) prior to posting content  Due date: Feb 1, 2019
Payment:	Send invoice on the first of every month to hello@brandx.com

## Campaign Deliverables

### Deliverable #1

#### Deadlines

#### Deliverable description:

Specific guidelines for  
the creative

Deliverable #1	IG Story 1
Deadlines	A. Content Review: February 1, 2019 B. Final Review: March 1, 2019
Deliverable description:	A. 1 IG Story showing a day in the life of a female solo traveler wearing Brand X with 3 'stops', i.e. going to a museum, traveling on a train, going to a concert, etc.  B. Each stop should include Brand X but with a different style (i.e. BrandX with heels, BrandX with sneakers, BrandX with boots, etc.)

## Campaign Deliverables

### Inspiration:

Tips to inspire more creativity

### Post caption description

Inspiration	We want to show that BrandX lets you #doyou. Think of the activities that bring you the most joy when traveling and how wearing BrandX (comfortable, stylish leggings) enable you to do these activities and more.
Post caption description	<p>Key messages:</p> <ul style="list-style-type: none"><li>• Brand X uses highest quality materials for top comfort</li><li>• Stylish and comfortable, no matter where you are</li><li>• Lets me #dome</li></ul> <p>Branded tag &amp; hashtags: @brandX, #doyou, #beyou, #travel4life, #brandx</p> <p>Links to use: <a href="http://www.brandx.com">www.brandx.com</a></p>



## Campaign Deliverables

Mood board:

Provide examples of images that you're looking for in terms of style, tone, resolution, etc.



## Influencer Do's & Don'ts

Do's:	<ul style="list-style-type: none"><li>• Do include the campaign messages in the post captions (as specified above)</li><li>• Do submit your content for review on the date indicated</li><li>• Do position the logo according to brand guidelines</li><li>• Do include the #ad/#sponsored hashtag in your post</li></ul>
Don'ts:	<ul style="list-style-type: none"><li>• Don't include pictures/references to alcohol or drugs</li><li>• Don't use profanity or criticize Brand X</li><li>• Don't compare Brand X to any competitors</li><li>• Don't incorporate any other sponsored posts</li></ul>

## Contact Information

Point of Contact:

Email: [hello@brandx.com](mailto:hello@brandx.com)

# Want to level up your Influencer Marketing?

Produced on behalf of DT Nordics

atelier**DIGITAL**

Your boutique digital agency from Helsinki