**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12308&utm_source=template-word&utm_medium=content&utm_campaign=Basic+Influencer+Brief+Template-word-12308&lpa=Basic+Influencer+Brief+Template+word+12308)Basic Influencer Brief Template**

|  |  |
| --- | --- |
| **Campaign Name** |  |
| **Date** |  |
| **Influencer(s)** |  |

|  |  |
| --- | --- |
| Campaign Overview |  |
| Campaign Objectives |  |
| Content / Technical Requirements | Types/formats of content, image and audio quality requirements, caption requirements, number and length of posts, etc. |
| Content Channels |  |
| Content Tone/Style | Product, logo, brand colors and fonts usage guidelines, brand voice, hashtags and mentions, etc. |
| Content Dos and Don’ts | Rules about brand usage, product placement, critical language, competitors’ products, claims and promises about the product, etc. |
| Timeline | Timeline for campaign |
| Call to Action | Ultimate message of the campaign |

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