**Basic Influencer Brief Template**

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| --- | --- |
| **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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