**[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=Influencer+Creative+Brief+Template-word-12308&lpa=Influencer+Creative+Brief+Template+word+12308)Influencer Creative Brief Template**

Brand Purpose and Values

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Campaign Overview and Objectives

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Overall Campaign Message

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| Include tone and style of message |

Deliverables

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| Detailed outline of each individual post/deliverable that the creator must make (including format, duration, technical requirements, etc.) and scope of collaboration (discount promotions to drive sales, giveaways and contests to promote engagement and increase followings, sponsors posts to build awareness, or takeovers where the creator posts from the brand’s social media to build awareness and, if the creator has a niche in the product being promoted, increase credibility) |

Content Dos and Don’ts

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| Examples of ideal posts to use for inspiration |

Style Guide

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| Copy to use and not to use, hashtag rules, how to use and get the most out of the product; how to answer potential users’ questions about the product; how to make the product look desirable |

Assets Folder

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| Fonts, logo, screenshots, etc. |

Content Review Process

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Payment Process

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