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

**Overall Campaign Goal**

*Describe the influencer marketing campaign and what you hope to accomplish.*

|  |
| --- |
|  |

**Campaign Message***Provide specific information the influencer should include in post captions.*

|  |
| --- |
|  |

**Key Objectives**

*List the goals of the campaign (e.g., brand awareness, engagement, etc.*

|  |  |
| --- | --- |
| Objective | Ideas |
|  |  |
|  |  |
|  |  |

**Social Media Platforms***List all platforms you will use in the campaign.*

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| --- |
|  |

**Audience Analysis**

*Describe ideal audience for the campaign, and what we want them to do (e.g., sign up for a newsletter or make a purchase).*

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| --- |
|  |

**Deliverables and Timeline**

*Provide a breakdown of the content pieces you want posted and when they should be live.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Deliverable | Delivered by | Reviewed by | Edited by | Posted by |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Budget**

*List anything that can be expensed (e.g., rights to certain music for background tracks, audio or video equipment repairs, etc.)*

|  |  |  |
| --- | --- | --- |
| Post Type (video/picture) | Expense Type | Budget Per Post |
|  |  |  |
|  |  |  |
|  |  |  |

**Campaign Reporting Requirements**

*List the influencer marketing KPIs that will demonstrate success.*

|  |  |
| --- | --- |
| KPI | Goal/target |
| Reach |  |
| Views |  |
| Likes |  |
| Comments |  |
| Shares |  |
| Follows |  |
| New subscriptions |  |
| Web traffic |  |
| Sales volume |  |
| Revenue |  |
| Conversion |  |
|  |  |
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