

Influencer Assessment Template

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Brand and Campaign Overview	Company bio:	
	Key campaign objective:	
	Target audience:	
	Key messaging:	

		NOTES
Assessment (Influencer #1)	Brand alignment	
	Demographic	
	Audience demographic	
	Type of content	
	Number of followers	
	Engagement rate (Including fake followers, views, comment quality)	
	Main products promoted	
	Most effective social media platform	
	Level of expertise (micro or macro-influencer)	
	For micro-influencers: What is their niche product?	

			NOTES
Assessment (Influencer #2)	Brand alignment		
	Demographic		
	Audience demographic		
	Type of content		
	Number of followers		
	Engagement rate (Including fake followers, views, comment quality)		
	Main products promoted		
	Most effective social media platform		
	Level of expertise (micro or macro-influencer)		
	For micro-influencers: What is their niche product?		

		NOTES
Assessment (Influencer #3)	Brand alignment	
	Demographic	
	Audience demographic	
	Type of content	
	Number of followers	
	Engagement rate (Including fake followers, views, comment quality)	
	Main products promoted	
	Most effective social media platform	
	Level of expertise (micro or macro-influencer)	
	For micro-influencers: What is their niche product?	

			NOTES
Assessment (Influencer #4)	Brand alignment		
	Demographic		
	Audience demographic		
	Type of content		
	Number of followers		
	Engagement rate (Including fake followers, views, comment quality)		
	Main products promoted		
	Most effective social media platform		
	Level of expertise (micro or macro-influencer)		
	For micro-influencers: What is their niche product?		

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