

# Influencer Marketing Brief Template

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## 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.

## 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).

## 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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