

# Influencer Strategy Brief Template

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TASKS		
Deliverable	Owner	Due Date
Create influencer outreach list		
Draft outreach emails		
Draft outreach follow-up emails		
Draft social media copy for influencers to share		
Review influencers' content		
Schedule social media posts		
Review performance		

AUDIENCE DETAILS	
Age	
Gender	
Income	
Job/industry	
Location	
Websites frequently visited	
Profiles followed on social media	
Favorite brands	

## INFLUENCER DETAILS

Name	Type of creator	Rate Per Post	Followers	Status
Alexandra Mattson				
Carmen Robertson				
Henry McNeal				
Jamal King				
Kiran Gupta				
Krista Ahmed				
Mateus Tobin				
Sarah Goodwin				

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