

Brief campaign name - Company Background:
Company name, bio & core values, website, social media pictures links.

Campaign Summary:

- Which product is it for? Photos of the product or event
- Brief overview of campaign outlines to give influencers an idea of what to expect.

Campaign details:

Social Media Platform: IG, FB If it's an event, location.

- Content type: Will influencers create blog posts? Instagram photos? Youtube videos?
- Description of content: Influencer telling their stories? Or an unboxing video?
- Give the influencers a guideline or leave it up to their creativity.

Hashtags & brand handle:

Call to Action: any link influencers can include to your website Or affiliate code.
Or encourage their followers to follow your S.N. Other campaign information.

Inspiration:

Brand's Photos from past collaborations as inspiration, the message you want to deliver, relevant media links.

Point of contact for the Campaign Manager & additional information: