

## Company Overview

2-3 sentences explaining what your company does

Include images from previous campaigns or your current channels to give influencers a feel for your brand and how your product/service is being used



About us:

Affordable fashion for all budgets and trends for every season.

### Campaign Name

#CampaignHashtag



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## Campaign Brief

### Campaign Goal:

1-2 sentences describing the campaign and what you hope to accomplish

### Campaign Message:

Specific information that the influencer should include in post captions

### Campaign Goal:

Instagram influencer marketing campaign showing how Brand X empowers women of all ages to be on trend with a luxurious look on a budget.

### Campaign Message:

Brand X is the only brand that combines comfort and style to keep you fashionable for every season anywhere in the world. Key words: Adventure, trend ,fashion, "do you", "be you"



## Campaign Brief

### Key Objectives:

What are you hoping to accomplish (brand awareness, engagement, etc.) so that influencers know what to optimize for

### Channels:

Which channels will be used in the campaign

### Deliverables &

**Timeline:** What content do you want posted and when



Key Objectives:	Engagement, link clicks, conversion to sales
Channels:	Instagram, Facebook , Tik Tok(Reel), Blog, Newsletter
Deliverables & Timeline:	2-3 IG Stories 1IG Static Post & Facebook Post, 1 Blog Post with Newsletter. Post Accordingly for Mother's Day Sales

## Campaign Brief

### Target Audience:

Who is the campaign for?

### Budget (if applicable):

Are you providing any additional budget for travel/going out?

### Deadlines:

When is the campaign expected to go live?

Target Audience:	Women affordable fashion for every age (25-55 years old)
Budget:	\$3000 Influencer Rate \$500 Photography/ Prop Expense \$500 In Product
Deadlines:	May 1, 2022



## Campaign Brief

### Campaign Reporting Requirements:

How will you measure results?

### Content Review

#### Process (if applicable):

What is the content review process?

#### Payment Process (if applicable):

How will you handle payment?



Campaign Reporting Requirements:	# of engagements, views, link clicks
Content Review Process:	Yes, we request that all content creators submit their image + caption via email (hello@brandx.com) prior to posting content  Due date: April 14, 2022
Payment:	Send invoice on the first of every month to hello@brandx.com

## Campaign Deliverables

### Deliverable #1

#### Deadlines

#### Deliverable description:

Specific guidelines for the creative



Deliverables	2-3 IG Stories 1IG Static Post & Facebook Post, 1 Blog Post with Newsletter.
Deadlines	A. Content Review: July 14, 2023 B.Post Date: July 28, 2023
Deliverable description:	A. 1 IG Story showing a day in the life of a female solo traveler wearing Brand X with 3 'stops', i.e. going to a museum, traveling on a train, going to a concert, etc.  B. Each stop should include Brand X but with a different style (i.e. BrandX with heels, BrandX with sneakers, BrandX with boots, etc.)

## Campaign Deliverables

Mood board:

Provide examples of images that you're looking for in terms of style, tone, resolution, etc.

It's important to pick an influencer whose aesthetic matches yours so the content can be used for multiple marketing purposes for your brand. Please note you may be required to purchase further image and content use rights when using content longer than the collaboration period.



## Influencer Do's & Don'ts

Do's:	<ul style="list-style-type: none"><li>• Do include the campaign messages in the post captions (as specified above)</li><li>• Do submit your content for review on the date indicated</li><li>• Do position the logo according to brand guidelines</li><li>• Do include the #ad/#sponsored hashtag in your post</li></ul>
Don'ts:	<ul style="list-style-type: none"><li>• Don't include pictures/references to alcohol or drugs</li><li>• Don't use profanity or criticize Brand X</li><li>• Don't compare Brand X to any competitors</li><li>• Don't incorporate any other sponsored posts</li></ul>





## Contact Information

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