

Influencer Outreach Email Templates

With the above points in mind, you're all set to start drafting your own influencer outreach emails. But to help you further, here's a few influencer outreach email templates for different business scenarios for you to copy and paste.

Example #1: The first outreach email

The first email is to figure out the influencer's interest in collaborating with you. In this email, state the purpose and make it clear that collaboration is mutually beneficial. Take a look at this example:

Subject line: [name], we love your TikTok content! 🥰

Hi [name],

I'm [your name] and I work as the [job title] at [brand/business]. I've been following your content for quite some time now and I must say that it's impressive and in line with our brand.

Your recent post, [title or description of the post – hyperlinked], was really well done [the reason]. I shared it with our social media followers as well, and they really appreciated it!

I'm writing to you because I wanted to discuss if you'd be interested in collaborating with [brand/business] to help us reach your audience. We'd love to send you our products and are open to other forms of collaboration as well.

Is this something you'd be interested in? If so, I'd love to begin the collaboration and bring value to both our followers!

**Many thanks,
[Your name]**

Example #2: Brand ambassador pitch email template

If you want an influencer to work with you for the long term as a [brand ambassador](#), follow this example:

Subject line: [name], we want you as our new brand VIP 💎

Hi [name],

I'm [your name], I'm the [job title] at [brand/business]. I've been following your content for a while and I love it — especially your post on [example of a post that resonates with your brand]!

I'm writing to you today as I think you'd be a great fit for our brand so I'd love to start a conversation for us to work together by establishing a long-term association. Would you be interested in an ongoing collaboration with [brand or company name]? We're [describe what the brand or company does].

Let me know if you're open to discussing this further and I'll send over more details to you.

Excited to get started!

[Your name]

Example #3: A new product launch

Influencers can generate a huge buzz online for your new products or your latest features. This example is perfect for your prospective influencers:

Subject line: [name] x [your brand name] collab? 🍷

Hey [name],

I'm [your name] from [brand/company name].

We're launching a new product, [name of product/feature], this month, which is helpful to [who finds your product useful and why].

I've been following your content for a while now and I noticed that you post about similar products. I strongly feel that your audience would benefit from learning about our products, especially our latest launch! Please let me know if you'd be interested in promoting [new product/feature]?

You'll be adequately compensated with [list perks like new features, free samples, the pay rate, etc.] for your time.

Hope to hear from you!

**Kind regards,
[Your name]**

Example #4: Free samples template

Influencer outreach emails don't have to be focused solely on collaborations. It's also a good idea to reach out to influencers and let them know that you'd be sending your products for them to talk about if they're interested and like your product. Consider this direct, short email example:

Subject line: Loved your latest Instagram post, [name] 🥰

Hey [name],

I'm [your name] from [company name]. I loved your latest Instagram post and wanted to let you know that your work is very impressive!

I'm reaching out to you because I have a product that I think your niche audience would absolutely love. I hope you'd be keen to test out [product name] and share it with your audience, if you like it.

Keep a lookout for free samples too – I'll also send a few extras in case you want to do a giveaway with them.

Let me know what you think!

**Thanks for your time,
[Your name]**

Example #5. The affiliate marketing template

Affiliate programs are payment or commission-based programs that depend on the number of leads the influencers pass on to you. Here's an excellent template of an email for that purpose:

Subject line: We want you as one of [brand name]'s featured creators! 🥰

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Hey [name],

I'm [your name] from [company name]. I really enjoy the content you create for your audience!

I'm reaching out to you because I feel you would be a great ambassador for our brand. With that, I'd love to invite you to join us as an affiliate partner.

We'll provide you with a number of free samples for you to use and share with your loyal community. We'd also love to offer an affiliate code that you can share with your audience so you can earn commission from your influence.

Would you be interested in joining us as an affiliate partner? Please let me know – we'd love to have you on board!

**Many thanks,
[Your name]**