



Influencer Marketing Brief Template

Template 1

Product Review Briefing

Subject: [Product Name] Review Collaboration

Dear [Influencer's Name],

We hope this message finds you well. We have been following your content and are impressed by your honest and engaging product reviews. Your expertise and influence would perfectly fit our [Product Name].

[Product Name] is a [brief description] that offers [key features/benefits]. We would love to send you a complimentary sample to review on your [platform/channel].

Here are some essential details:

1. Product Information:

- Name: [Product Name]
- Description: [Brief product description]
- Key Features: [Highlight important features]
- Website: [Product website link]

2. Review Expectations

- Provide an honest and unbiased review.
- Mention critical features and benefits.
- Share personal experiences with the product.
- Include any relevant visuals or demonstrations.

3. Posting Guidelines:

- Publish the review within [specified timeframe].
- [Include disclosure tags, if required.]
- Tag our brand in the post and use our designated hashtag: [#brandhashtag].
- Provide us with the link to the review once it's live.

We appreciate your time and consideration. If you are interested in collaborating, please reply to this email with your shipping address so we can send you the product as soon as possible.

Looking forward to hearing from you soon.

Best regards,

[Your Name]

[Your Company/Brand]

Template 2:

Sponsored Post/Story Briefing

Subject: Collaboration Opportunity: Sponsored Instagram Post/Story

Hello [Influencer's Name],

We have been following your Instagram account and are amazed by your beautiful, engaging content. Your unique style and aesthetic align perfectly with our brand, [Your Name].

We want to collaborate with you for a sponsored [specify platform/s like Instagram/TikTok] post featuring our [Product/Service].

Here are the details:

1. Product Information:

- Name: [Product/Service Name]
- Description: [Brief description]
- Key Benefits: [Highlight significant benefits]
- Website: [Product/Service website link]

2. Post Requirements:

- Create a high-quality image/video showcasing the product/service.
- Include a compelling caption highlighting its features/benefits.
- Use our designated hashtag: [#brandhashtag].
- Mention our brand handle: [@yourbrandhandle].

2. Posting Schedule:

- The post should go live on [specified date/time].
- Provide us with a draft of the post 24 hours in advance for approval.

3. Compensation:

- We are offering a [specified amount] fee for this sponsored post.
- Payment will be processed within [timeframe] after the post goes live.

If you are interested in this collaboration, please reply to this email, and we can discuss the details further.

Thank you for your time, and we look forward to working with you.

Best regards,

[Your Name]

[Your Company/Brand]

Template 3:

YouTube Collaboration Briefing

Subject: YouTube Collaboration Opportunity

Dear [Influencer's Name],

We are big fans of your YouTube channel and have been impressed by your content and engagement with your audience. We would love to collaborate with you for a video featuring our [Product/Service].

[Product/Service Name] is a [brief description] that offers [key features/benefits]. Your expertise and ability to connect with your audience would greatly benefit our brand.

Here are the details:

1. Product/Service Information:
 - Name: [Product/Service Name]
 - Description: [Brief description]
 - Key Features: [Highlight important features]
 - Website: [Product/Service website link]
2. Video Requirements:
 - Create a dedicated video showcasing the product/service.
 - Highlight key features and benefits.
 - Provide an honest and unbiased review.
 - Include any relevant visuals or demonstrations.
 - Mention our brand and product/service name multiple times.
3. Collaboration Terms:
 - We will provide the product/service for your review.
 - We are open to discussing a fee for your time and effort.
 - We expect the video to be published within [specified timeframe].

Please let us know if you are interested in this collaboration by replying to this email. We can discuss the compensation and further details.

Thank you for your consideration, and we look forward to hearing from you.
Best regards,
[Your Name]
[Your Company/Brand]

Template 4:

Event Promotion Briefing

Subject: Collaboration Opportunity: Event Promotion

Hello [Influencer's Name],

We have been following your social media channels and are impressed by your ability to engage and influence your audience. We would like to discuss a collaboration opportunity to promote our upcoming event, [Event Name].

[Event Name] is a [brief description] happening on [Event Date]. It will feature [highlighted activities/speakers] and promises to be an unforgettable experience. Your audience would greatly benefit from attending.

Here are the details:

1. Event Information:
 - Name: [Event Name]
 - Date: [Event Date]
 - Location: [Event Location]
 - Website: [Event website link]
2. Collaboration Expectations:
 - Create engaging content to promote the event.
 - Post about the event on your social media channels.
 - Use our designated event hashtag: [#eventhashtag].
 - Mention our brand handle: [@brandhandle] in your posts.
3. Promotion Schedule:

- Start promoting the event [specified number of days/weeks] before the event date.
- Share multiple posts on your channels to generate excitement.
- Provide us with a draft of the content for approval before posting.

4. Compensation:

- We are open to discussing a fee for your promotional efforts.
- We can also provide you with complimentary passes for the event.

If you are interested in collaborating, please reply to this email, and we can discuss the compensation, event details, and any other questions you may have.

Thank you for considering this opportunity, and we look forward to working with you.

Best regards,

[Your Name]

[Your Company/Event Organizer]

Template 5:

Travel Collaboration Briefing

Subject: Collaboration Inquiry: Travel Experience Promotion

Dear [Influencer's Name],

We have been avid followers of your travel adventures on [platform] and inspired by your stunning photography and storytelling skills. We propose a collaboration opportunity for promoting [Destination/Travel Experience].

[Destination/Travel Experience] is a [brief description] that offers [highlighted features]. Your audience would be thrilled to learn about this unique experience.

Here are the details:

1. Travel Experience Information:
 - Destination: [Destination Name]

- Description: [Brief description]
 - Key Highlights: [Highlight key attractions/activities]
 - Website: [Destination/Experience website link]
2. Collaboration Requirements:
- Visit [Destination] and document your experience through high-quality visuals and engaging captions.
 - Showcase the key highlights and attractions of the destination.
 - Mention our brand handle: [@brandhandle].
 - Use our designated hashtag: [#brandhashtag].
3. Trip Details:
- Duration: [Number of days]
 - Accommodation: [Arrangements made by us/Your arrangements]
 - Transportation: [Arrangements made by us/Your arrangements]
4. Compensation:
- We are open to discussing a fee for your travel and content creation efforts.
 - We can also provide complimentary services or experiences during your trip.

If you are interested in this collaboration, please reply with your availability and any questions.

Thank you for your time and consideration; we look forward to working together.

Best regards,
[Your Name]
[Your Company/Brand]

Template 6:

Fashion Collaboration Briefing

Subject: Collaboration Opportunity: Fashion Lookbook

Hello [Influencer's Name],

We are fans of your impeccable fashion sense and ability to create stylish and inspiring content. We would love to collaborate with you for a fashion lookbook featuring our [Brand/Collection].

[Brand/Collection] is known for [brief description]. Your creativity and influence would be a perfect match for our brand.

Here are the details:

1. Brand/Collection Information:
 - Name: [Brand/Collection Name]
 - Description: [Brief description]
 - Key Style/Design Elements: [Highlight essential elements]
 - Website: [Brand/Collection website link]

2. Collaboration Requirements:
 - Create a fashion lookbook featuring our brand/collection.
 - Style and showcase the pieces to reflect your brand and aesthetic.
 - Mention our brand handle: [@brandhandle].
 - Use our designated hashtag: [#brandhashtag].

3. Posting Schedule:
 - Post the lookbook on your preferred platform(s) within [specified timeframe].
 - Share multiple images and captions highlighting different outfits.

4. Compensation:
 - We are open to discussing a fee for your time and creative efforts.
 - We can also provide you with complimentary products from our collection.

If you are interested in this collaboration, please reply to this email, and we can discuss the compensation, collection details, and any other questions you may have.

Thank you for considering this opportunity, and we look forward to collaborating with you.

Best regards,
[Your Name]
[Your Company/Brand]

Template 7:

Bonus: Detailed Influencer Briefing

[Your Brand Logo]

Briefing for [Influencer's Name]

Date: [Date]

Dear [Influencer's Name],

We are delighted to have the opportunity to collaborate with you as an influencer for our brand, [Your Brand Name]. We have been following your content closely and believe your unique style and engaged audience make you an excellent fit for our brand partnership.

I. Introduction:

- [Introduce your brand and its mission, values, and target audience.]
- [Explain why you have selected the influencer and how their content aligns with your brand.]

II. Campaign Overview:

- [Provide an overview of the campaign and its objectives.]
- [Clarify the purpose of the collaboration, whether it's to increase brand awareness, drive product sales, or promote a specific initiative.]
- [Highlight the desired outcomes and the metrics used to measure success.]

III. Deliverables:

- [Clearly outline the deliverables expected from the influencer, such as the number and type of posts, videos, stories, or other content.]
- [Specify the platforms or channels where the content should be published.]
- [Set deadlines for each deliverable to ensure a smooth and timely collaboration.]

IV. Key Messages and Talking Points:

- [Outline the key messages and talking points you want the influencer to convey in their content.]
- [Emphasize the unique selling points of your brand, product, or campaign.]
- [Provide any specific details, features, or benefits you want to be highlighted.]

V. Brand Guidelines:

- [Share your brand guidelines, including visual aesthetics, tone of voice, and any specific content requirements.]
- [Provide examples of previous successful collaborations or content that resonates with your brand identity.]

VI. Usage of Hashtags and Mentions:

- [Specify any branded hashtags or campaign-specific hashtags you want the influencer to use.]
- [Provide instructions on tagging your brand's official social media accounts or relevant partners, if applicable.]

VII. FTC Guidelines and Disclosure:

- [Remind the influencer to comply with the Federal Trade Commission (F.T.C.) guidelines and disclose their partnership with your brand.]
- [Suggest appropriate disclosure language (e.g., #ad, #sponsored) to ensure transparency and compliance.]

VIII. Compensation and Benefits:

- [Clearly state the agreed-upon compensation or benefits for the collaboration.]
- [Provide details regarding payment terms, invoicing procedures, and additional incentives or perks.]

IX. Rights and Permissions:

- [Explain the rights and permissions granted to both parties regarding content usage, resharing, and repurposing.]
- [Discuss any exclusivity or non-compete clauses, if applicable.]

X. Communication and Collaboration:

- [Share the contact details of the designated point of contact for any questions, clarifications, or updates.]
- [Encourage ongoing communication and express your openness to discuss any creative ideas or concerns.]

XI. Timeline:

- [Provide a timeline that outlines important milestones, content creation deadlines, and anticipated campaign launch dates.]
- [Highlight any key events, promotions, or product releases related to the campaign.]

We are excited about this collaboration and believe it will significantly value your audience and our brand. Creativity, authenticity, and the ability to engage your followers are highly valued and appreciated.

We look forward to seeing the fantastic content you create and its impact on our brand. If you have any questions or require further information, please don't hesitate to contact us.

Thank you for your partnership!

Best regards,

[Your Name]

[Your Title]

[Your Brand Name]

[Contact Information]

