

Influencer Outreach Email Template

Subject: **Exciting Collaboration Opportunity with [Your Brand Name]**

Hi [Influencer's First Name],

I hope you're doing well! I'm [Your Name], and I work with [Your Brand Name]. We love the content you've been sharing, especially your recent post on [mention a specific post relevant to your brand].

We're reaching out because we think you'd be a great fit for a collaboration with us. We'd love to work together on [briefly mention the campaign idea or product] and think your audience would really enjoy it!

If this sounds interesting to you, we'd love to discuss the details and see how we can make it a fun and successful partnership.

Looking forward to hearing from you!

Best,
[Your Name]
[Your Position]
[Your Brand Name]
[Your Contact Information]

Example

Subject: **Exciting Collaboration Opportunity with Glow Skincare**

Hi Sarah,

I hope you're doing well! I'm Emily, and I work with Glow Skincare. We've been following your amazing skincare tips on Instagram, and we loved your recent post about morning skincare routines.

We're reaching out because we think you'd be a great fit for our new product launch, the Glow Hydration Serum. We'd love to collaborate with you on sharing this product with your audience, as we believe they'd really enjoy it!

If this sounds interesting, I'd love to chat more about the details and see how we can make this a great partnership.

Looking forward to hearing from you!

Best,
Emily
Marketing Manager
Glow Skincare
emily@glowskincare.com