

How to create a blueprint for successful influencer campaigns

Complete this worksheet to guide
content and creative direction
for your influencer campaign.



**Interactive
worksheet**
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Your answers to the questions below will give you and your influencer partnerships the clarity necessary to launch a winning, on-brand campaign. Refer to this worksheet each time you need to make a critical decision on executing your campaign strategy.

For best results, collaborate on the following questions with the internal teams and agencies that will contribute to your influencer campaign.

Campaign overview

1. What's the name of my campaign?

2. What's the campaign's purpose?

3. What's the duration of the campaign?

4. Will the campaign use hashtags?

(If yes, list them below.)

5. Which social channels will the campaign use?

(TikTok, Instagram, Facebook, etc.)

6. Will I compensate influencers?

(If yes, how will I compensate them?)

7. Will I gift influencers free products or services?

Creator casting

8. Do any past influencer partnerships provide relevant precedent? Which creators have worked well for me — and which have not?

9. Which qualities and attributes do my ideal partners possess?

Age

Location

Vertical

Influencer tier

(nano, micro, mid-macro, or celebrity)

Life moment

(home renovation, newly pregnant, recently engaged, etc.)

10. Are there restrictions on who may be an appropriate external face for my brand?

(must be over the legal drinking age, medically/physically fit to use my product, etc.)

11. How many influencers do I want to engage?

Content/creative direction

12. Which key messages must be featured in my influencers' content? Which aspects of the product/service do I need them to discuss?

(product information, brand slogans, campaign messaging, etc.)

13. How much do I want influencers to talk about the product or brand itself? What are the main product benefits?

(no discussion at all: i.e., product placement suffices; medium amount of discussion: i.e., speak about a product benefit that resonates with their audience; high amount of discussion: i.e., long form product review, etc.)

14. How will temporary content differ from evergreen content?

(e.g., Instagram Stories must showcase certain features and the product in use, and Instagram static posts must show the product itself styled)

15. How will the product/brand be visually depicted? (Be as specific as possible.)

(must show influencer in shot with all products, no flatlays, no food, no people, no logos on clothing or hair or makeup, no jewelry, etc.)

16. What is the ideal setting for the shoot?

(outdoors, indoors, in a car, in a kitchen, etc.)

17. Can other brand logos be visible in the content? If so, how can other brand logos be shown?

(e.g., when shooting content for an exercise equipment brand, Lululemon logo may be visible on the creator's clothing)

18. Any specific buzzwords to avoid?

("safe," "contactless," "COVID," "cheap," etc.)

19. How will I provide content disclosures?

(via hashtag like #ad or #sponsored, explicit mention in video content or caption copy, brand tag, etc.)

Nice work!

At this point, you now have a solid foundation for launching a successful influencer campaign. Using this worksheet as a blueprint to provide clear copy and creative direction will help ensure future growth and creative collaboration.

For more ideas and guidance on influencer partnerships management, check out these other impact.com resources:

- [Ultimate guide to influencer marketing](#) (ebook)
- [Seven ways to pay influencers today and tomorrow](#) (ebook)
- [What influencers really want](#) (video)