



BRIEFING CHECKLIST

Information about the campaign

Description

Product/Service

Add an overarching idea for the product or campaign here and describe your company in short.

What is the aim of the campaign?

Consider adding your objective in a few words. (brand awareness, conversion, etc.)

Influencer Briefing

What kind of influencer are you looking for?

Describe your specific requirements for influencers.

What are influencers ought to do?

Explain how the campaign should look like and what you would like to see. Please also leave some space for creative ideas and realization.

Is it a campaign about a specific product?

Please define how influencers will receive the product (they get sent the product, they have to buy it on their own, they can pick the product up somewhere, etc.).

In case there are travel costs or costs for further content use, please include this in your briefing, so influencers can cover the costs with their offers.

Do you need the rights of use of the content produced?

Please define in detail how, where and for how long the content will be used. (e.g. website buyout for one year, native ads for one year, etc.)

Exclusivity

Is exclusivity necessary for this campaign?

In case you don't want an influencer to work with a competitor, please include a competitive exclusion incl. time period. (e.g. the influencer is not allowed to have worked with a competitor within the past two months nor in the next three months)

	<p>How about other products/brands? Is the influencer allowed to show them in the background of their posts? (e.g. the influencer is working with a laptop brand, but in the background you can see a competitor banded laptop)</p> <p>Please communicate any requirements clearly in the briefing of the campaign!</p>
Hashtags	<p>Define a maximum of 3 hashtags, that influencers should be using accompanying their posts. This is a great way to create user generated content online.</p>
Campaign-URL	<p>Add all the relevant links to your website, landing page, download page, etc. here. .</p>
Campaign Photos	<p>Here, a picture setting the mood for your campaign can be added.</p>

Content usage

Content Usage	<p>You can use influencer content either exclusively through the influencers social channels, or you can use the content solely for your own and your channels.</p> <p>Alternatively you can choose both means of use.</p> <p>Please, also precisely define use period and purpose of use rights for the influencers content. (e.g. pre-rolls, webiste buyout for one year, print, etc.)</p> <p>Prices will be based on this information.</p>
Number of postings per platform and influencer	<p>Here you can choose what channels you would like influencers to produce content for.</p> <p>Good to know: the number of InstaStories does not indicate the number of sequences within a story, but rather how many individual stories are wished to be produced on different days.</p>

Target group

Interests

Choose interests/passions/categories of influencer audiences. You can decide on multiple different ones, in order to find the ideal influencers for you. But remember to choose wisely!

Gender/age range /location

Moreover, you can choose gender, age range and location of your target group, as well as the location of the influencers you would like to book.

Timeframe

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Plan at least one week for influencers to generate creative ideas in order to apply for your campaign! (creative crowdsourcing)

Publication period

This is the time period in which influencers are supposed to post their content online. It can be changed later on, but should be seen as an orientation tool at the beginning.

Feedback loop

Please include the lead time for the feedback loop in your briefing at the beginning already → so nobody will miss this part.

Review and approval are done for the entirety of the content material. Exception: IG Stories, they only work because of spontaneity and authenticity.

Plan budget

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This is supposed to be your approximate budget. At this stage it is a planning tool for the scope of your campaign. In the end the budget is based on the actual chosen and booked influencers.

Need to know ...

because the offers/ budget depends on it.

Exclusivity/ competition exclusion

Rights of use

Where do the influencers get the products from?

Approval process

InstaStories

If any further questions arise, please don't hesitate to contact our support team!

(branko@influencevision.com or office@influencevision.com)