Influencer Campaign Brief

Details

Campaign Name	(Enter the name of your campaign)
Objectives	(Define what you aim to achieve with this campaign, e.g., "Increase brand awareness," "Drive product sales")
Audience Overview	(Describe the target audience for this campaign, e.g., "Eco-conscious millennials interested in sustainable beauty products" Also address their familiarity with your product(s) and what want/need your product(s) address for this audience.)
Deliverables	(List the content you expect the influencer to deliver, e.g., "3 Instagram posts, 2 Instagram Stories, 1 product review video")
Timeline/Key Dates	(Provide specific deadlines for when content needs to be posted, e.g., "All content must be published by November 30, 2024")
Brand Guidelines	(Outline any rules or guidelines for the influencer to follow, e.g., "Use #YourBrand in all posts, no political content, follow tone guidelines")
Do's and Don'ts	**Do** highlight product benefits and sustainability focus. **Don't** make unverified claims or compare to competitors directly.

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