Sample Influencer Campaign Report Template

Campaign Name	Example: "Spring Refresh" Product Launch Campaign
Objective(s)	Example: Increase sales by %%/$$ through targeted micro-influencers by DATE.
Key Metrics	Examples: • **Response:** 5,000 respond to the campaign by calling the 800#, visiting the landing page. • **Sales:** 500 purchases by DATE

Performance Breakdown	Examples:
	• **Platform Comparison:**
	  ○ **TikTok:** Higher conversion rates, with 120 tracked purchases. TikTok posts generated more engagement and spontaneous user interaction, with a 3.5% engagement rate and a younger, more responsive audience.
	  ○ **Instagram:** Achieved a broader reach, with 350,000 views, but only 80 tracked purchases. Instagram Stories had lower engagement compared to posts, which held at a 2.8% engagement rate.
	• **Influencer Types:**
	  ○ **Micro-Influencers (10k - 50k followers):** The most successful influencer collaborations came from those with highly engaged, niche audiences.
	  ○ **Content Type:** Static posts had higher engagement and conversion rates compared to Stories. Stories, while fleeting, had limited click-through impact.

Lessons Learned	Examples: • **Posts Outperformed Stories:** While Instagram Stories offered real-time updates, static posts were more effective in generating both engagement and conversions. They allowed for more detailed product showcases and sustained visibility. • **TikTok Conversion Rates:** TikTok drove significantly higher conversions compared to Instagram. Its video-first platform allowed influencers to deliver more authentic, creative content, resonating more with viewers and leading to more purchases.
	Examples:

Recommendations for Future Campaigns	• Prioritize **static posts** over Stories on Instagram for higher engagement. • Increase focus on **TikTok collaborations**, especially with micro-influencers, to drive conversions.

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