

# Brand influencer marketing plan

## Influencer Marketing Plan

### 1. Campaign goal

- Business objective: [Awareness / leads / sales / retention / launch]
- Primary KPI: [Reach, clicks, signups, CAC, revenue, qualified demos]
- Secondary KPIs: [Engagement, comments, saves, brand search lift]
- Time period: [Campaign dates]

### 2. Audience

- Target buyer or user: [ICP]
- Audience problem: [Problem the campaign should speak to]
- Geography: [Markets]
- Platform priority: [YouTube / Instagram / TikTok / Twitch / LinkedIn / X]

### 3. Creator criteria

- Required niche: [Niche]
- Audience size range: [Range]
- Average views or engagement: [Minimum]
- Content style: [Reviews, tutorials, commentary, livestreams]
- Sponsor history: [Relevant sponsor categories]
- Exclusions: [Competitors, risky categories, content types]

### 4. Offer and message

- Product or offer: [Offer]
- Main message: [One sentence]
- Proof points: [Data, customer story, demo, feature]
- CTA: [Action]
- Landing page: [URL]

### 5. Budget

- Total campaign budget: [Amount]
- Creator fees: [Amount]
- Product samples or access: [Amount]
- Agency or management costs: [Amount]
- Paid amplification: [Amount]
- Contingency: [Amount]

### 6. Outreach process

- Shortlist owner: [Name]
- Outreach owner: [Name]
- Outreach template: [Link]
- Follow-up cadence: [Dates]



- Qualification questions: [Rate, audience, availability, fit]

## **7. Deliverables**

- Standard package: [Deliverables]
- Optional add-ons: [Usage rights, whitelisting, extra clips]
- Brief requirements: [What each creator receives]
- Contract requirements: [Terms that must be included]

## **8. Timeline and approvals**

- Creator shortlist due: [Date]
- Outreach starts: [Date]
- Contracts complete: [Date]
- Draft review: [Date]
- Publish window: [Date]
- Reporting review: [Date]

## **9. Tracking and reporting**

- UTM structure: [Format]
- Discount codes: [Format]
- Reporting dashboard: [Link]
- Required creator metrics: [Metrics]
- Final recap owner: [Name]

