

Influencer Marketing Creative Brief

Campaign Name

e.g. #SummerGlow Launch

Brand/Product Description

Briefly describe the brand and product(s) to be promoted

Campaign Objective

e.g. Drive awareness, Generate sales, Launch a product

Key Messaging

Main message(s) to communicate

Content Deliverables

e.g. 2 Instagram Posts, 3 Stories, 1 YouTube mention

Target Audience

Describe demographic, interests, etc.

Mandatory Requirements

Tags to use, hashtags, disclosures, talking points, etc.

Creative Guidelines

e.g. Brand tone, do's/don'ts, mood

Timeline / Key Dates

e.g. Posting window, draft due date

Contact Information

Contact person, email, phone
