

Brand Partnerships & Influencer Strategy Template

1. Brand Overview

Brand Name

Brand Summary

2. Objectives

Campaign Goals & Objectives

3. Target Audience

Describe the Target Audience

Key Demographics

4. Influencer Profile

Influencer Types (e.g., nano, micro, macro)

Selection Criteria

Preferred Social Platforms

5. Partnership Tiers

Describe Proposed Partnership Levels

6. Content Guidelines

Content Types (e.g. post, story, video)

Key Messages

Brand Assets/Tags to Include

7. Timeline

Key Campaign Dates (launch, content deadlines, wrap-up)

8. KPIs & Measurement

KPIs (Reach, Engagement, Conversions, etc.)

Measurement Plan

9. Budget

Estimated Budget Allocation

Compensation Model (Fixed, Based on Performance, Gifting, etc.)

10. Next Steps

Action Items/Tasks