Digital Campaign Influencer Onboarding Checklist

Pre-Onboarding

☐ Identify and confirm influencer(s)

☐ Send invitation and NDA (if required)

☐ Collect influencer profile and contact details

☐ Share campaign brief

Onboarding

☐ Hold kickoff meeting / introduction call

☐ Communicate content guidelines & key messages

☐ Align on deliverables, deadlines, and channels

☐ Share brand assets and media kit

☐ Review content approval process

Compliance & Administration

☐ Sign contract / service agreement

☐ Collect payment and tax information

☐ Discuss disclosure and legal requirements

Post-Onboarding

☐ Confirm schedules and content timeline

☐ Add influencer to communications channel

☐ Share FAQ and contact for support