

Influencer Collaboration Brief

Brand Name / E-Commerce Store:

Influencer Name:

Campaign Title:

Collaboration Period:

Contact Person:

Campaign Overview

Objectives

Key Messaging & Talking Points

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Content Deliverables

Platforms

Content Types (e.g., Post, Story, Reel)

Number of Deliverables

Due Dates

Guidelines

- _____
- _____
- _____

Compensation

- _____

Product Information / Collection

Approval Process

Additional Notes
