

Influencer Outreach Plan for New Product Launch

1. OBJECTIVES

- Increase brand awareness about the new product
- Drive engagement on social media platforms
- Generate user-generated content and reviews
- Increase traffic to product landing page

2. TARGET AUDIENCE

- **Demographics:** [Insert target age, gender, location]
- **Interests:** [Relevant topics/communities]
- **Preferred Platforms:** [e.g., Instagram, YouTube, TikTok]

3. INFLUENCER CRITERIA

- Follower range: [Insert follower range]
- Engagement rate: [Insert desired %]
- Content alignment with brand values
- Authentic and credible voice

4. INFLUENCER LIST (SAMPLE)

NAME	PLATFORM	FOLLOWERS	CONTACT	NOTES
[Influencer 1]	[Instagram/YouTube]	[xxx,xxx]	[email/social handle]	[Comments]
[Influencer 2]	[Platform]	[xxx,xxx]	[contact]	[Comments]

5. OUTREACH MESSAGING

Subject: Exciting Collaboration Opportunity!

Hello [Influencer Name],
We're launching our new [Product Name] and believe you'd be a perfect fit to share it with your audience.
We'd love to collaborate and offer you exclusive access.
If interested, please let us know so we can discuss the details!
Best,
[Your Name/Brand]

6. TIMELINE

1. Week 1: Research & curate influencer list
2. Week 2: Send outreach messages
3. Week 3–4: Negotiate & confirm collaborations
4. Week 5: Launch influencer content
5. Week 6: Track and measure results

7. METRICS FOR SUCCESS

- Number of influencer posts/shared stories
- Reach and impressions
- Engagement (likes, comments, shares)
- Website/product page traffic
- Sales/conversions generated

8. NOTES & NEXT STEPS

- Customize messages for each influencer
- Track responses and set reminders
- Send sample products as needed
- Request feedback and testimonials