

TikTok Influencer Collaboration Strategy Document

1. Campaign Overview

Campaign Name: _____

Brand/Organization: _____

Objective: Briefly describe the goals of this collaboration.

2. Target Audience

- Age range: _____
- Location(s): _____
- Interests: _____
- Other characteristics: _____

3. Influencer Criteria

- Follower Range: _____
- Engagement Rate: _____
- Relevant Niches: _____
- Previous Collaboration Experience: _____

4. Content Guidelines

- Required Messaging: _____
- Branding Elements: _____
- Hashtags/Tags: _____
- Call-to-Action: _____
- Content Format (e.g., in-feed, stories): _____

5. Timeline

Milestone	Date/Deadline	Responsible
Influencer Outreach	_____	_____
Content Creation	_____	_____
Review & Approval	_____	_____
Post-Publication	_____	_____

6. Metrics for Success

- Views/Impressions
- Likes/Shares/Comments
- Follower Growth

- Click-through Rate/Traffic
- Conversions (specify): _____

7. Incentives & Compensation

- Payment details: _____
- Products/Gifts: _____
- Affiliate/Referral Program: _____

8. Approvals & Communication

- Point of Contact: _____
- Approval Process: _____
- Feedback/Revision Protocol: _____

9. Additional Notes
