

# Influencer Brief Document

Campaign: [Product Name] Launch

## 1. Brand Overview

[Insert brief description of your brand and values here.]

## 2. Campaign Objective

- Drive awareness for [Product Name] launch
- Encourage followers to try/purchase the product
- Share authentic experience with audience

## 3. Target Audience

[Describe your ideal customer and audience demographics.]

## 4. Deliverables

Platform	Content Type	Quantity	Due Date
Instagram	Feed Post	1	[Date]
Instagram	Story	3 frames	[Date]
TikTok	Video	1	[Date]

## 5. Key Messages

- [Top feature or USP #1]
- [Top feature or USP #2]
- [Brand slogan/tagline]

## 6. Mandatory Tags/Mentions

- @yourbrand (Instagram handle)
- #ProductLaunchHashtag
- #Ad or #Sponsored

## 7. Do:

- Share your genuine experience
- Show the product in use
- Be creative and original

## 8. Don't:

- Alter the product externally
- Make any unsubstantiated claims
- Use competitor brands in the same content

## **9. Content Timeline**

1. Receive product: [Date]
2. Submit content for review (if required): [Date]
3. Publish content: [Date]

## **10. Compensation**

[Details of payment, gifted product, or other agreements]

## **11. Contact**

For questions or support, contact:

[Name] – [Email Address] or [Phone]