

Influencer Communication Plan Document

1. Campaign Overview

Campaign Name	Product Launch Collaboration
Objective	Raise awareness and drive engagement for new product launch
Target Audience	Millennials interested in tech gadgets
Timeline	April 20XX - May 20XX

2. Key Messages

- Highlight innovative features of the product
- Emphasize ease of use and accessibility
- Encourage audience participation via contest/giveaway

3. Selected Influencer(s)

Name	Platform	Audience	Contact
Alex Smith	Instagram, YouTube	Tech Enthusiasts (150k)	alex@email.com

4. Communication Timeline

Date	Action	Responsible
April 2	Send collaboration proposal email	Brand Team
April 5	Schedule initial call	Brand Team & Influencer
April 10	Share campaign brief & guidelines	Brand Team
April 15	Content draft review	Brand Team & Influencer
April 20	Content goes live	Influencer

5. Communication Channels

- Email
- Direct Messaging (Instagram/WhatsApp)
- Virtual Meetings (Zoom/Google Meet)

6. Approval Process

- Influencer submits content draft
- Brand team reviews and provides feedback within 2 business days
- Influencer revises (if needed) and resubmits for final approval
- Final content is scheduled and published

7. Measurement & Reporting

- Track reach, engagement, and conversions via platform analytics
- Weekly performance check-ins
- Post-campaign report with KPIs vs. objectives

8. Notes

Please ensure all communications remain professional and timely. All content must comply with the brand's guidelines and respective platform policies.