

Influencer Onboarding Checklist

Pre-Onboarding

- Confirm influencer selection and notify influencer
- Collect influencer contact information
- Gather influencer social media handles
- Verify influencer audience and engagement metrics

Documentation & Agreements

- Send and sign partnership agreement/contract
- Send NDA (Non-Disclosure Agreement) if needed
- Review deliverables and timeline

Orientation

- Provide brand guidelines and campaign brief
- Share product/service information
- Discuss content expectations and approvals process
- Schedule onboarding call or Q&A session

Logistics

- Confirm shipping address for product samples (if applicable)
- Add influencer to necessary communication channels
- Share payment schedule and invoicing instructions

Go-Live Preparation



Approve influencer content drafts



Confirm campaign live date and times



Share tracking links, hashtags, and required mentions