

Influencer Onboarding Checklist

Pre-Onboarding

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Confirm influencer selection and notify influencer

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Collect influencer contact information

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Gather influencer social media handles

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Verify influencer audience and engagement metrics

Documentation & Agreements

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Send and sign partnership agreement/contract

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Send NDA (Non-Disclosure Agreement) if needed

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Review deliverables and timeline

Orientation

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Provide brand guidelines and campaign brief

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Share product/service information

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Discuss content expectations and approvals process

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Schedule onboarding call or Q&A session

Logistics

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Confirm shipping address for product samples (if applicable)

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Add influencer to necessary communication channels

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Share payment schedule and invoicing instructions

Go-Live Preparation

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Approve influencer content drafts

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Confirm campaign live date and times

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Share tracking links, hashtags, and required mentions