

# Partnership Scope of Work

## Influencer Marketing Campaign

Brand/Client: \_\_\_\_\_

Influencer: \_\_\_\_\_

Campaign Title: \_\_\_\_\_

Date: \_\_\_\_\_

### 1. Objectives

- Increase brand awareness.
- Promote [product/service] to target audiences.
- Drive engagement and conversions through influencer content.

### 2. Deliverables

1. Minimum of [X] Instagram posts and [Y] stories mentioning the brand.
2. One unboxing video on TikTok.
3. One YouTube product review (if applicable).

### 3. Timeline

Milestone	Date
Contract Signing	_____
Content Draft Submission	_____
Final Posting	_____

### 4. Content Guidelines

- Brand mention in caption and tagging of official handle.
- Use of approved brand hashtags: #YourHashtag, #BrandName
- Comply with FTC disclosure guidelines (e.g., #ad, #sponsored).

### 5. Compensation

- Flat Fee: \$\_\_\_\_\_
- Payment Terms: 50% upon signing, 50% upon completion.

### 6. Reporting & Metrics

- Influencer to provide post-campaign analytics: reach, likes, comments, shares, clicks.

### 7. Additional Terms

- All content to be approved by Brand prior to posting.
- Content usage rights granted to Brand for marketing purposes.

- Partnership is non-exclusive unless otherwise agreed upon.

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Brand Representative

Date: \_\_\_\_\_

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Influencer

Date: \_\_\_\_\_