

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.

Brand Representative
Date: _____

Influencer
Date: _____