

Influencer Marketing Campaign Creative Brief Template

CAMPAIGN OVERVIEW

Brand / Client Name:

Campaign Name:

Campaign Description:

Campaign Objectives:

TARGET AUDIENCE

Audience Demographics:

Audience Interests & Insights:

KEY MESSAGING & CONTENT

Main Messages:

Content Requirements (Format, Style, Tone):

Do's and Don'ts:

Mandatory Hashtags & Tags:

DELIVERABLES & CHANNELS

Deliverables:

- ---
- ---

Platforms / Channels:

- ---
- ---

TIMELINE

Campaign Start Date:

Campaign End Date:

Key Milestones:

- ---
- ---

MEASUREMENT & REPORTING

Key KPIs:

Reporting Requirements:

ADDITIONAL NOTES
