

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**
