

Brand Messaging Guide

For Influencer Campaigns

Overview

This document outlines key messaging, tone, and guidelines for influencers representing our brand. Consistent messaging ensures authenticity and alignment across all campaign content.

1. Brand Mission

[Brief statement of the brand's mission. Example: Our mission is to empower individuals to live healthier and more confident lives through innovative wellness products.]

2. Core Messages

- [Primary value proposition. Example: Trusted by professionals, designed for everyone.]
- [Unique benefits. Example: All-natural ingredients, ethically sourced.]
- [Brand promise. Example: Results you can see and feel.]

3. Key Hashtags & Tagging

- Official Hashtag: **[#YourBrandHere]**
- Mention: **@YourBrandHandle**
- Required Campaign Tag: **[#Ad or #Sponsored]**

4. Tone & Voice

- Approachable and genuine
- Informative, yet conversational
- Positive and uplifting

5. Do's & Don'ts

Do:

- Be authentic and share your honest experience
- Highlight specific features or experiences
- Follow disclosure rules for sponsored content

Don't:

- Make unverified claims
- Alter product packaging in visuals
- Reference competitors or comparative statements

6. Sample Messaging

[Example: "I've been loving how [Brand/Product] fits into my daily routine. It's simple, effective, and truly makes a difference! #YourBrandHere"]

7. Contact

For questions or clarifications, contact: **[brand@email.com]**