

# Influencer Collaboration Brief Template

## Brand Awareness Campaign

Brand Name:

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Contact Person:

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Contact Email/Phone:

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### Campaign Overview

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### Objectives & KPIs

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### Key Messages

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### Deliverables

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### Target Audience

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### Timeline

Kick-off Date:

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Content Deadline:

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Campaign Duration:

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### **Do's**

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### **Don'ts**

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### **Hashtags & Mentions**

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### **Content Guidelines**

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### **Approval & Feedback Process**

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Additional Notes:

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