

# Influencer Brief Template



*Use this brief to guide creators so they produce content that actually converts. Edit this with your campaign details and send to creators as part of the content brief and agreement package.*

## **1. Campaign Overview**

Briefly explain what this campaign is about.

- Product/brand name:
- What are we promoting?
- Why now?
- What's the goal? (awareness, engagement, conversions)

## **2. Key Messaging**

Tell the influencer what makes your product special. Avoid generic language.

- Key benefits or differentiators:
- 1-liner to include or paraphrase:
- Words to avoid:

## **3. Target Audience**

Give creators insight into who they're speaking to.

- Age range / gender / lifestyle:
- What does this audience care about?
- What's their main problem or desire that the product solves?

## **4. Content Guidelines**

Set expectations, but leave room for creativity.

- Video length:
- Format (e.g. Reel, TikTok, Story, carousel):
- Must-show moments or key visuals (e.g. unboxing, results, transformation):
- Anything to avoid (e.g. no filters, no competitors shown):

## 5. Tone & Style

Describe the vibe you're going for.

- Example: casual, sarcastic, educational, luxury, humorous, high-energy
- Reference links (optional):

## 6. Call to Action

Tell them what the viewer should do.

- CTA (e.g. click link in bio, use discount code, swipe up):
- Discount code or link:
- Deadline if relevant:

## 7. Deliverables & Deadlines

- Number of posts / formats:
- Deadlines:
- Where to send drafts or post links:

## 8. Legal & Notes

- Do you need FTC disclosure (#ad, #sponsored)?
- Any other terms, usage rights, or reposting rules?

