

Influencer Outreach Strategy Questionnaire for Writers

Basic Information

Your Name

Email Address

Project/Publication Name

Campaign Goals

What do you hope to achieve with influencer outreach?

Who is your target audience?

Influencer Selection

Preferred influencer genres or niches?

What criteria will you use to select influencers?

Outreach Approach

Preferred outreach channels

EmailInstagramTwitter/XLinkedInOther

Draft of your initial outreach message

Partnership Details

What are you offering influencers in exchange for collaboration?

What deliverables do you expect from influencers?

Expected timeline for the outreach campaign

Success Metrics

How will you measure the success of this strategy?