

Influencer Collaboration Brief

1. Campaign Overview

Campaign Name

Brand/Company

Collaboration Objectives

2. Deliverables

Content Types (e.g. Post, Story, Video)

Number of Posts/Stories

Key Deliverable Details

3. Timeline

Launch Date

Key Deadlines

4. Key Messages & Guidelines

Main Messages to Communicate

Content Do's and Don'ts

5. Brand Assets & Tags

Required Hashtags

Accounts to Tag/Mention

Links/Assets

6. Compensation & Payment Terms

Compensation Details

Payment Terms

7. Contact Information

Brand Contact Name

Email

Phone (optional)