

INFLUENCER CAMPAIGN KIT FOR SMALL BUSINESSES

Thanks for downloading our Influencer Campaign Kit for Small Businesses — it's everything you need to plan your next influencer campaign and find the right Instagram influencers to work with!

WHAT'S INSIDE:

Campaign Goal Setting Worksheet

to help set achievable and measurable goals for your influencer campaign.

Influencer Research Checklist

to help organize and shortlist your potential influencer partners.

7 Customizable Email Templates

to use when you reach out and contact influencers.

NOTES ON HOW TO USE THE KIT:

Download and save this file to your desktop.

Once you save and open the file, the PDF is editable and customizable. So you can work on each section from your desktop. (You can also print them, but please consider the trees before you do!)

For the email templates, you can either edit the email copy in the PDF (just be careful not to delete the whole template!) or copy and paste it into a draft email and edit the copy before pressing send.

DEFINING YOUR INFLUENCER CAMPAIGN GOALS WORKSHEET

Fill out this worksheet to identify what you want to achieve with your influencer campaign. Once you're clear on your goals (and what needs to be delivered) it will make finding the right influencer for your campaign even easier!

WHAT IS YOUR INFLUENCER CAMPAIGN BUSINESS GOAL?

For example: grow followers, reach new audiences, improve post engagement, make more online sales...

MAKE YOUR GOAL MEASURABLE!

Whatever your goal may be, make it measurable. For example: "Grow our Instagram following by 2,000 followers"

WHAT "PHYSICAL DELIVERABLES" DO YOU NEED?

For example: Instagram posts, videos or stories, product shots created by influencers, key speakers, community leaders, ambassadors, etc. Be specific and know exactly how much of each "physical deliverable" you need.

OUTLINE YOUR DREAM INFLUENCER TO COLLABORATE WITH

You can use this space to brainstorm what kind of influencer you would like to work with. Think about their niche, target audience, skill sets (eg. photography, video, etc), content style.

INFLUENCER RESEARCH CHECKLIST

ARE THEY RIGHT FOR YOUR BRAND AND CAMPAIGN?

Use these fields to record details about your potential influencers. This will then help you identify your strongest candidates and shortlist who you want to reach out to and work with for the campaign!

INFLUENCER NAME & INSTAGRAM HANDLE	INDUSTRY
# OF FOLLOWERS & DEMOGRAPHICS (eg. age range, location, language)	AVERAGE ENGAGEMENT RATE Remember: divide the number of likes and comments they get on their posts by their follower count, and then multiply by 100 to get a percentage

CONTENT STYLE & QUALITY CHECK Look at their Instagram and marketing skills, does their style match with your brand aesthetic, will you have complementary content to share across all your platforms?

INDUSTRY BACKGROUND Have you reviewed their media kit? Have they worked with similar brands or projects in the past? Do they have testimonials from previous partnerships?
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WHY THEY WORK FOR YOUR CAMPAIGN Think about their key selling points and what makes you want to work with them above all others.
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EMAIL TEMPLATES

To help you quickly and professionally reach out to your shortlisted influencers, we've created 6 email templates (+1 DM template!) for you to use! Every email template is customizable, so you can edit and add in copy related to your brand and influencer campaign.

Note: You can either edit the email copy right here in this document (just be careful not to delete the whole template!) or copy and paste it into a draft email.

TEMPLATE ONE

Initial Instagram DM & Follow up Email

HOW TO USE IT:

If you're ready to reach out to an influencer, but have no email to contact them on, a polite DM is the way to go! Make sure to supply your contact details too so your influencer can get in touch with you directly as well.

DIRECT MESSAGE

FOLLOW UP EMAIL

TEMPLATE TWO

Media Kit Request Email

HOW TO USE IT:

If you're on the fence about an influencer, or want to learn more about their brand and audience, you can ask for a media kit! Most influencers have them to hand, and will be happy to hear you're interested in working with them!

TEMPLATE THREE

Contest Partnership Request

HOW TO USE IT:

If you'd like to run a giveaway with an influencer, this is a great intro email template to use! Remember to always be open to providing more details on the giveaway's T&Cs and any further info that can help your influencer in the promotion of the giveaway!

TEMPLATE FOUR

Ongoing Ambassador Partnership

HOW TO USE IT:

If you're looking to promote your products, this is a great way to build up a relationship and have an ongoing collaboration or ambassador for your brand!

EMAIL 1 : FIRST CONTACT & INTRO EMAIL

EMAIL 2: FOLLOW UP & INTRO TO AMBASSADOR PROGRAM

[Empty content area for Email 2]

EMAIL 3: CONTINUOUS FOLLOW UP & NEW PARTNERSHIPS

[Empty content area for Email 3]