

INFLUENCER MARKETING Checklist

STEP 1

If you're working with influencers on your own, you don't want to forget these

- Fill up a brand brief to know exactly what you want to do (you can download it here)
- Create a list of a number of Influencers to reach out to.
- Email influencers (Be sure to keep the subject title catchy!)
- Set a timeline for replies (Do keep it within 7 days to be fair to others who have replied)

STEP 2

Compile in one excel spreadsheet the following info :

- Influencer name
- Influencer average comments
- Influencer idea
- Deadline
- Influencer price
- Cost per follower
- Influencer followers
- or create a brief on SushiVid to enjoy obtain a list automatically

STEP 3

- Shortlist the top 5, and base on your goals set in Step 1, clarify idea, negotiate price if needed
- Set deliverables, timeline & pay 50% of the cost to influencers. If you use SushiVid, we will hold the deposit in guarantee for you without actually first disbursing to the influencer (Escrow Payment)
- Send products and clarify the unique selling proposition you want the influencer to talk about (if any)
- Receive first draft - (If your influencer doesn't send it to you within timeline (+- 3 days), please follow up!)
- Compare draft to goals (don't forget to check caption, titles, descriptions and links)
- Submit any iteration request (within 3 days from first draft)
- Confirm changes and accept final submission
- Pay influencer balance 50%
- Double check that content is live (Annoying but please do)
- Monitor analytics for the first 7 days (Put that in a spreadsheet, daily at a set time to see patterns, you can be as detailed as you like or you don't have to - it's up to you but remember, the more you measure, the more you can measure your ROI)
- Optional: Boost Post within 7 days while content is fresh.
- Compile all the results into one spreadsheet for all influencers to compare by influencers as well and conduct post-mortem. (IE what you liked, what you didn't like, what worked and what didn't)

Powered by



Fast-forward your brand; hire fresh, raw content creators