

Influencer Marketing Strategy Checklist

- **Define the ideal influencer**
- **Create an online form for incoming influencer requests**
- **Create an email template directing influencers that reach out to the online form**
- **Create an automated email to send to influencers that lets them know when you'll be in touch**
- **Implement a process and timeline for handling each influencer request. For example, review the requests as a team on a Tuesday, and respond to each influencer by Thursday**
- **Create a standard contract template that outlines the minimum expectations you have of the influencer, and what the influencer can expect from you. The exact expectations will vary.**
- **Create a document with background on the brand, the images that would be meaningful, hashtags, and any extra information that would appeal to the influencer and their followers**
- **Check everything with legal**
- **Determine how you're going to measure success**