

TASK

Influencer Campaign Checklist

Instruction: Create a campaign below and submit your completed worksheet.

- What is your desired outcome? (More clients/More sales/More bookings)

- Identify and define your audience (Demographic/Budget/Age/Sex/Lifestyle)

- Decide on a campaign (Guest posting, sponsored content, re-targeting, co-creation, competitions, mentions on social, discount codes)

Describe your brand influencers (Audience, industry, professional, age group)



Promote (What is your content/posts about? Service/Products?)



Track your success (Are you tracking traffic, engagement or conversions – decide on your tracking method, observe and stick to it.)

