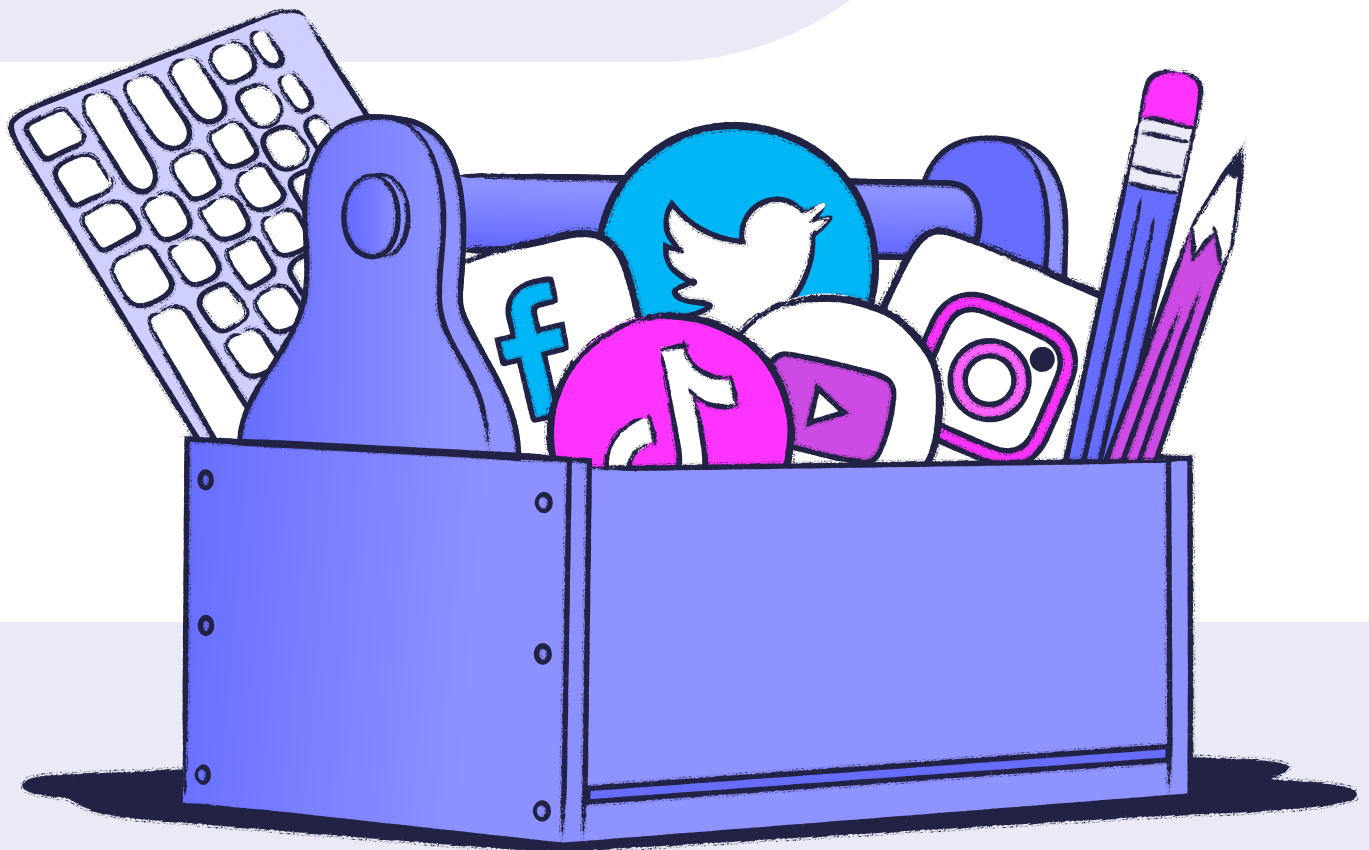


# ULTIMATE TOOLKIT FOR AUTHENTIC INFLUENCER CAMPAIGNS



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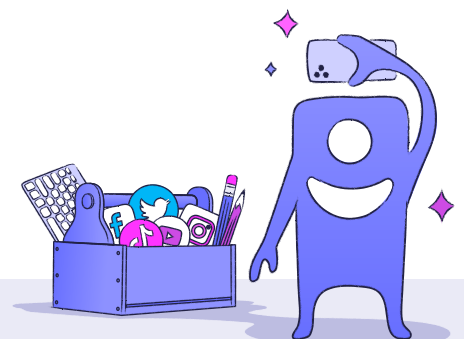
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## Giveaway Campaign

This campaign allows you to leverage your influencers to promote a product giveaway among your target customers. You can use this approach to generate UGC and brand awareness online.

### Campaign overview

---

Compose a short description of your campaign. Be sure to include key details and campaign goals.

*We are excited to announce a giveaway of [Product/Service] and think that you are a perfect fit for building excitement around this giveaway event. We'd like to invite you to announce the giveaway on your social accounts and also announce the winner. The giveaway will run from [Start Date] to [End Date].*

*People can enter by [liking a post, tagging a friend in a comment, etc.]. The winner will be chosen by [random draw, most likes, etc]*

**Be sure that any guidelines or rules are clear in your campaign overview.**

### Compensation

---

Be sure to include how influencers will be compensated. Below are a few options to choose from.

- ✓ **Product sale commissions (if applicable)**
- ✓ **Free product (product seeding)**
- ✓ **Flat fee per post or campaign**

# Influencer Campaign Templates



## Giveaway Campaign

### Campaign Tasks

Use the examples below to help you organize and execute your campaigns.

Task name: *Makeup look*

Instagram



Requested content: *Photo or video post*

Task description: *Create a makeup look using two of our products. Use fall colors like orange, bronze, red, or yellow. Include the required hashtags, handles, and the official giveaway description within the post caption. Please also add a link to the main giveaway page in your IG bio.*

Task name: *TikTok video of making the bed & duet challenge*

TikTok



Requested content: *Video post*

Task description: *Using our sheets, create a video of yourself making the bed. Invite others to duet your video to be eligible for a chance to win. Announce the giveaway event, include required hashtags, tag our brand page, and add a link to your TikTok bio.*

Task name: *Outdoor image with caption*

Facebook



Requested content: *Photo post and caption*

Task description: *Please select an outside space and take a photo clearly showcasing the outfit. Include a caption describing why you love being outside, along with the giveaway event brief. Please include the required tag, hashtags, and affiliate link in your post.*



## Giveaway Campaign

### Campaign Tasks

Use the examples below to help you organize and execute your campaigns.

Task name: *Event announcement video*

YouTube



Requested content: *Video post*

Task description: *Please announce the giveaway event showcasing the products that participants can win. Please be well-groomed, include a thorough description of at least 100 words, and include the name of our brand and giveaway event in the video title.*

Task name: *Announcement Tweet*

Twitter



Requested content: *Tweet*

Task description: *Please announce the giveaway event, use the required hashtag, tag our brand page, and include a link to the giveaway page.*

Task name: *Live stream giveaway announcement*

Twitch



Requested content: *Live video post*

Task description: *Please go live for [duration] to announce the giveaway event and showcase the products that participants could win. Please engage viewers with answers to their questions about the event and the products.*



# Gifting & Unboxing Campaign

The goal of this campaign is to have your influencer create a video of them opening a package of products you've sent them. As they "unbox" your gift, they should engage their viewers.

## Campaign overview

---

Compose a short description of your campaign. Be sure to include key details and campaign goals.

*We're running an Unboxing Campaign and are looking for influencers like you to participate! We'd like to send you a box of goodies and have you create a video of you opening it up and reacting to what's inside.*

**Be sure that any guidelines or rules are clear in your campaign overview.**

## Compensation

---

Be sure to include how influencers will be compensated. Below are a few options to choose from.

- ✓ **Product sale commissions (if applicable)**
- ✓ **Free product (product seeding)**
- ✓ **Flat fee per post or campaign**

# Influencer Campaign Templates



## Gifting & Unboxing

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Series of IG Stories*

Instagram



Requested content: *Video Story*

Task description: *Build a video that will exist for 24 hours as a series of 4-6 IG Stories. Please toggle the Swipe-Up feature to the required affiliate link.*

Task name: *TikTok unboxing video*

TikTok



Requested content: *Video post*

Task description: *Create a video of yourself opening the package. Apply the proper edits to tell a full story in 60 seconds or less. Please include required hashtags, tag our brand page, and add your affiliate link to your TikTok bio.*

Task name: *Unboxing video with caption*

Facebook



Requested content: *Video post and caption*

Task description: *Please upload a video post of yourself opening your gift and using the products inside. Include a caption that includes the required tag, hashtags, and affiliate link.*



## Gifting & Unboxing

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Unboxing vlog*

YouTube



Requested content: *Video post*

Task description: *We'd like a 10-20 minute vlog of you unboxing our gift and using the products inside. Please include a thorough description of at least 100 words, and include the name of our brand in the video title.*

Task name: *Announcement Tweet*

Twitter



Requested content: *Tweet*

Task description: *Please upload a quick video on Twitter and use the required hashtag, tag our brand page, and include your affiliate link.*

Task name: *Live stream unboxing event*

Twitch



Requested content: *Live video post*

Task description: *Please go live for [duration] to unbox our gift and showcase the products inside. Engage viewers with answers to their questions about the event and the products. Be sure to point viewers to your affiliate link and promo code.*



# Community Building Campaign

With a community-building campaign, you can build a network of micro influencers that meet your buyer personas. This event will help you create long-term relationships with influencers for more authentic evergreen content.

## Campaign overview

---

Compose a short description of your campaign. Be sure to include key details and campaign goals.

*Hey there! My name is [Name] and I'm with [Brand].*

*I'm looking for the best influencers for our new [Brand] community and would like to extend an invitation to have you join! Take a look at the tasks below for details!*

**Be sure that any guidelines or rules are clear in your campaign overview.**

## Compensation

---

Be sure to include how influencers will be compensated. Below are a few options to choose from.

- ✓ **Product sale commissions (if applicable)**
- ✓ **Free product (product seeding)**
- ✓ **Flat fee per post or campaign**

# Influencer Campaign Templates



## Community Building

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Image or Video Post*

Instagram



Requested content: *Image or video post*

Task description: ***If you loved the gift we sent you***, please upload a video (post, Reel, or IGTV) or image of you using the product. Please use the required brand tag and hashtags in your post caption

Task name: *Image or video post with caption*

TikTok



Requested content: *Image or video post with caption*

Task description: ***If you loved the gift we sent you***, please upload a video of you using the product. Please use the required brand tag and hashtags in your post caption.

Task name: *Image or video post*

Facebook



Requested content: *Image or video post with caption*

Task description: ***If you loved the gift we sent you***, please upload an image or video of you using the product. In your caption, use up to 100 words to describe your reaction to the product. Please use the required brand tag and hashtags in your post caption.



## Evergreen/Ongoing

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Youtube video*

YouTube



Requested content: *Video post*

Task description: ***If you loved the gift we sent you***, please upload a video of you using the product. Please include a thorough description of at least 100 words, and include the name of our brand and the product in the video title.

Task name: *Tweet with Blog*

Twitter

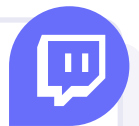


Requested content: *Tweet linking to blog*

Task description: ***If you loved the gift we sent you***, please publish a blog telling the story about a before/after of you using our gift. Then push out a quick Tweet that points fans to your blog. Please use the required brand tag and hashtags in your Tweet.

Task name: *Live stream event*

Twitch



Requested content: *Live video post*

Task description: ***If you loved the gift we sent you***, please go live and tell the story about you using our product. We encourage you to showcase the product at your live event. Please use the required brand tag.



## Evergreen/Ongoing Campaign

In an evergreen campaign, there are no start or end dates. Using influencers you trust, establish parameters for ongoing campaigns to achieve targeted UGC, affiliate sales, and brand awareness.

### Campaign overview

---

Compose a short description of your campaign. Be sure to include key details and campaign goals.

*We're looking for creative influencers to spread the word about [Brand]! We want YOU to create social media content with our product and encourage your followers to go to our website.*

*If you're interested, please check out the details below!*

**Be sure that any guidelines or rules are clear in your campaign overview.**

### Compensation

---

Be sure to include how influencers will be compensated. Below are a few options to choose from.

- ✓ **Product sale commissions (if applicable)**
- ✓ **Free product (product seeding)**
- ✓ **Flat fee per post or campaign**

# Influencer Campaign Templates



## Evergreen/Ongoing

### Campaign Tasks

Use the examples below to help you organize and execute your campaigns.

Task name: *Image or Video Post*

Instagram



Requested content: *Image or video post*

Task description: *Please upload a video (post, Reel, or IGTV) or image of you using the product. Please use the required brand tag and hashtags in your post caption. Include your affiliate link and promo code in your bio.*

Task name: *TikTok video*

TikTok



Requested content: *Video Post*

Task description: *Please upload a video of you using the product. Please use the required brand tag and hashtags in your post caption. Include your affiliate link and promo code in your bio.*

Task name: *Image or video post*

Facebook



Requested content: *Image or video post with caption*

Task description: *Please upload an image or video of you using the product. In your caption, use up to 100 words to tell your audience why you love our product. Please use the required brand tag, hashtags, and affiliate link in your post caption.*

# Influencer Campaign Templates



## Evergreen/Ongoing

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Youtube video*

YouTube



Requested content: *Video post*

Task description: *Please upload a video of you using the product. Also include a thorough description of at least 100 words, and use the name of our brand and the product in the video title. Include your affiliate link and promo code in the About section of your Youtube channel page.*

Task name: *Tweet with Blog*

Twitter



Requested content: *Tweet linking to blog*

Task description: *Please publish a blog telling the story about a before/after of you using our product. Then push out a quick Tweet that points fans to your blog. Please use the required brand tag and hashtags in your Tweet.*

Task name: *Live stream event*

Twitch



Requested content: *Live video post*

Task description: *Go live and tell the story about you using our product. We encourage you to showcase the product at your live event. Please use the required brand tag, affiliate link, and promo code.*



## Content Campaign

In a content campaign, you are including your influencers as active members of your social media team. You will want to partner with them as creators to publish IRL (in real life) content that is both authentic and high-quality.

### Campaign overview

---

Compose a short description of your campaign. Be sure to include key details and campaign goals.

*We love your style and would like to see your creativity team up with [Brand]! YOU would have creative control to curate the content that will go on OUR [Social Media Platform] page and in some of our paid social campaigns.*

**Be sure that any guidelines or rules are clear in your campaign overview.**

### Compensation

---

Be sure to include how influencers will be compensated. Below are a few options to choose from.

- ✓ **Product sale commissions (if applicable)**
- ✓ **Free product (product seeding)**
- ✓ **Flat fee per post or campaign**

# Influencer Campaign Templates



## Content Campaign

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Image or Video Post*

Instagram



Requested content: *Image or video post*

Task description: *Please upload a video (post, Reel, or IGTV) or image of you using the product. Please use the required brand tag and hashtags in your post caption. Include your affiliate link and promo code in your bio.*

Task name: *TikTok video*

TikTok



Requested content: *Video Post*

Task description: *Please upload a video of you using the product. Please use the required brand tag and hashtags in your post caption. Include your affiliate link and promo code in your bio.*

Task name: *Image or video post*

Facebook



Requested content: *Image or video post with caption*

Task description: *Please upload an image or video of you using the product. In your caption, use up to 100 words to tell your audience why you love our product. Please use the required brand tag, hashtags, and affiliate link in your post caption.*

# Influencer Campaign Templates



## Content Campaign

### Campaign Tasks

---

Use the examples below to help you organize and execute your campaigns.

Task name: *Youtube video*

YouTube



Requested content: *Video post*

Task description: *Please upload a video of you using the product. Also include a thorough description of at least 100 words, and use the name of our brand and the product in the video title. Include your affiliate link and promo code in the About section of your Youtube channel page.*

Task name: *Tweet with Blog*

Twitter



Requested content: *Tweet linking to blog*

Task description: *Please publish a blog telling the story about a before/after of you using our product. Then push out a quick Tweet that points fans to your blog. Please use the required brand tag and hashtags in your Tweet.*

Task name: *Live stream event*

Twitch



Requested content: *Live video post*

Task description: *Go live and tell the story about you using our product. We encourage you to showcase the product at your live event. Please use the required brand tag, affiliate link, and promo code.*



# Campaign Brief

**CREATOR:** \_\_\_\_\_

**BRAND:** \_\_\_\_\_

## Campaign Overview

**Campaign Title** \_\_\_\_\_

**Campaign Budget \$** \_\_\_\_\_

This budget should include product and influencer payment (if applicable).

**Campaign Dates:** \_\_\_\_\_

**Campaign Type:**

Select a type of campaign.

Evergreen

Seasonal

Bespoke

**Campaign Overview Description:** Provide an overview of your goals for the campaign.

## Compensation

**Compensation Method:**

Payment

Commision

Product Only

Product + Commission

**Compensation Description [2-3 lines]**

Provide any additional information regarding compensation details regarding payment method, commission overview, product delivery.

**Discount Code (If Applicable):** \_\_\_\_\_

**Affiliate Link (If Applicable):** \_\_\_\_\_

## Campaign Tasks

**Social Network:**            Instagram     YouTube     TikTok     YouTube     Facebook     Twitch

**Task Title:** \_\_\_\_\_

**Task description**

**#tags:** \_\_\_\_\_

**@tags:** \_\_\_\_\_

**Social Network:**            Instagram     YouTube     TikTok     YouTube     Facebook     Twitch

**Task Title:** \_\_\_\_\_

**Task description**

**#tags:** \_\_\_\_\_

**@tags:** \_\_\_\_\_

**Social Network:**            Instagram     YouTube     TikTok     YouTube     Facebook     Twitch

**Task Title:** \_\_\_\_\_

**Task description**

**#tags:** \_\_\_\_\_

**@tags:** \_\_\_\_\_

## Brand Assets

Please include any branding that needs to be included to complete the task, inspiration posts, important product messaging, or photos of past collaborations that have been successful.

## Content Rights

Content rights should be drafted by the brand to specify how the content created for this campaign brief will be repurposed. It should include, but is not limited to, where the content will be repurposed, along with how long the brand has the rights to the creator's content. Attach to the campaign brief as a separate document.



# Influencer Post Template

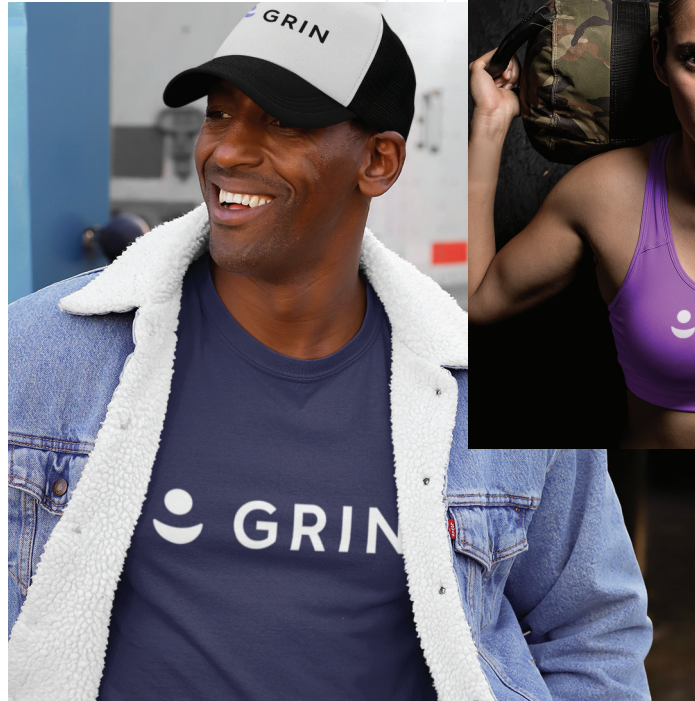
# Instagram

MENS PROMOTIONS



## Post Guidelines

- Close up shot of the apparel
- Mention and tag *@grin*
- Promote 'code' 15% discount code
- Include hashtags ***#growwithgrin*** & ***#gringetsreal***
- 8 hour embargo on social posts made after endorsement (this ensures max visibility)
- Must live permanently on influencer's account



## Post Guidelines

- Close up shot of the apparel
- Mention and tag *@grin*
- Promote 'code' 15% discount code
- Include hashtags ***#growwithgrin*** & ***#gringetsreal***
- 8 hour embargo on social posts made after endorsement (this ensures max visibility)
- Must live permanently on influencer's account





## Captions

# Post Guidelines

- Engaging and witty
- Motivational and inspirational
- Adventurous
- Authentic
- Friendly and conversational
- Subject to approval by GRIN



**johnhansberry**

**johnhansberry** Tag a friend below who always makes you 😊🥰. Be sure to use my code 'johnhansberry' to save 15% off of any @grin product, because that is why I am here. 😊 [#growwithgrin](#) [#gringetsreal](#)



**skramangol**

**skramangol** I know I rarely talk about clothes, just because I don't really care unless it's very comfortable. That is why @grin hoodies are my favorite thing to wear pretty much anywhere. Try some out and use my code 'skramangol' to get 10% off everything! [#growwithgrin](#) [#gringetsreal](#)



**fashion\_fiona**

**fashion\_fiona** You all know how many brands want me to be their ambassador. I am lucky enough to have the opportunity to be able to choose which products I feel live up to my standards of stylish and livable fashion. @grin is one of the few products I am proud enough to endorse, and have no problem showing off their wares. I have got 20 awesome tees I am ready to give away to some followers. To win, just follow @grin and comment below '#grin'. I will be picking the winners at the end of this week. Be sure to use the discount code 'fashion\_fiona' to get 15% off your whole order. Thanks again! [#fashion\\_fiona\\_giveaways](#)



**laura\_huntley**

Isle Of Palms

**lanehuntley** The way these new @grin tshirts feel is so great for all this humidity. I really love how they keep cool. Make sure you use your 'lanehuntley' code for the 15% discount. [#growwithgrin](#) [#gringetsreal](#)



**joe\_davies**

**joe\_davies** Another day, another lounge session chilling in my @grin tee. Don't forget the 'joe\_davies' code at checkout! [#growwithgrin](#) [#gringetsreal](#)

## Video Guidelines

- Videos preferred
- 2-3 clips = one story
- Must be made consecutively in the same 24 hour period
- Mention and tag @grin
- Promote and include "swipe up link"





## Bio

GRIN is the #1 influencer marketing software to help D2C brands manage influencer marketing programs at scale. Our software helps you find high-quality influencers, automate email outreach, activate campaigns, develop authentic relationships using our private CRM, and in-depth reporting tools to analyze the success of your campaigns. GRIN is the only end-to-end solution designed to create an authentic connection between influencer and brand while providing true revenue attribution that measures the success of influencer marketing.

# Influencer Outreach Templates

A quick guide to reaching out to influencers not familiar with your brand.



# Email 1 of 3.

## Initial outreach

### Body option 1 - Short approach

The screenshot shows a web-based email template editor. The interface includes a top navigation bar with a search icon and a sidebar with various tool icons. The main content area is titled 'Template Details' and contains the following sections:

- TEMPLATE NAME:** A text input field containing 'Initial outreach'.
- SUBJECT:** Two subject line options are displayed in blue boxes: '[brand name] x [social username] -- Let's collab' and '[social username] x [brand name] -- Collab Oppty'. A 'Variables' icon is visible to the right.
- BODY:** A rich text editor with a toolbar containing options for text formatting (bold, italic, underline, strikethrough), font selection (System Font, 12pt), alignment, and list creation. The body text is as follows:

Hi **[first\_name]**,

I came across your content on the fyp and loved it!

I'm **[your name]**, the **[your role/title]** at **[brand name]**.  
[Share a quick line about the product: example - We recently launched a new snack pack] and wanted to collab.

I think **[brand]** will fit grat into your lifestyle, and I'd love for you to join our upcoming campaign. Let me know if I can send over more info!

**[your name]**  
**[your title]**  
**[website link]**

# Email 1 of 3.

## Initial outreach

### Body option 1 - Long approach

The screenshot shows an email template editor with the following sections:

- TEMPLATE NAME:** Initial outreach
- SUBJECT:** Two options are shown: "[brand name] x [social username] -- Let's collab" and "[social username] x [brand name] -- Collab Oppty". A "Variables" button is visible to the right.
- BODY:** A rich text editor with a toolbar containing options for bold, italic, underline, strikethrough, font, size, bulleted list, numbered list, indent, and outdent. The body text is as follows:

**[name],**

I recently found you on IG and I think your content is 🔥!

My name is **[my\_first\_name]** and I'm on the **[your role/title]** at **[brand name]**. You're putting out some really great content so I had to reach out about working together on IG!

Here's what we're looking for:

  - 1 IG Story (minimum 3 clips)
  - 1 IG Feed Post

We're all about giving creative freedom, so there won't be a forced script that you have to go by. We want you to create content that's actually authentic to you.

If you're interested just reach back out and we'll continue the conversation from there! Feel free to check us out **[website link]**.

Also open to any ideas you have for how we can work together! Looking forward to hearing back.

Thanks!  
**[your name]**  
**[your title]**

# Email 2 of 3.

Email sent 2-3 days after previous email, unless reply received

Body option 1 & 2

**Template Details**

TEMPLATE NAME  
Initial outreach

SUBJECT  
[brand name] x [social username] -- Let's collab **OPTION 1 SUBJECT LINE**  
[social username] x [brand name] -- Collab Oppty **OPTION 2 SUBJECT LINE** Variables

BODY

Insert **B** *I* U  $\mathcal{S}$  System Font 12pt

Hi **[first\_name]**,

I'm reaching out again to see if you are interested in collaborating with **[brand name]**. I really think you're the perfect fit, and would love for you to **[try/experience]** check out **[name of product + any benefit of the product]**.

Please let me know if you're interested and I will send over more details.

---

Hi **[first\_name]**!

Hope you're having a great day, I wanted to quickly check in and see if you received my last email? We've got a free **[name of product]** over here with your name on it!

Looking forward to the opportunity to work together - let me know if you're interested! :)

Thanks!

**OPTION 1**

**OPTION 2**

# Email 3 of 3.

Sent 2-3 days after previous email, unless reply received

Body option 1 & 2

**Template Details**

TEMPLATE NAME  
Initial outreach

SUBJECT  
[brand name] x [social username] -- Let's collab **OPTION 1 SUBJECT LINE**  
[social username] x [brand name] -- Collab Oppty **OPTION 2 SUBJECT LINE** Variables

BODY

Insert **B** *I* U § System Font 12pt

Hi **[first\_name]**,

Checking in again to see if you are interested in this collaboration with **[brand name]**?

I have a free **[product name]** ready to send your way, all you have to do is reply to this email to get started.

---

Hi **[first\_name]**!

Reaching out one last time to see if you're interested in collaborating with us. Let us know!

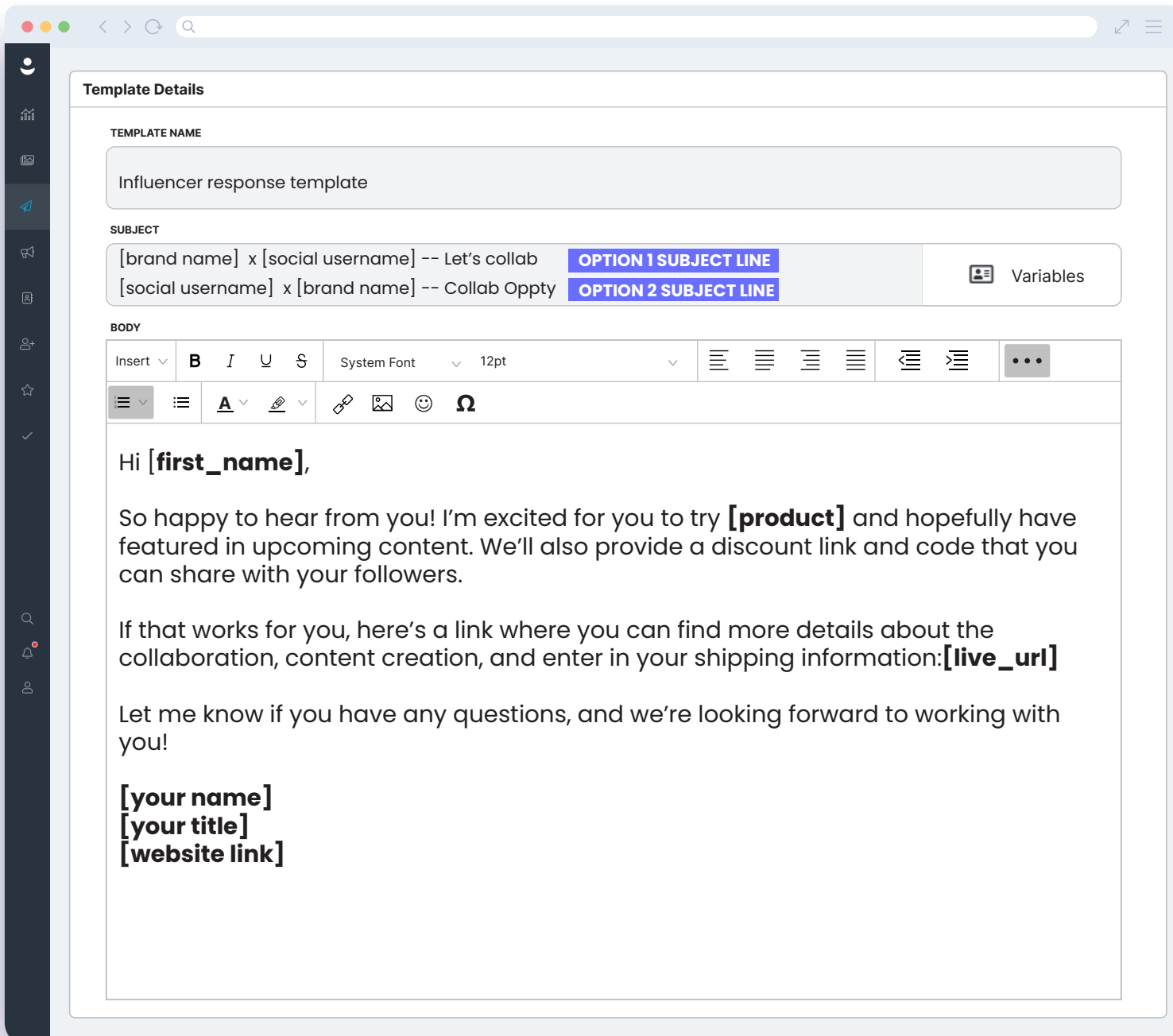
Thanks so much! :)

*PS - if you'd like to move forward, please reply to this email and let us know - we'll reply back with further information!*

# Email 1 of 2.

## Response to a reply from your influencer outreach

### Body option 1



The screenshot shows an email template editor interface. The main content area is titled "Template Details" and contains the following information:

- TEMPLATE NAME:** Influencer response template
- SUBJECT:** [brand name] x [social username] -- Let's collab **OPTION 1 SUBJECT LINE**  
[social username] x [brand name] -- Collab Oppty **OPTION 2 SUBJECT LINE** Variables
- BODY:**

Hi **[first\_name]**,

So happy to hear from you! I'm excited for you to try **[product]** and hopefully have featured in upcoming content. We'll also provide a discount link and code that you can share with your followers.

If that works for you, here's a link where you can find more details about the collaboration, content creation, and enter in your shipping information:**[live\_url]**

Let me know if you have any questions, and we're looking forward to working with you!

**[your name]**  
**[your title]**  
**[website link]**

# Email 2 of 2.

## Response to a reply from your influencer outreach

### Body option 2

The screenshot shows an email template editor interface. At the top, there's a browser-like address bar with navigation icons. Below it, a sidebar contains various tool icons. The main content area is titled "Template Details" and is divided into three sections: "TEMPLATE NAME", "SUBJECT", and "BODY".

**TEMPLATE NAME:** A text input field containing "Influencer response template".

**SUBJECT:** Two subject line options are shown in blue boxes: "[brand name] x [social username] -- Let's collab" and "[social username] x [brand name] -- Collab Oppty". A "Variables" button is located to the right of these options.

**BODY:** A rich text editor with a toolbar. The toolbar includes options for "Insert", bold (B), italic (I), underline (U), strikethrough (ABC), font type (System Font), font size (12pt), bulleted list, numbered list, indent, and outdent. The editor content contains the following text:

Hi **[first\_name]**,

I'm excited for you to try **[product]**. We'll provide a discount link and code that you can share with your followers when you feature the content in your feed.

This link will show you the details about the collaboration, content creation, and is where you'll enter in your shipping information:[live\_url]

Let me know if you have any questions, and we're looking forward to working with you!

**[your name]**  
**[your title]**  
**[website link]**