

# The Ultimate Influencer Campaign Checklist

*11 Things To Check off Your List When Working on Paid Campaigns!*

- READ THE SCOPE OF WORK** *Make sure to always thoroughly read through the scope of work for all paid campaigns. You don't want to miss anything!*
- KNOW YOUR DEADLINES** *Write down important due dates so that you can keep track of content deadlines.*
- UNDERSTAND THE DELIVERABLES** *Keep a list of content deliverables that's easily accessible so that you can reference it during the content creation process.*
- GET CREATIVE WITH YOUR CONTENT** *Brand collaborations are the best time to get creative with your content! Add a fresh take/perspective to your social posts to put a new spin on your content.*
- HAVE FUN WITH THE COPY** *Most importantly, HAVE FUN! This is your time to let your voice shine within the brand partnership. Make the campaign unique to you and to your followers.*
- GO ABOVE AND BEYOND** *Give this influencer campaign your all so you can make room for future collaborations. Social media can be a beautiful thing.*
- CREATE ADDITIONAL CONTENT** *Share additional "bonus" content with the brand for them to use across social to give your partnership that extra something.*
- CHECK BACK IN WITH THE BRAND** *Check back in with the brand to be certain that all assets have been delivered and that everything is good-to-go! Also be sure to send a thank you note or follow-up email to the brand once the collab is over.*