

Creator Shortlisting Framework

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a shortlisting framework to evaluate and rank creators for a campaign — fit, audience, engagement quality, authenticity and value — with vetting checks and outreach notes. Use it to pick partners. For pricing use the Influencer Pricing Estimator.

Purpose of this tool & output

Choose the right creators, not just big ones

How the output is used

Use it to choose the right creators, not just big ones — a shortlisting framework on fit, audience and authenticity.

Important cautions

Verify metrics independently; declared reach can be inflated.

Companion documents

- Influencer Marketing Strategy
- Influencer Campaign Brief
- Influencer Collaboration Agreement
- Influencer Campaign Tracker
- UGC Creator Brief
- Influencer Pricing Estimator

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.