

Influencer Campaign Brief

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

Writes a creator brief — objective, key messages, dos and don'ts, deliverables, hashtags, disclosure and timeline — so influencer content is on-brand and compliant. Use it before a collaboration. For the contract use the Influencer Agreement.

Purpose of this tool & output

Brief creators so content lands on-message

How the output is used

Use it to brief creators so content lands on-message — an influencer campaign brief with dos, don'ts and deliverables.

Important cautions

Disclosure of paid promotion is mandatory under ASCI guidelines.

Companion documents

- Influencer Marketing Strategy
- Creator Shortlisting Framework
- 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.