

## Influencer Campaign Checklist

### 1. Set Clear Objectives

- Define your goals

### 2. Plan Your Campaign

- Decide on the experience to offer
- Align the campaign with your marketing strategy
- Identify the key messages

### 3. Identify Influencers

- Research influencers on your chosen social media platform
- Focus on small creators with good engagement rates
- Ensure influencers are relevant to your organisation
- Create a shortlist of influencers to reach out to

### 4. Reach Out To Influencers

- Send personalised, friendly messages via DM
- Be transparent about the experience you're offering

### 5. Collaborate on content

- Give influencers a warm welcome when they attend your event/activity
- Share your key messages with influencers, including hashtags or key facts

### 6. Measure Success

- Record outputs (number of posts, type of posts, channel)
- Track available statistics (likes, comments, views)
- Assess impact on goals

### 7. Build Relationships

- Maintain contact with influencers
- Create an ambassador list

### 8. Reflect

- Evaluate what went well
- Consider the resources needed to continue/expand influencer marketing efforts in future

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