

INFLUENCER COLLABORATION CHECKLIST

Use this checklist to set up your campaign and communicate your requirements to influencers for effective, surprise-free collaborations. Have questions? Reach out at hello@shoppinglinks.com. We're always happy to help!

STEPS	DETAILS
Internal:	
▶ What are your collaboration goals? (Examples: increased revenues, engagement, reach.)	
▶ Summarize your collaboration details. What is the campaign message? How would you like to see the brand displayed? What geographic settings suit the campaign?	
▶ How many influencers will your client require?	
▶ What are your target demographics?	
▶ Do you have the blogger's correct delivery address for gifting?	
Include in your brief:	
▶ All required social channels: Instagram, Blog Post, Stories, etc.	
▶ Publish deadline	
▶ Required social media handles to tag	
▶ Required hashtags	
▶ Image rights: negotiate the rights your client will have to use influencer content featuring the brand after the collaboration	
▶ Communicate exclusivity requirements: are other brands allowed in the content?	
▶ Communicate affiliate links requirements: are influencers allowed to include affiliate links?	
▶ Have you clearly communicated the payment terms in your contract?	
▶ If you require a content preview, have you communicated how you would like to see that from bloggers?	
▶ And finally, have you communicated sponsored content disclosure requirements?	

RESOURCES

- [Your Blog and the Law: Disclosure Requirements for Your Posts](#)
- [From a Blogger's Perspective: The Types of Image Licenses You Need to Know](#)
- [Influencer Marketing Step by Step](#)
- [Tips for Better Paid Influencer Collaborations](#)
- [A Blogger's Checklist for Submitting Collaboration Content](#)