

Influencer Partnership Advertising Specifications

Date: [Insert Date]

To: [Influencer's Name]

From: [Your Company Name]

Subject: Advertising Specifications for Partnership

Dear [Influencer's Name],

We are excited to work with you as a partner in promoting our brand, [Your Brand Name]. Below are the advertising specifications for our upcoming collaboration:

1. Content Requirements:

- Type of Content: [e.g., Instagram posts, stories, YouTube videos]
- Number of Posts: [e.g., 2 Instagram posts, 3 stories]
- Content Theme: [e.g., Lifestyle, Product Review]

2. Posting Schedule:

- Date of First Post: [Insert Date]
- Date of Second Post: [Insert Date]

3. Tagging and Hashtags:

- Required Tags: [e.g., @YourBrandHandle]
- Hashtags: [e.g., #YourBrandHashtag]

4. Compensation:

We will provide the following in exchange for your partnership:

- Monetary Compensation: [Insert amount]
- Free Products: [List of products]

5. Additional Notes:

[Any additional requirements or notes]

Thank you for collaborating with us! We look forward to your creative inputs and a successful partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]