

Influencer Discount Code Campaign Outline

Campaign Overview

Objective: To increase brand awareness and drive sales through influencer partnerships.

Target Audience

Identify demographics and psychographics of the target customer.

Influencer Selection

- Criteria: Niche relevance, follower count, engagement rate
- Preferred influencers: List specific influencers to target

Discount Code Details

Code: **INFLUENCER20**

Offer: 20% off all products

Duration: Start Date - End Date

Content Plan

1. Post Ideas: Unboxing, styling tips, product reviews
2. Required Hashtags: #YourBrand #InfluencerName

Measurement of Success

- Metrics: Sales generated, traffic to website, engagement rates
- Reporting: Monthly performance review

Follow-Up Actions

Plan for continued partnership based on campaign performance.