

Influencer Video Engagement Outline Template

Dear [Influencer Name],

Introduction

We are thrilled to collaborate with you for our upcoming campaign, [Campaign Name]. This outline serves as a guide for our video engagement to ensure mutual goals are met.

Video Objectives

- Increase brand awareness
- Drive traffic to [website/social media]
- Boost product engagement with your audience

Content Guidelines

1. Incorporate [Brand Name/Product] naturally within your content.
2. Highlight key features: [Feature 1, Feature 2, Feature 3].
3. Include a call-to-action: [e.g., link in bio, swipe up, etc.].

Video Format

We envision a [duration] video featuring [content style, e.g., review, tutorial, unboxing] that aligns with your creative style.

Posting Schedule

Please post your video on [date] and tag our official account: [@BrandHandle].

Performance Metrics

- Engagement Rate: Likes, comments, shares
- Reach and Impressions
- Referral Traffic to [website/social media]

Budget and Compensation

We offer [compensation details] for this collaboration.

Contact Information

For any questions, feel free to reach out to me at [Your Email] or [Your Phone Number].

Looking forward to an amazing collaboration!

Sincerely,
[Your Name]
[Your Position]
[Brand Name]