

# Evaluation Criteria for Influencer Brand Storytelling Results

Date: [Insert Date]

To: [Influencer Name]

From: [Your Name]

Subject: Evaluation of Brand Storytelling Collaboration

## Introduction

This document outlines the evaluation criteria used to assess the results of our recent collaboration in brand storytelling.

## Evaluation Criteria

1. **Audience Engagement:** Measure likes, shares, comments, and overall interaction rate with the content.
2. **Brand Alignment:** Evaluate how well the storytelling aligns with our brand values and messaging.
3. **Content Quality:** Assess the creativity, originality, and production quality of the storytelling content.
4. **Reach and Impressions:** Analyze the total reach and number of impressions generated by the content.
5. **Call-to-Action Effectiveness:** Review the response rate to any calls-to-action included in the content.
6. **Audience Retention:** Investigate how well the audience retained interest throughout the storytelling.
7. **Impact on Brand Awareness:** Measure any changes in brand awareness metrics pre and post-campaign.

## Conclusion

We appreciate your collaboration and look forward to reviewing these criteria in detail during our follow-up discussion.

Sincerely,  
[Your Name]  
[Your Position]  
[Your Company]