

inzpire.me

Moving the **needle** with influencer marketing.

A clear and integrated strategy



isobar



MEDIACOM



Hi! I'm Knut Anders



inzpire.me

A large flock of birds, possibly albatrosses, is seen flying over the ocean. In the distance, a whale's tail is visible above the water. The scene is captured from the perspective of someone on a boat, with the boat's railing and a person's hand holding a smartphone visible in the foreground. The overall tone is serene and majestic.

About us

inzpire.me





12 000+

Creators

2 900+

Norwegian creators

20+

Talent Agencies

300+

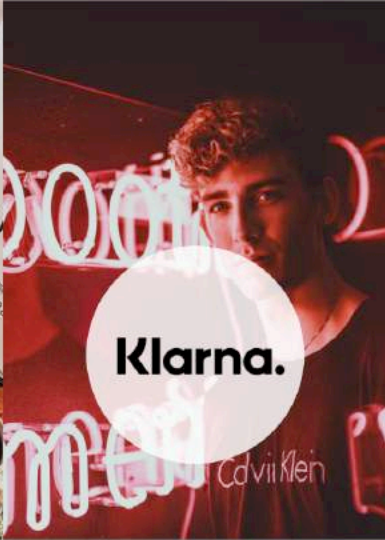
Advertisers



HH®



JUST
EAT



Klarna.



Vespa



Coca-Cola



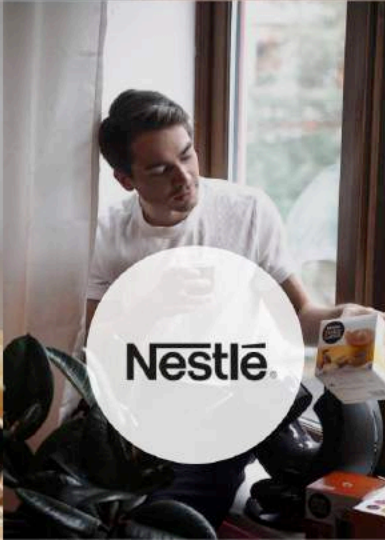
Simple



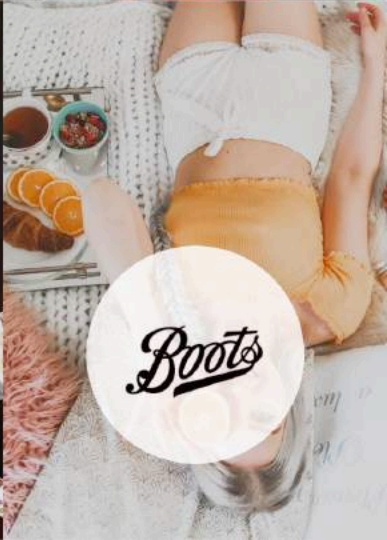
WWF



wagamama



Nestlé



Boots

Some of our agency partners

MEDIACOM

OMG Omnicom
MediaGroup

CARAT

isobar

Zenith
The ROI agency

MINDSHARE

dentsu
AEGIS
network

Genuin

oMD

TRIGGER.

DDB°

vizeum

inzpire.me

Some of our talent agency partners



Nordic Screens (NO)



Life of Svea (SE)



Plan-B (NO)



Splay One (NO)



Sharp Talent (UK)

+20%
vs. 2019



Scale



82

Content Creators



619

Pieces of Content



3,533,568

Total
Est. Impressions



74

Content Creators



190

Pieces of Content



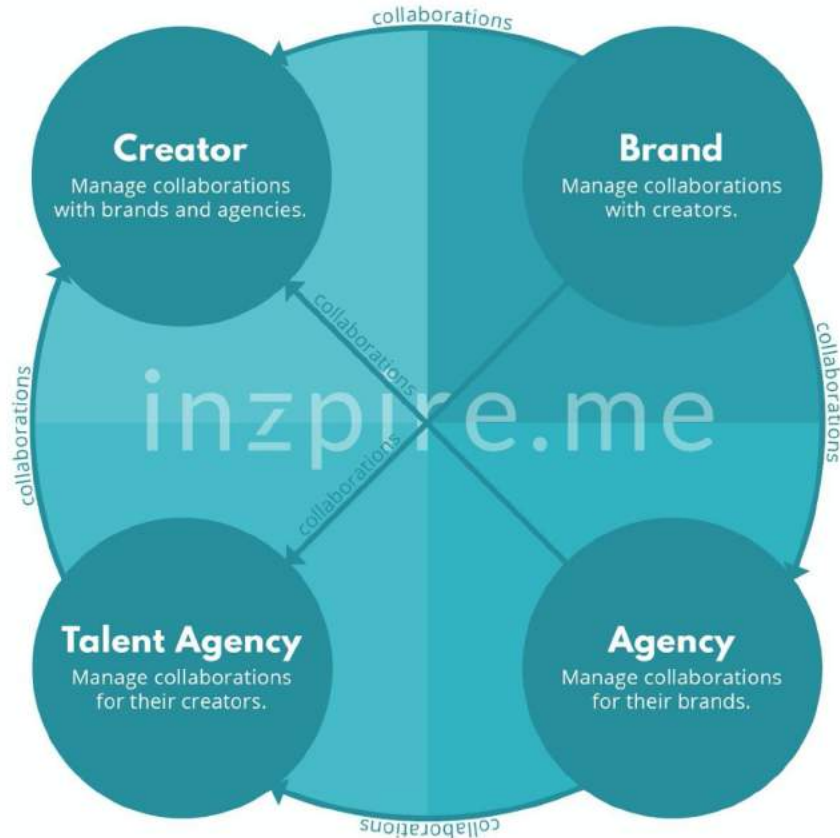
532,464

Total
Est. Impressions

A multi-sided platform for influencer marketing

The inzipire.me platform consists of four parts:

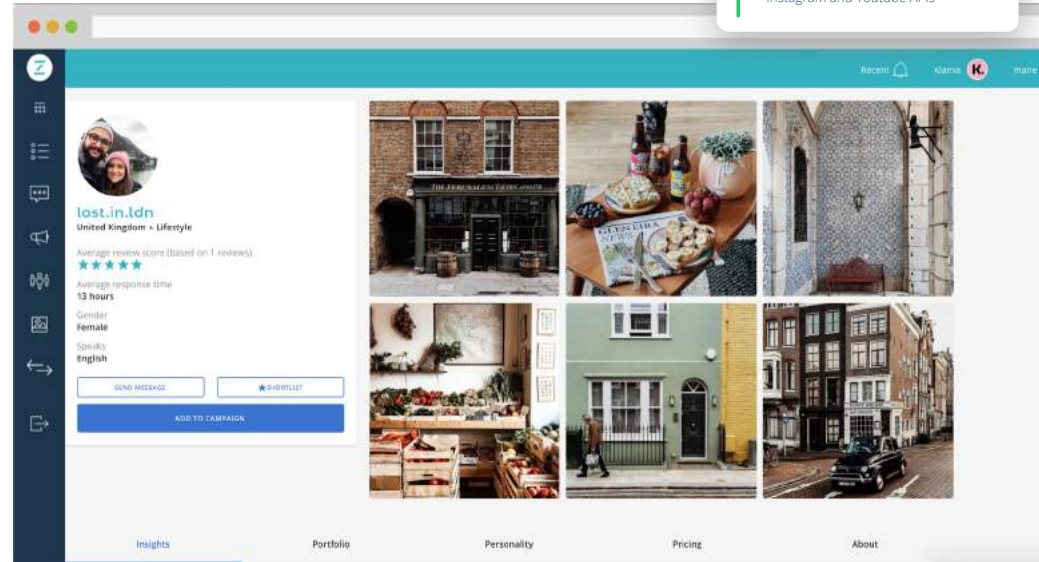
- Creator profiles
- Brand profiles
- Agency Brand Manager
- Talent Agency Solution



Make informed decisions based on audience demographics.

Accurate insights

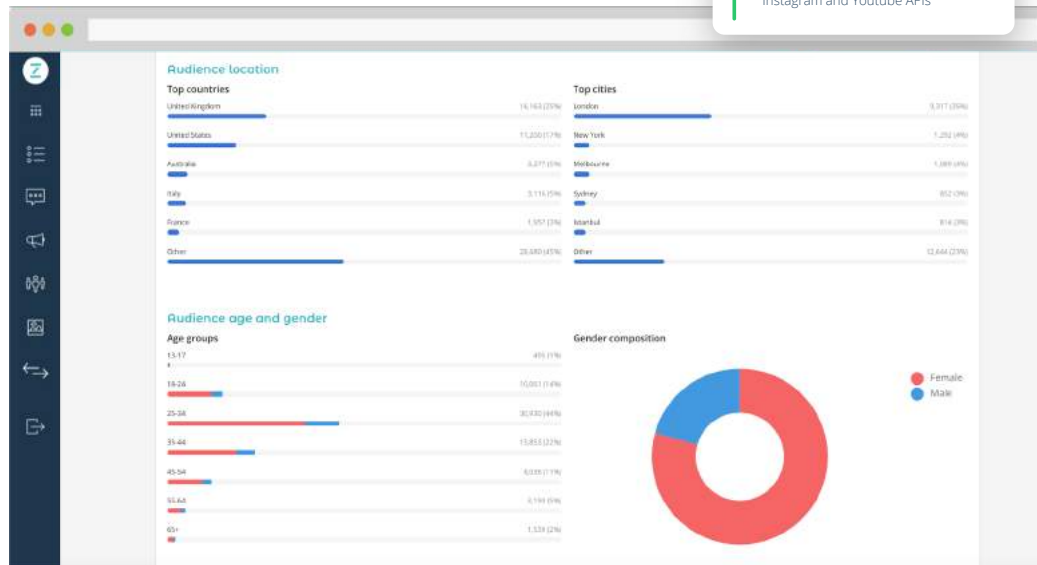
Insights fetched from the official Instagram and Youtube APIs



Make informed decisions based on audience demographics.

Accurate insights

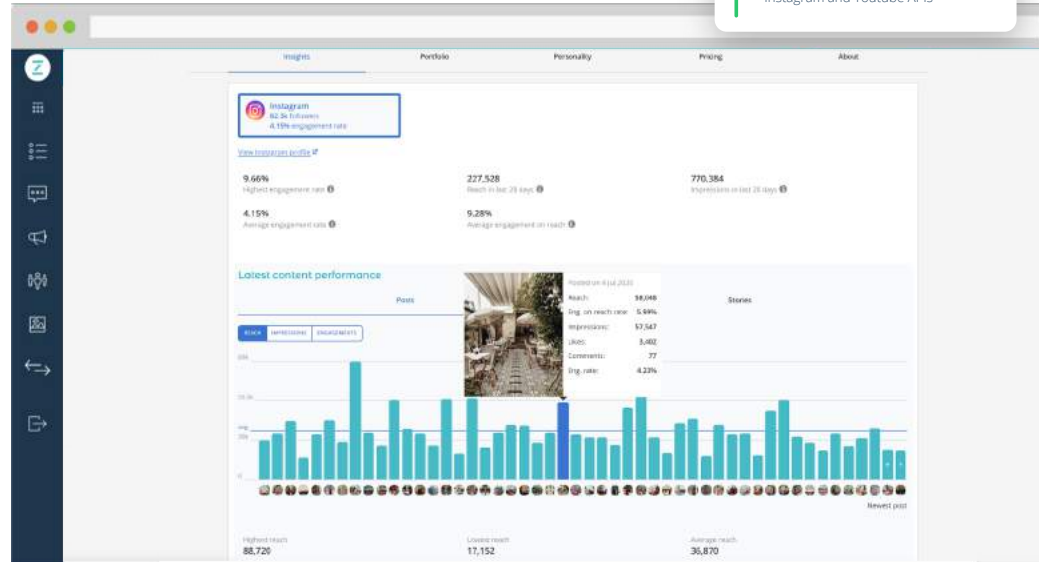
Insights fetched from the official Instagram and Youtube APIs



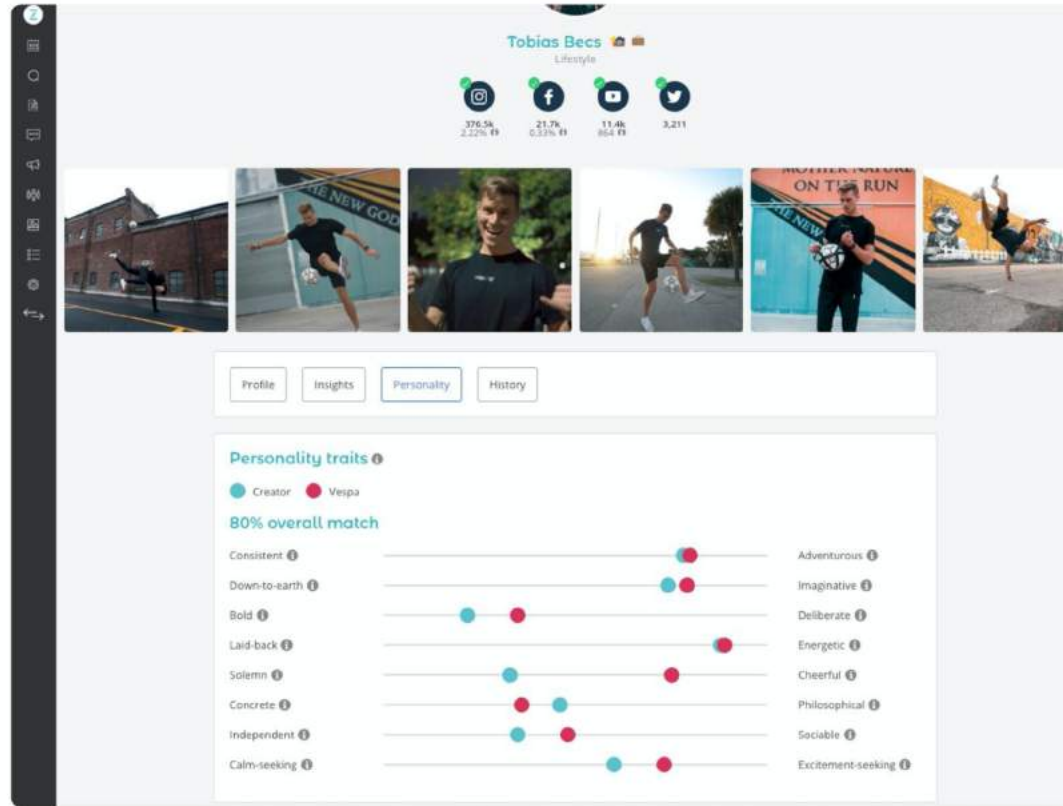
Make informed decisions based on audience demographics.

Accurate insights

Insights fetched from the official Instagram and Youtube APIs



Identify relevant creators
with smart matching,
powered by IBM Watson

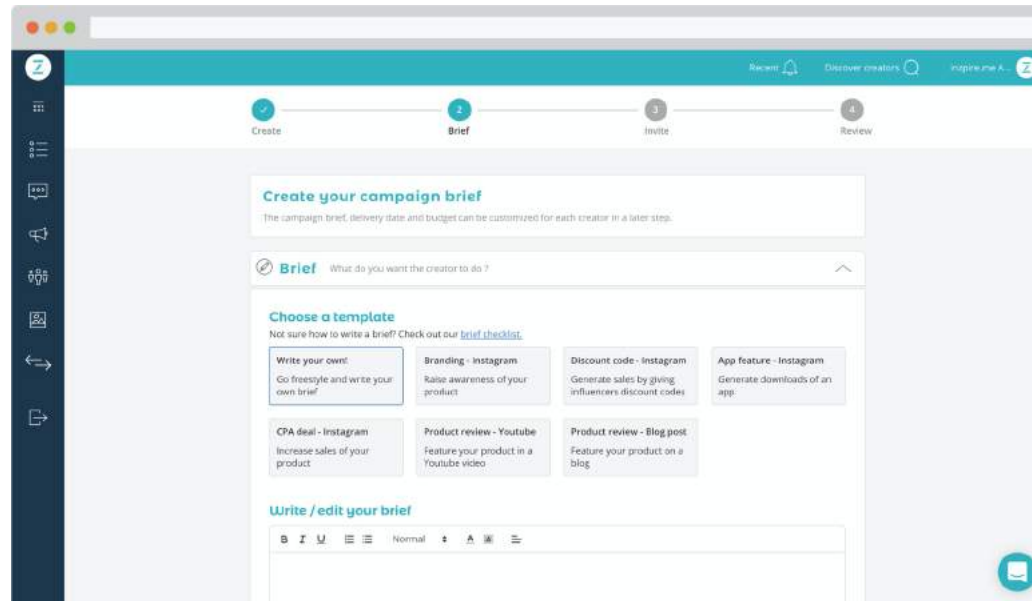


Manage collaborations and track progress in the campaign dashboard

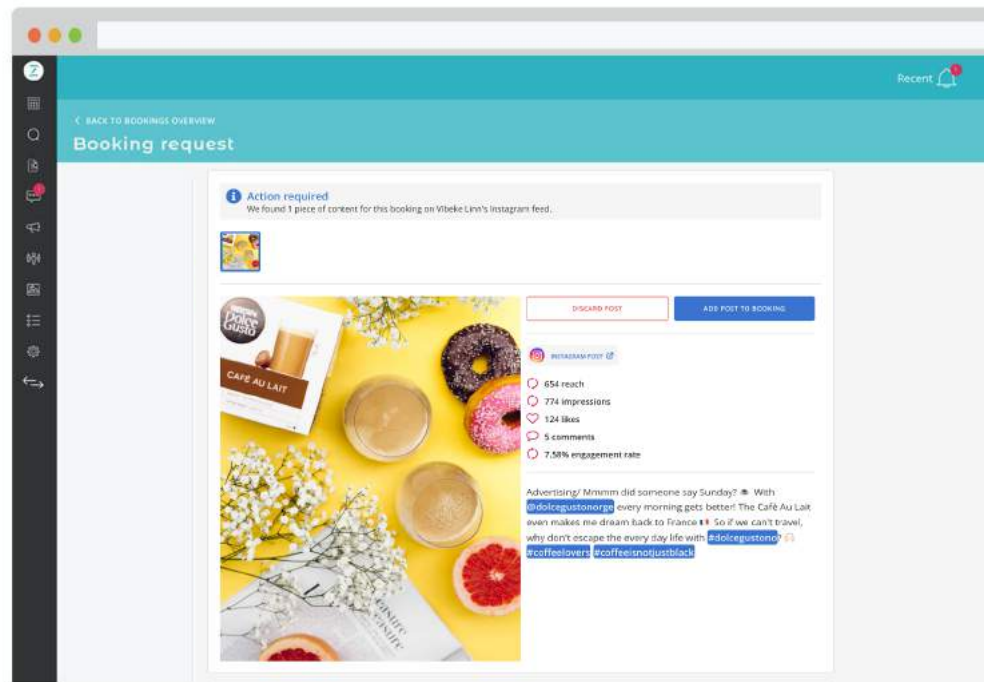
The screenshot displays the 'All collaborations' dashboard, which organizes collaboration data into columns based on their status. The top navigation bar includes a search filter for the creator's name and a dropdown for selecting a campaign. The dashboard is divided into five main columns: Pending (11), Accepted (19), Date due (1), Delivered (2), and Completed (9). Each column contains a list of collaboration cards, each representing a creator and their associated campaign details.

Status	Creator	Fees	Followers	Campaign	Due Date	Actions
Pending (11)	HDVTI	€150	808.2k	Pentahotels - Penta O'clock campaign...	Dec 05 2019	+ ADD LABEL
	Euriental	€250		Pentahotels - Penta O'clock campaign...	Dec 05 2019	+ ADD LABEL
	Daive Pastorino	€250		Pentahotels - Penta O'clock campaign...	Dec 05 2019	+ ADD LABEL
	Melissa	€150		Pentahotels - Penta O'clock campaign...	Dec 05 2019	+ ADD LABEL
Accepted (19)	cookiescandies	€1200	1.3M	Pentahotels - Autumn Campaign - 2...	Dec 19 2019	+ ADD LABEL
	A on the Road	€3800		Pentahotels - Autumn Campaign - 2...	Dec 19 2019	+ ADD LABEL
	DAVEMACCY	€500		Pentahotels - Autumn Campaign - 2...	Dec 19 2019	+ ADD LABEL
	HealthyTwenties	€600		Pentahotels - Autumn Campaign - 2...	Dec 19 2019	Introduced x + ADD LABEL
Date due (1)	Audreycoasty	€350		Pentahotels - Penta O'clock campaign...	Nov 14 2019	+ ADD LABEL
Delivered (2)	Adam Jansen	€150	185.4k	Pentahotels - Autumn Campaign - 2019	Nov 25 2019	+ ADD LABEL
	Fátima Lily	€600		Pentahotels - Autumn Campaign - 2019	Dec 19 2019	Introduced x + ADD LABEL
Completed (9)	lost.in.lain	€1000		Pentahotels - Autumn Campaign - 2...	Dec 19 2019	Introduced x + ADD LABEL
	Sophar So Good	€150		Pentahotels - Autumn Campaign - 2...	Dec 19 2019	Introduced x + ADD LABEL
	SophyFantasy	€150		Pentahotels - Penta O'clock campaign...	Nov 14 2019	+ ADD LABEL
	Alice Anne	€400		Pentahotels - Autumn Campaign - 2...	Dec 19 2019	Introduced x + ADD LABEL

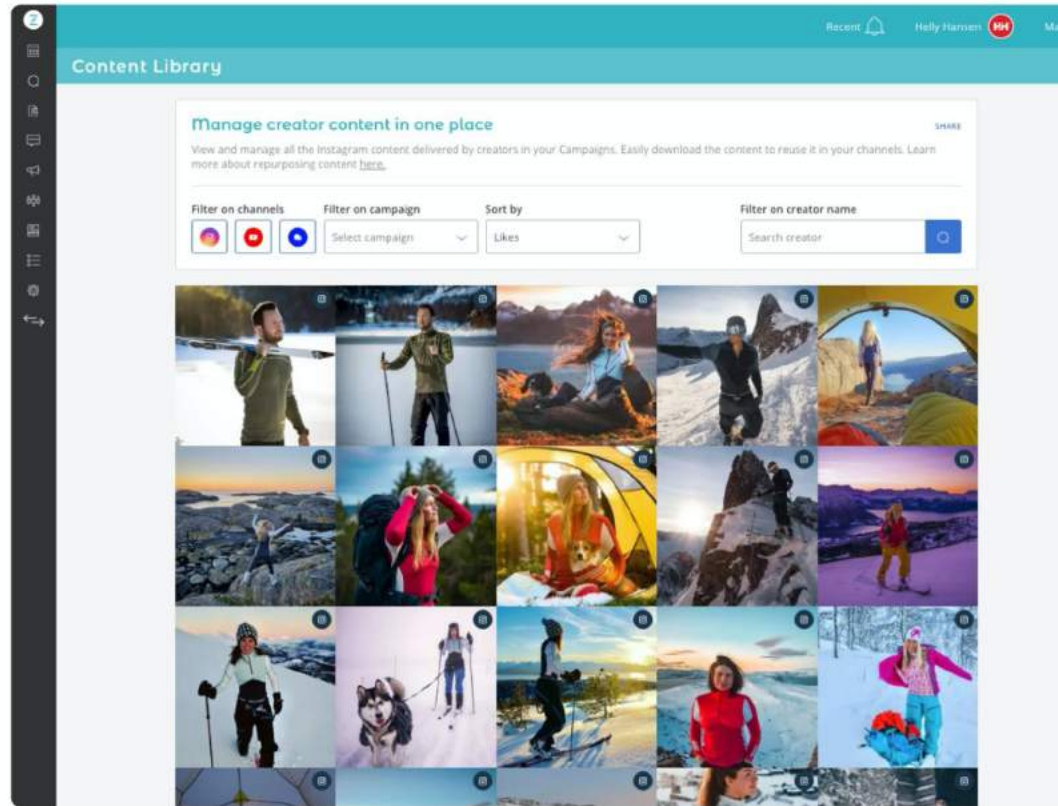
Simple campaign creation tool.



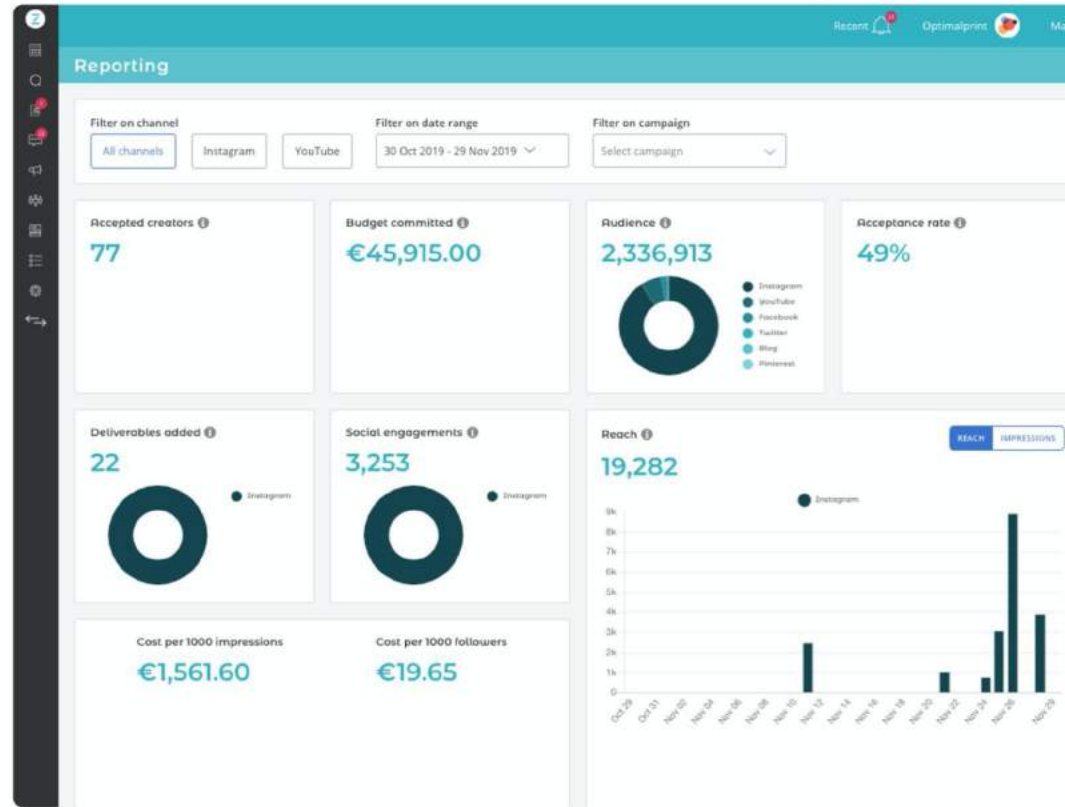
Be notified within the hour when content is shared on Instagram. Their results will also be automatically fetched!



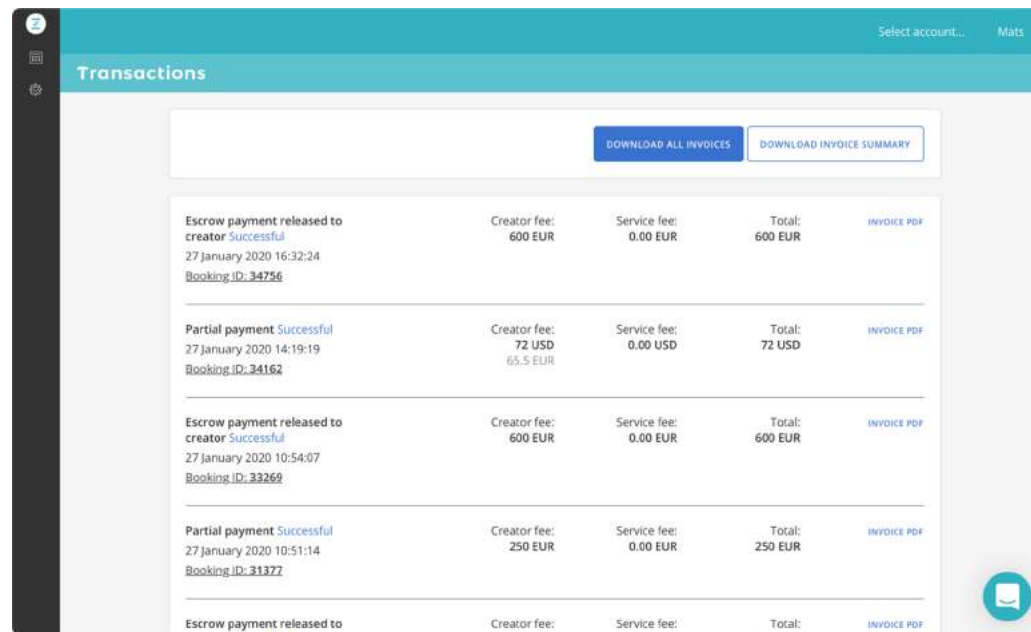
All creator content is gathered in the Content Library for reuse



Keep track of results
real-time with the
reporting dashboard



Transactions are
handled by the
system



Transactions				
		DOWNLOAD ALL INVOICES		DOWNLOAD INVOICE SUMMARY
Escrow payment released to creator Successful 27 January 2020 16:32:24 Booking ID: 34756	Creator fee: 600 EUR	Service fee: 0.00 EUR	Total: 600 EUR	INVOICE PDF
Partial payment Successful 27 January 2020 14:19:19 Booking ID: 34162	Creator fee: 72 USD 65.5 EUR	Service fee: 0.00 USD	Total: 72 USD	INVOICE PDF
Escrow payment released to creator Successful 27 January 2020 10:54:07 Booking ID: 33269	Creator fee: 600 EUR	Service fee: 0.00 EUR	Total: 600 EUR	INVOICE PDF
Partial payment Successful 27 January 2020 10:51:14 Booking ID: 31377	Creator fee: 250 EUR	Service fee: 0.00 EUR	Total: 250 EUR	INVOICE PDF
Escrow payment released to	Creator fee:	Service fee:	Total:	INVOICE PDF

A person wearing a yellow life vest is on a boat, holding a smartphone to take a photo of a massive flock of birds flying over the ocean. The scene is captured from the boat's perspective, with the water in the foreground and a hazy coastline in the background.

Influencer Marketing

inzpire.me

Hva er det egentlig?



TRINES MATBLOGG

HJEM BLOGG OPPSKRIFTER > UKEMENY TIPS & TING FAQ

ANNONSE - APETINA

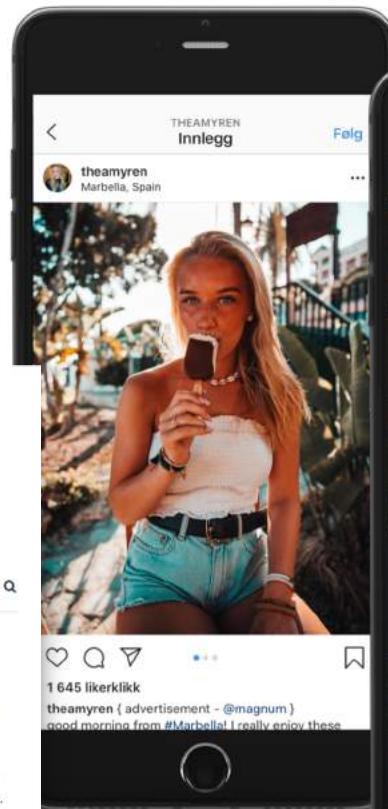


3. JUNI 2020

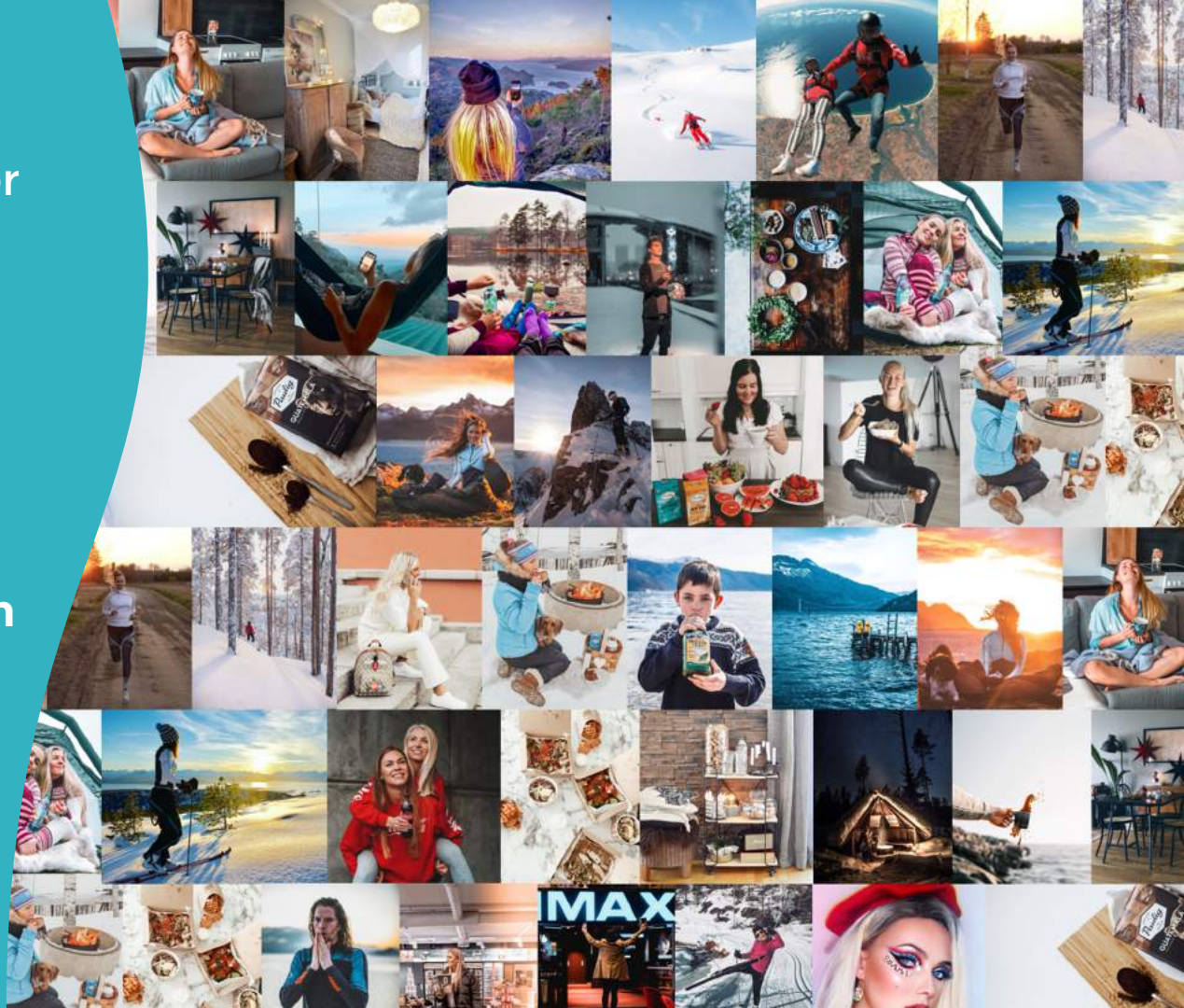
SALAT MED JORDBÆR, TOMAT OG APETINA

En av sommerens favorittsalater er denne, med blant annet jordbær, cherrytomater, agurk, gulrot og en fyldig balsamicodressing. Det hele toppes med Apetina white cheese, som med sin salte og syrlige smak, og kremete konsistens, er en fin kontrast mot de søte elementene i salaten. Dette er en fargerik salat som er en fryd for både øyet og ganen. Nyt salaten som den er sammen med godt brød, som del av en sommerbuffet eller som tilbehør til for eksempel grillmat.

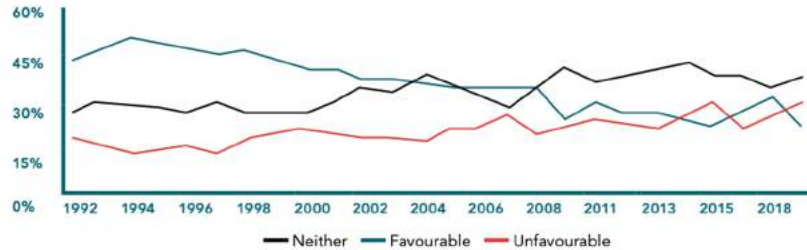
[LES MER](#)



Richer and deeper form of fame. Built on trust.



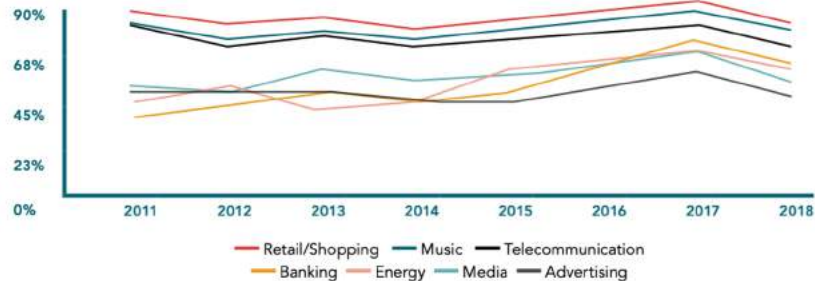
AA tracking research shows that **public favourability towards advertising has long been in decline**, from around **50%** favourable in the early '90's to just **25%** in 2018.



The tracking research also shows that **favourability and trust are highly correlated**, rising and falling together.

After a period of sustained decline, **public trust in advertising increased between 2015 and 2017**. Although public trust in advertising has since fallen, other industries, including energy and banking, saw more rapid increases in trust over this period.

As a result, advertising is now in last place out of all industries measured, down from third from last in 2011.



Many Followers Trust Influencers' Opinions More Than Friends'

by Gavin O'Malley @mp_gavin, August 21, 2019

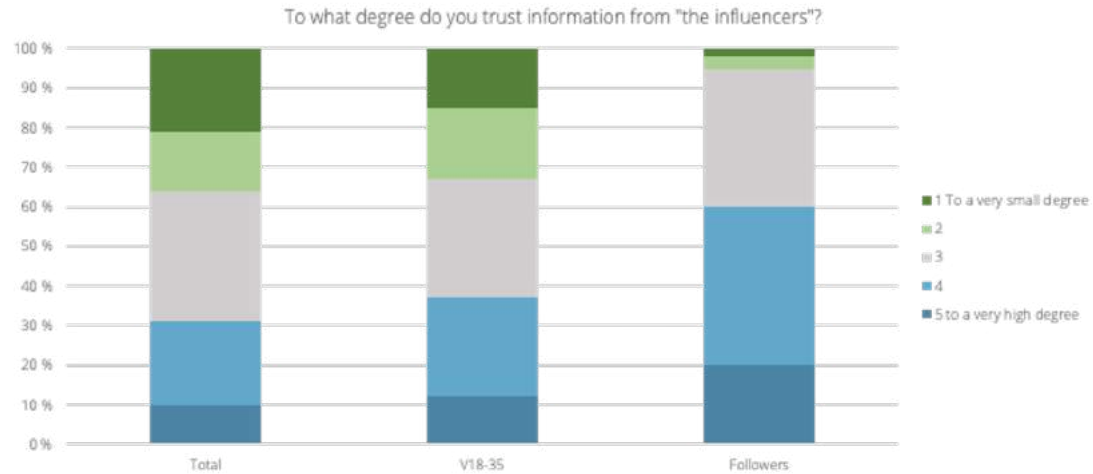


How influential can social-media personalities be?

(...)

Fully 70% said that they trust the opinions of influencers as much or more more than their real-world friends, 78% said they trust influencer opinions more than traditional ads, and more than half said they consider the influencers they follow to be an extension of their circle of friends.

Trust in influencers



The unique qualities of influencer marketing

Trust & credibility

Community and following built over years of personal sharing.

Active consumption

Consumers want to consume the message and actively engage.

Efficient Production

Influencers have mastered content creation for their channels.

Targeted and personal

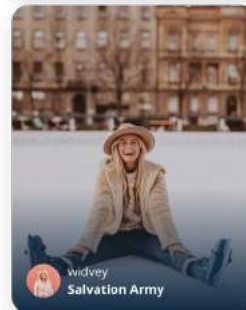
They attract and keep followers that enjoy their tone and focus. "Like me"

Reach

Organic reach in the channels hard to reach demographics live.

Driving engagement

These channels are not just about passive consumption.



Creators' value proposition



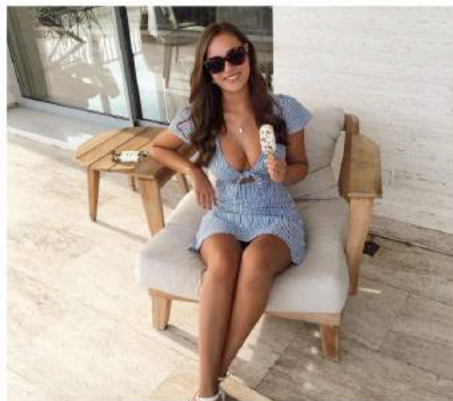
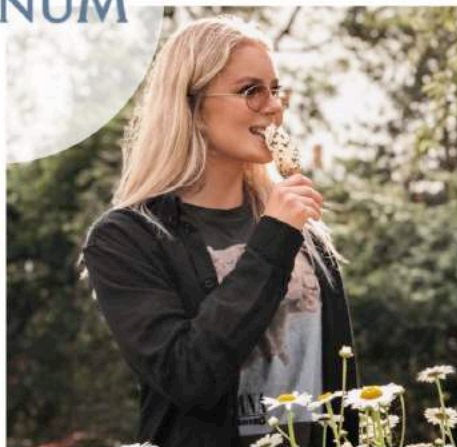
Distribution



Credibility



Content



MAGNUM

Budget

€20k

Market

NOR

Influencers

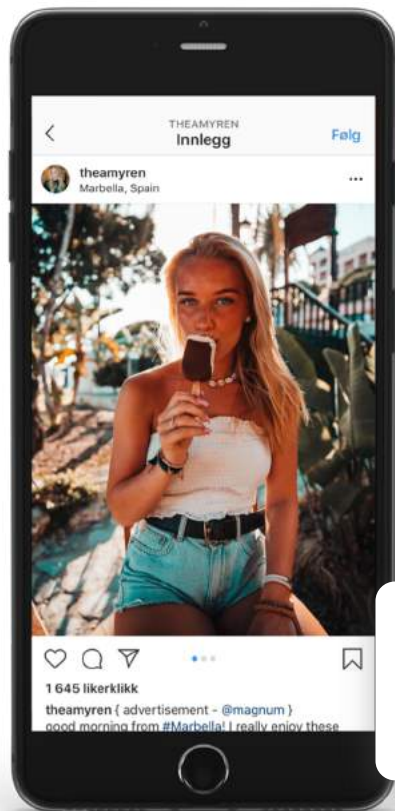
39

Content

256

Campaign Goal

Drive awareness and consideration in key segment for Magnum's launch in Norway.



0.9M

Impressions



190k

Reach



9.4%

Engagement



€22.3

CPM



“ This campaign created results above all expectations! The results in sales were amazing and partnership was seamless.

Henriette Skåddinn, Mindshare & Martine Rogstad, Unilever

”

↻ One-off

Campaigns



Support & Functionality inzpire.me

PLANNING AND PRE-CAMPAIGN

Strategy & goals

Creative brief

Profile prospection

Collaboration pricing

CAMPAIGN EXECUTION

Brief & negotiation

Onboarding

Monitor delivery

Reuse content

POST-CAMPAIGN

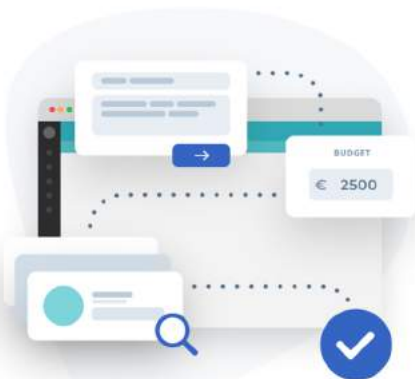
Payment

Analyze results

Gather learnings

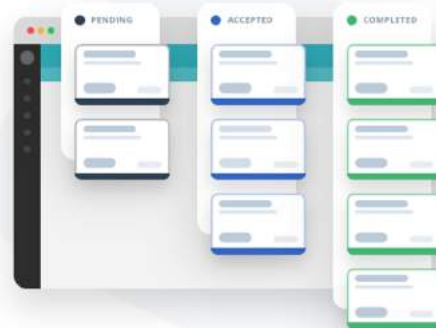
Plan for next period

The core balancing act



Doing it right...

- ✓ The right goals
- ✓ The right strategy
- ✓ The right profiles
- ✓ The right execution



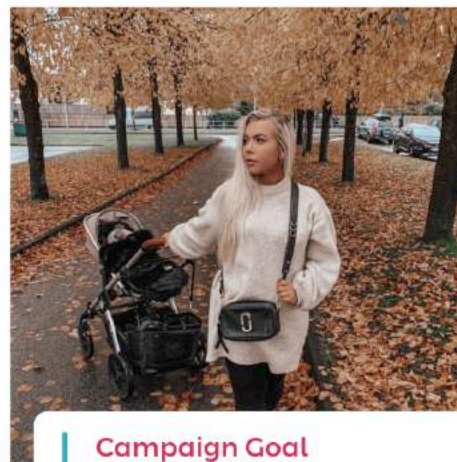
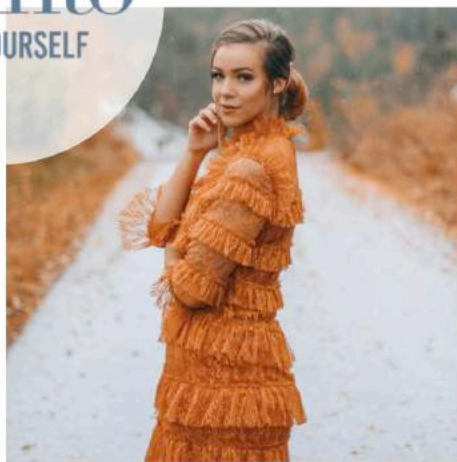
...and going big enough.

Sufficient investment and
Number of profiles to actually
"move the needle".

A large flock of birds, possibly albatrosses, is seen flying over the ocean. In the distance, a whale's tail is visible above the water. The scene is captured from the perspective of someone on a boat, with a person's arm and a smartphone visible in the lower-left foreground. The entire image has a dark, reddish-brown overlay.

Case Studies

inzpire.me



miinto
FIND YOURSELF

Budget

€10k

Market

NOR

Influencers

16

Content

133

Campaign Goal

Drive awareness around Miinto's "Blackout" sale and convert into traffic and sales.

↻ One-off

Promotions





638k

Impressions



450k

Reach



€15.4

CPM



+56%

Increase in conversions



The largest impact from the campaign was definitely the 5x increased engagement and uptake in direct conversions.

[The campaign] resulted in a 56% increase in conversions (over 1,100 orders), which is **the best return on ad spend (ROAS) we have ever had from influencer marketing.**



Jan Hagen, Head of Marketing, Miinto

miinto
FIND YOURSELF

Shop Ride - Quad Lock® USA

FREE SHIPPING ON US ORDERS OVER \$15


SUPPORT USA LOGIN

COVID-19

SHOP RIDE

FILTER BY PRODUCT

KITS




OR

+

All iPhone Devices
Bike Kit

From \$59.95 USD

★★★★★ 6188 REVIEWS




OR

+

All Galaxy Devices
Bike Kit

From \$59.95 USD

★★★★★ 1383 REVIEWS




OR

+

All Pixel Devices
Bike Kit

From \$59.95 USD

★★★★★ 67 REVIEWS




OR

+

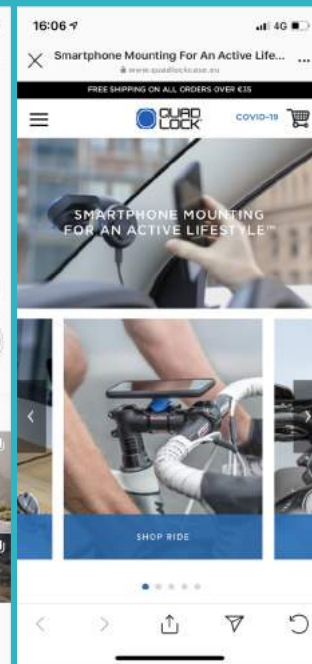
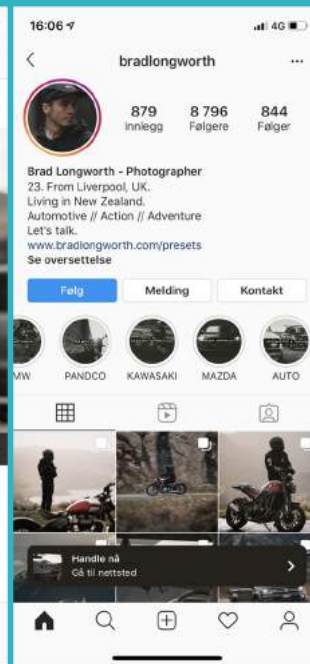
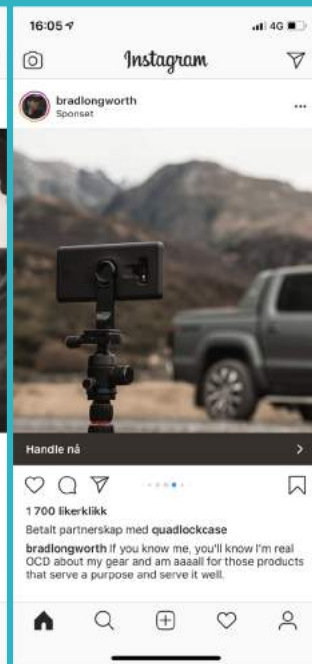
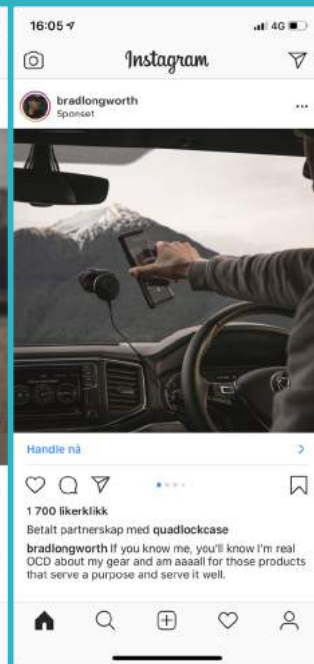
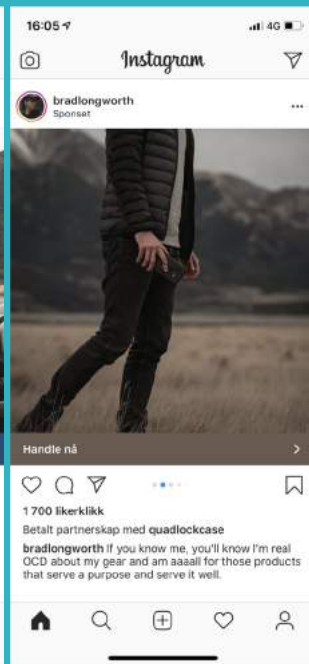
All Huawei Devices
Bike Kit

From \$59.95 USD

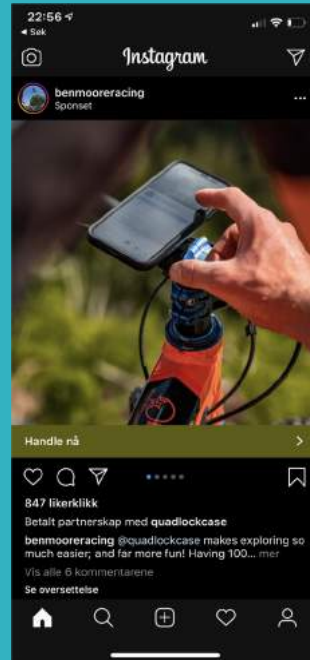
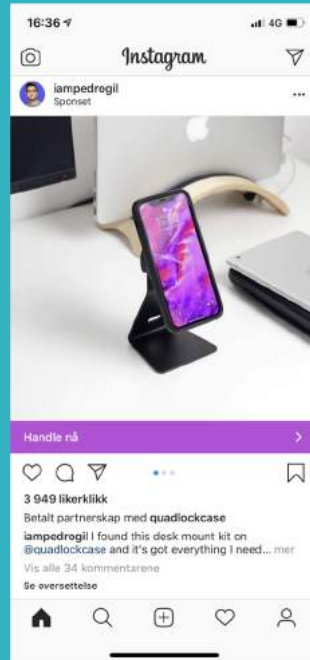
★★★★★ 52 REVIEWS



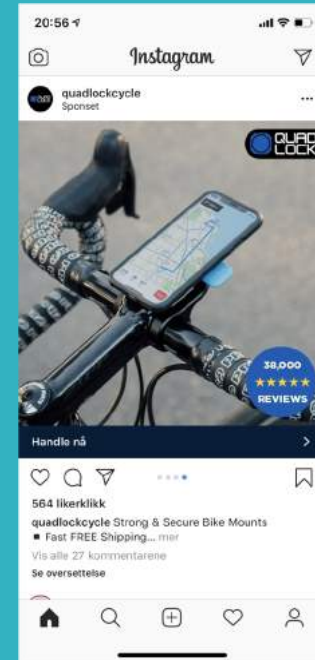
LOOKS LIKE YOU'RE IN NORWAY. GO TO OUR EU STORE? [YES](#) [NO](#)

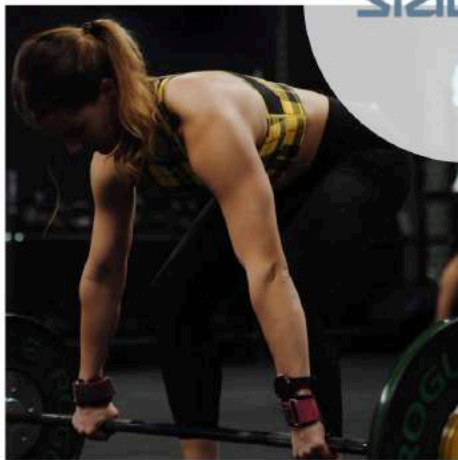
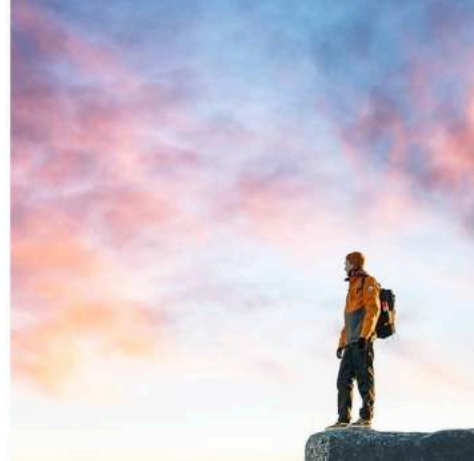
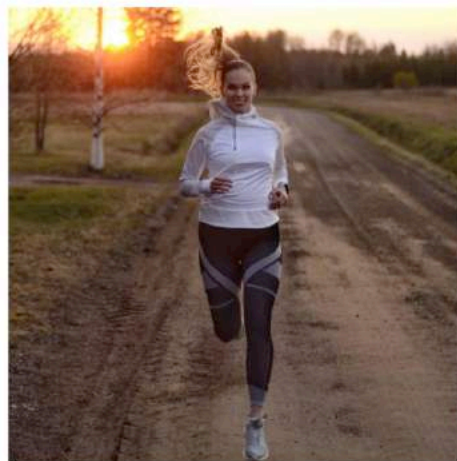
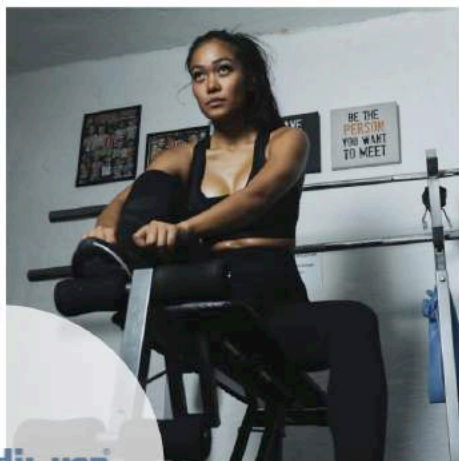
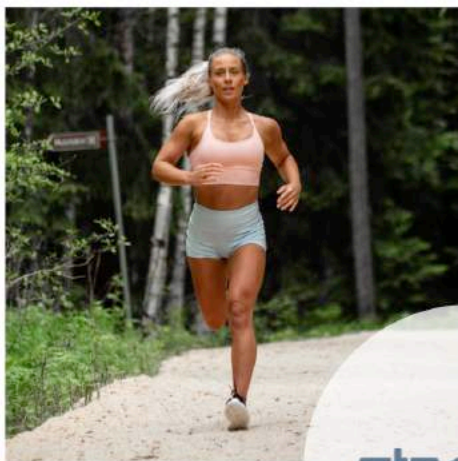


Multiple profiles used in the same campaign



and paid ads





stadium

Budget

€56k

Market

FI

Ambassadors

21

Content

477

Retainer Goal

Drive consideration for Stadium through long-term always-on brand ambassadorships



Always on

Ambassadors





5.5M

Impressions



1.74M

Reach



€10.3

CPM



10.5%

Engagement



The creators in this ambassadorship matched our goals and needs. (...) inzpire.me was able to suggest creators who performed best based on their performance and content. (...)

By understanding the Stadium brand values, and also what makes a good creator, inzpire.me was able to select great ambassadors for us!



Jenny Ballin, Social Media Manager, Stadium



↺ One-off

Content production





Always on

Channel collabs



Jubel

25K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Uploads PLAY ALL

≡ SORT BY



Skjult kamera | @Eveline
Karlsen og @Tim Kristian bl...

87K views · 3 days ago



Hvem er den beste
Remaansatt?

95K views · 2 weeks ago



Hva ville DU gjort? | 6
YouTubere får 4 dilemma

78K views · 1 month ago



Julespesial med @Sara
Høydahl og @Victoria Skau

109K views · 1 month ago



Fisk i mikroen?

44K views · 1 month ago



Eldretest - hvilken ferdigmat
er best??

43K views · 1 month ago



Fruuuktelig gøy stafett |
Håndballjentene

62K views · 2 months ago



Klarer håndballjentene å slå
gaminggutta? | E-...

135K views · 2 months ago



Hvordan lage hjemmespa? | 6
YouTubere

62K views · 3 months ago



Må løpe opp fjellet på 8
minutter! | Randulle i gokk²...

73K views · 4 months ago



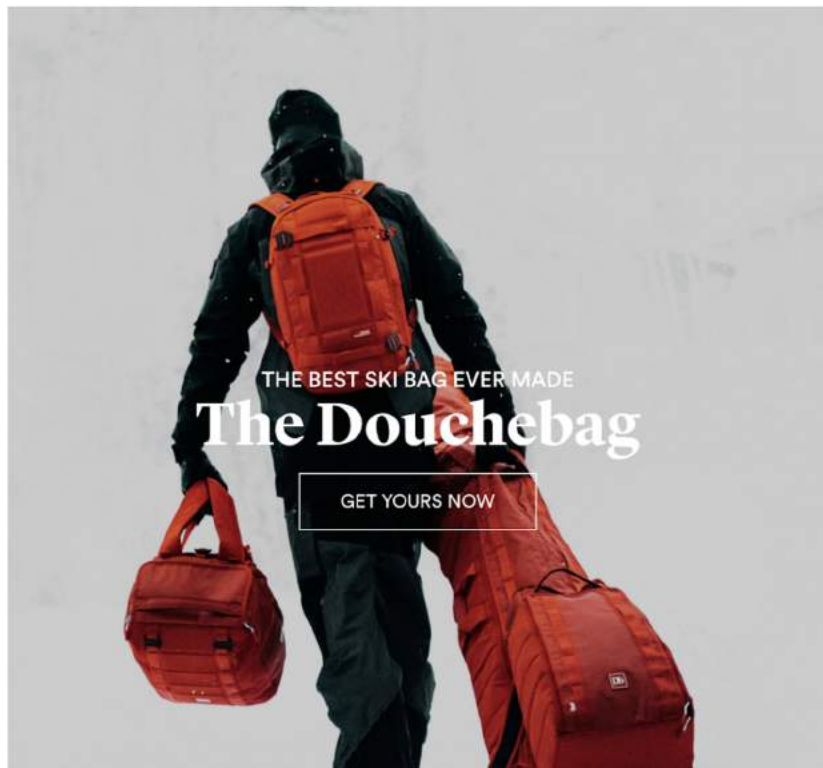


Always on

Collection collabs

douchebags™

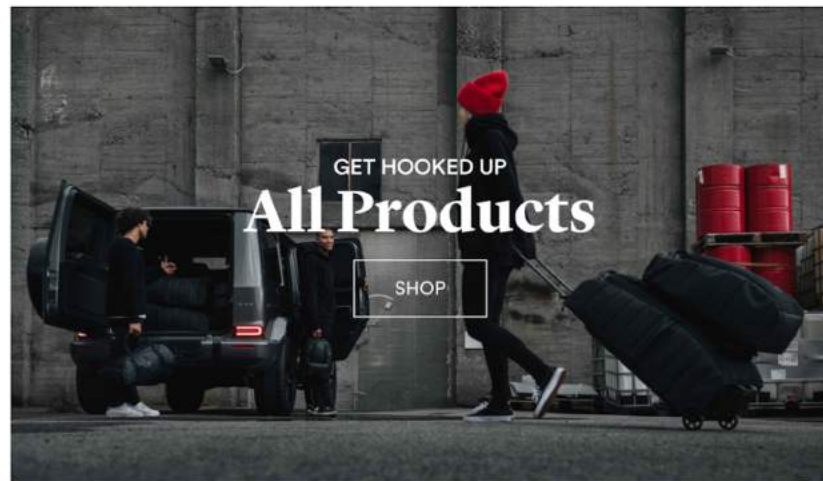
[Shop](#) — [Stories](#) — [About](#)



THE BEST SKI BAG EVER MADE

The Douchebag

GET YOURS NOW



GET HOOKED UP

All Products

SHOP





Always on

Collection collabs

douchebags™

[Shop](#) — [Stories](#) — [About](#)

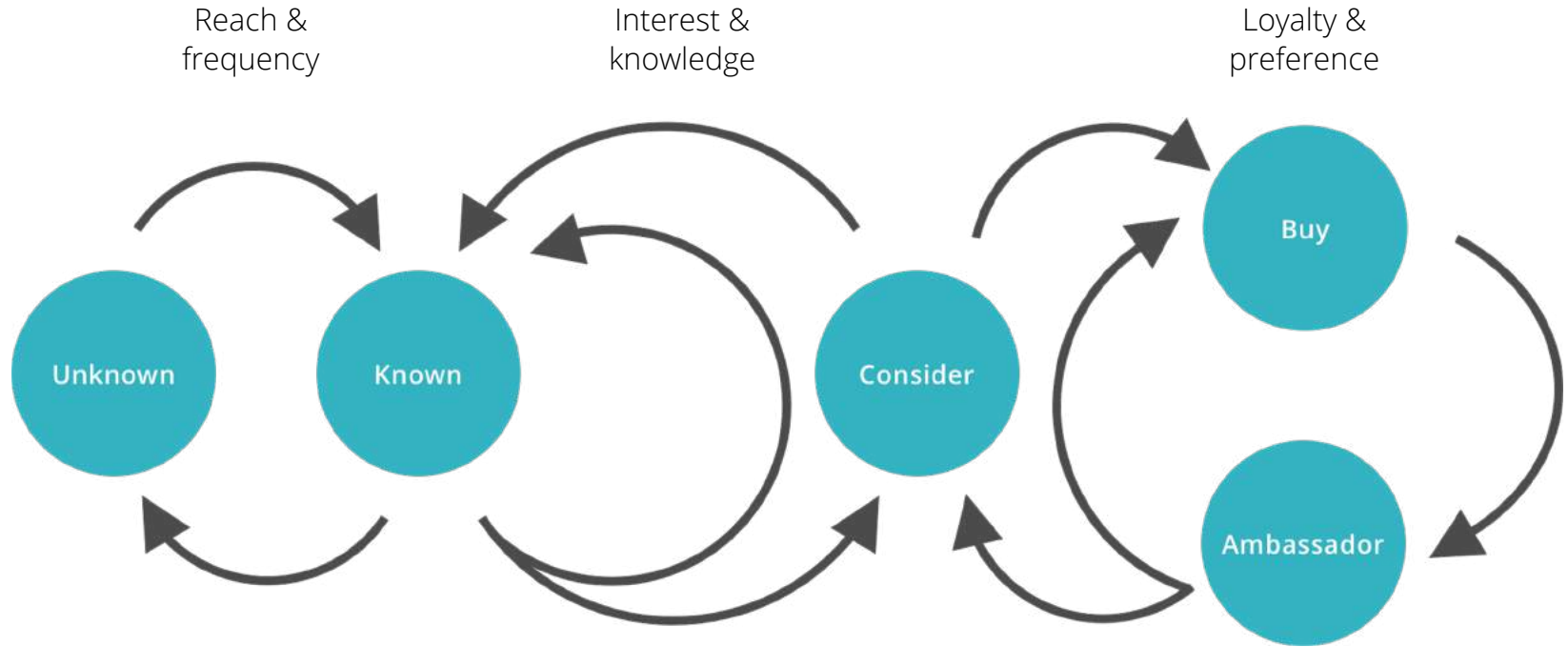


“When travel is your life, good bags are key to making life easy. I’m pretty sure we’ve made the best travel bags in the game.”

- @javalvarrez



Customer Lifecycle



Degrees of collaboration

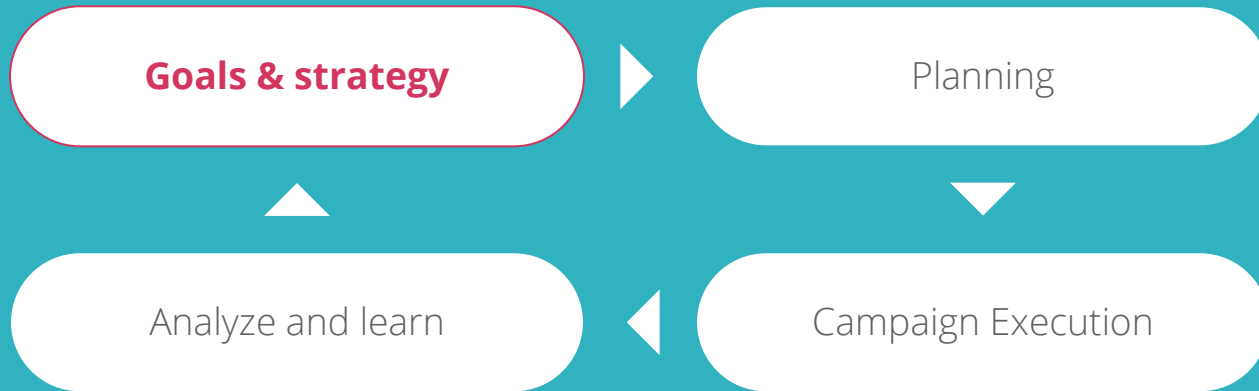


A large flock of birds, possibly albatrosses, is seen flying over a body of water. In the distance, a whale's tail is visible above the surface. The scene is captured from a boat, with a person's arm and a smartphone visible in the lower-left foreground. The entire image has a semi-transparent dark overlay.

Strategy

inzpire.me

Bird's-eye view



Elements of a clear strategy

Goals & focus

Business goals

Behavioural goals

Communication goals

Brand / Product / Service

Target group(s) / segments

Markets

KPIs

Plan & setup

Budget allocation

Timeline

Message and focus

Content plan

Cross-channel coordination

Plan for content utilization

Profiles & delivery

Channels and profile types

Priorities for selection

Content & deliveries

Level of creative freedom

Ways of working

Ad-hoc vs. always-on

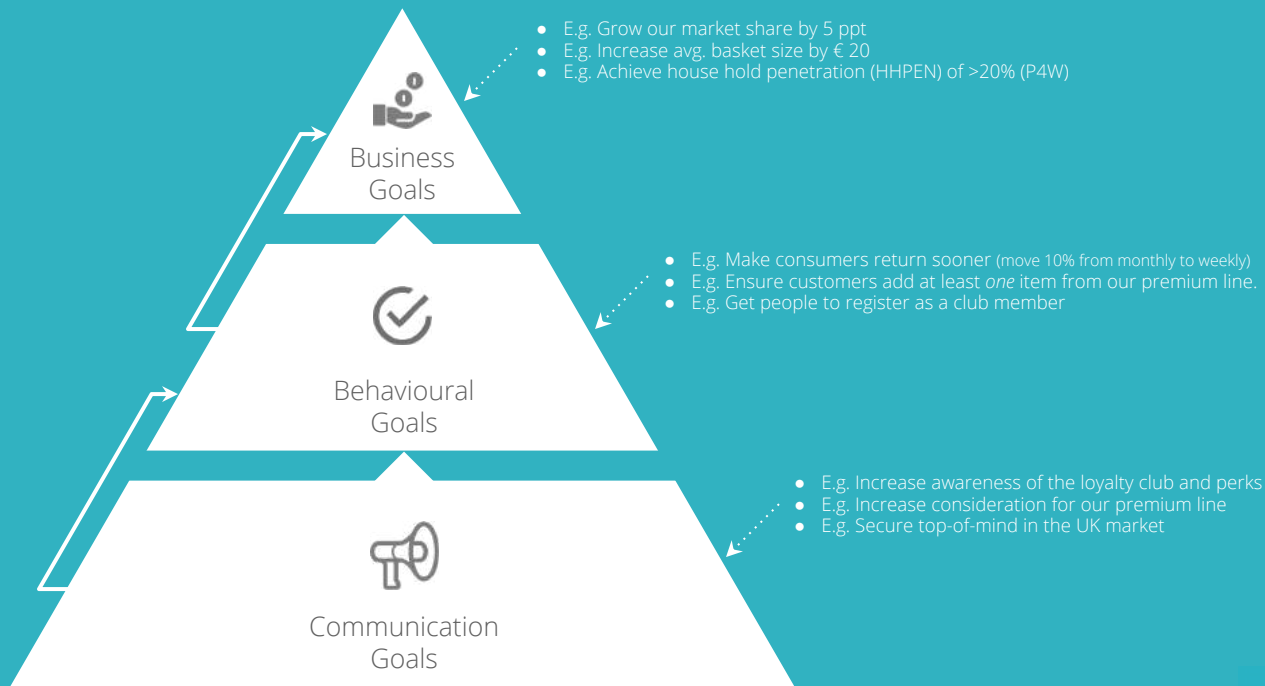
Self-service vs. full-service

A large flock of birds, possibly albatrosses, is seen flying over a body of water. In the background, a whale's tail is visible, breaching the surface. The scene is captured from a boat, with the railing and a person's arm holding a smartphone visible in the foreground. The overall tone is serene and majestic.

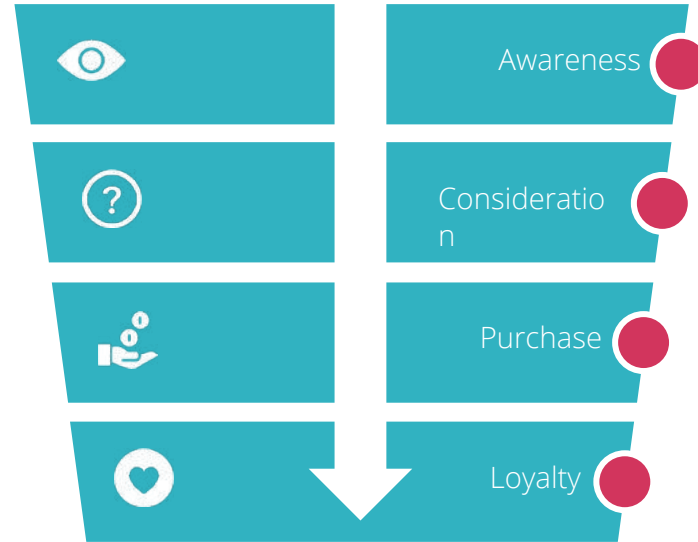
1 Goals and KPIs

inzpire.me

Goal hierarchy



Marketing funnel



From message to business impact



CHANGE

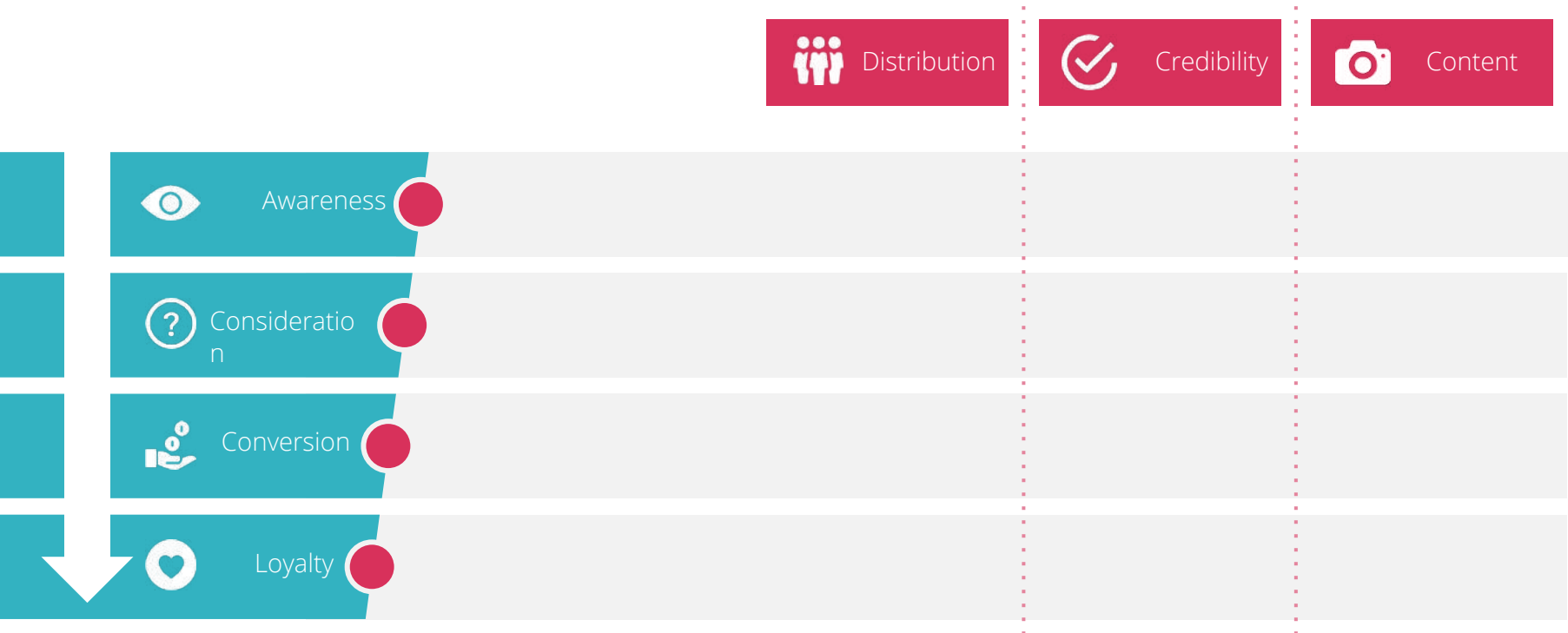
Perception

Awareness, knowledge, associations, impression, interest, opinion, evaluation, preference, intention

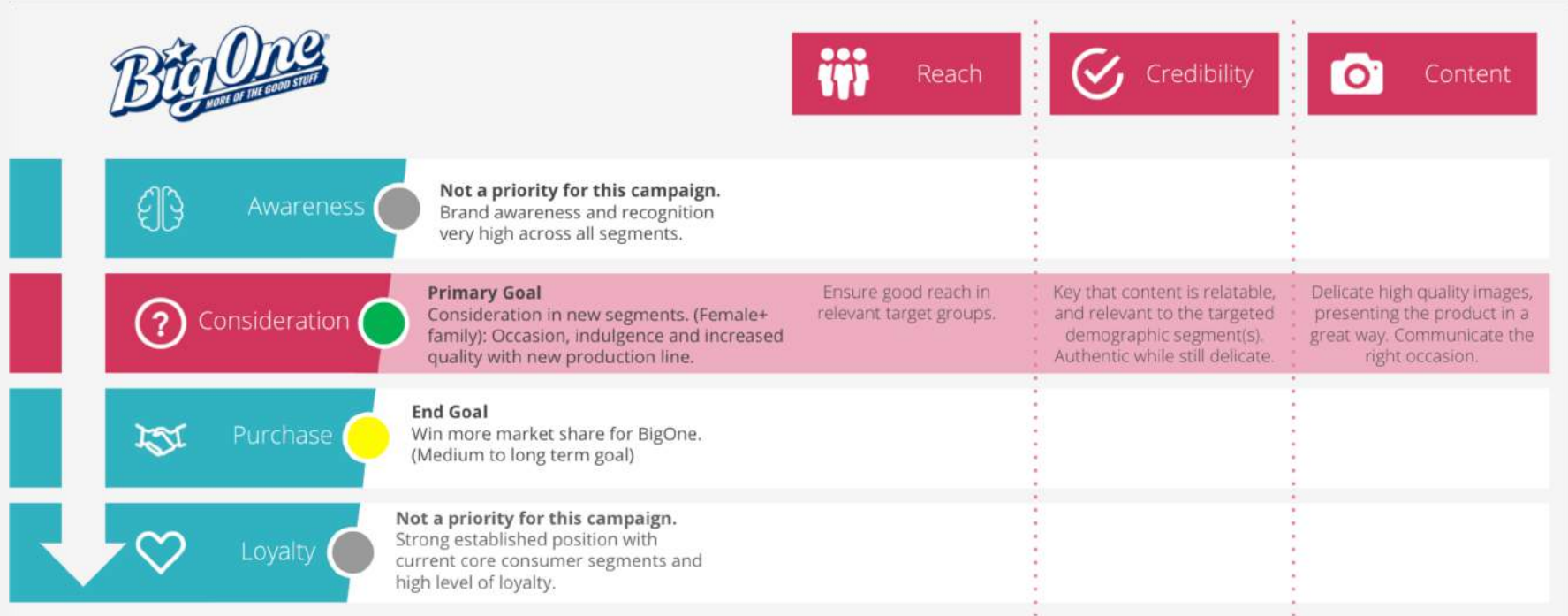
Behaviour

Visit (web)store, search, click, download, follow, share, read, comment, consume, task, purchase

Influencer marketing objectives framework



Influencer marketing objectives framework



Background

Concept

[Describe the concept of the campaign. What message is your client trying to get across? What story, theme, or “big idea” does your client want to use to highlight their offerings and capture their audience’s attention?

Ie: Running a campaign called Pass the Plate with creators to share delicious recipes using international spices offered by the brand - great for brand awareness and inspiration!]



Goals

[What are your client’s campaign goals?]



Target Audience

[Who is your client trying to reach? Ie: country, age, interests, traits, etc.]



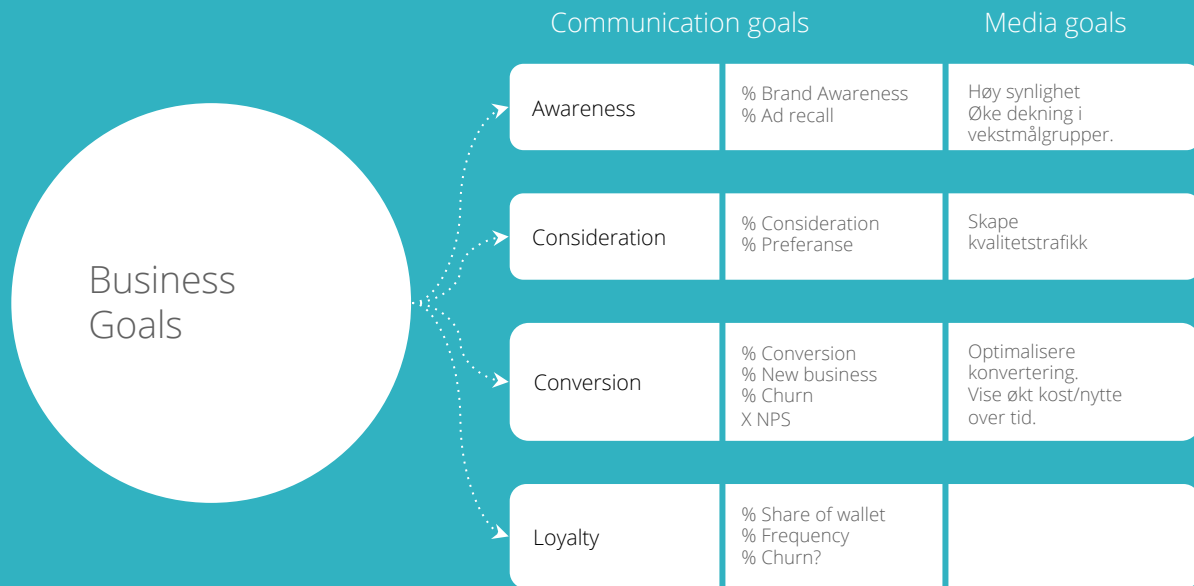
Creator Categories

[What profile categories should your client work with? Ie: Lifestyle, travel, etc.]

Focus & Priorities

	Reach	Credibility	Content
Awareness	Ensures broad reach, while still focusing on a relevant audience (demographics)	Credibility helps ensure the brand message is actively engaged with	Clear Sender ID and focus on key communication points in an organic way
Consideration		Recommendation from a credible source aids consideration	Optimal use of images, video, and copy to communicate USPs
Purchase		Recommendation from a credible source increases the likelihood of purchase	Further incentivize purchase by sharing offers and promotions
Loyalty	Utilizing ambassadorships to re-target the loyal customer base within the creators' audience	Long-term collaborations are credible, strengthening the brand's market position	Reward loyal customers with offers and promotions

Goals mapping





Follower Size	Engagement Rate	Post Reach: Follower %	Story Reach: Follower %
2-5k	7.8%	42.1%	17.0%
5-10k	5.4%	35.7%	11.8%
10-20k	3.9%	31.0%	8.7%
20-40k	2.9%	26.9%	6.4%
40-75k	2.1%	23.5%	4.7%
75-100k	1.7%	21.3%	3.8%
>100k	1.5%	19.9%	3.3%

Set measurable goals

133 Cyril Instagram Estimator Calculator - 0.00.00

inspire.me - influencer estimate calculator

Quick estimates to use in your proposals and quotes

Your inspire.me contact
Amanda B. Schmitt
Client Success Manager
Phone: +1 888 88 7777
amanda@inspire.me

NOTE: The inspire.me - Influencer Estimator is designed to help you estimate the value of your proposals and quotes. It is not a guarantee of results. The only way to know for sure is to negotiate with the influencer. The calculator is designed to help you estimate the value of your proposals and quotes. It is not a guarantee of results. The only way to know for sure is to negotiate with the influencer.

Settings

Company: **inspire.me**

Target:

- Avg. number of followers per influencer: **100K**
- Number of posts per post: **10**
- Number of stories per post: **10**
- Reach (per post): **100K**
- Impressions (per post): **100K**

Discount or media and platform fee:

- Creator Fee Discount: **10%**
- Media and platform fee: **10%**

Number of influencers per post: **10**

Media and platform fee: **10%**

Posting frequency: **10%**

Instagram pricing calculator

Pay influencers for Instagram sponsored posts based on performance, not followers.

This calculator only shows results for influencers with business or creator accounts.

Influencer's Instagram username:
gossigos

How many posts should the influencer publish?
2

How many stories should the influencer publish?
2

Calculate

€765 - €1.1K
ESTIMATED PRICE

You can pay gossigos €765 - €1.1K for 2 posts and 2 stories. gossigos is expected to reach 15.8K followers, create 37.2K post impressions and 5.3K story impressions, and generate an average engagement rate of 5.8%.

15.8K
ESTIMATED REACH

37.2K
ESTIMATED POST IMPRESSIONS

5.3K
ESTIMATED STORY IMPRESSIONS

1.4K
TOTAL POSTS

5.8% vs 5.4%
ENGAGEMENT RATE VS. INDUSTRY AVERAGE

Estimated results

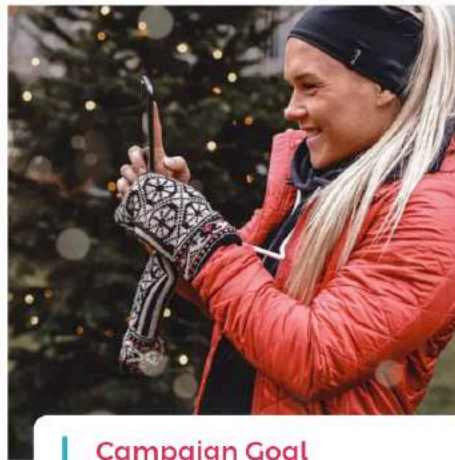
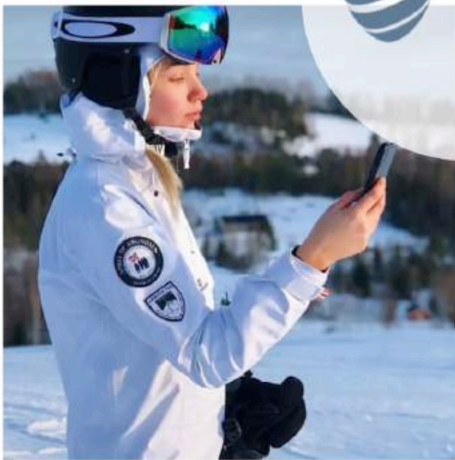
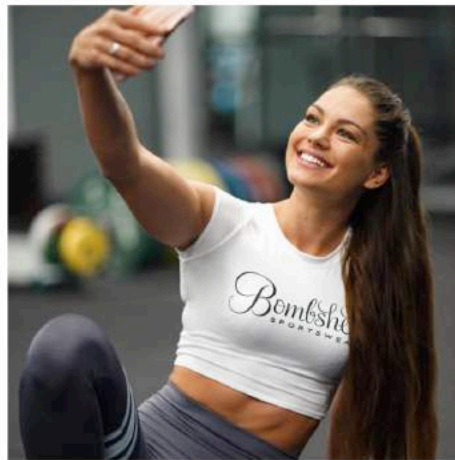
TOTAL BUDGET: €10K

Brand fee: €10K

Total creator budget: €10K

Estimated results:

- ✓ Creators: 15-20
- ✓ Content: 30-40 posts & 30-40 stories
- ✓ Engagement: 25K - 40K
- ✓ Reach: 170K - 250K
- ✓ Impressions: 550K - 800K



Telia

Budget

€45k

Market

NOR

Influencers

25

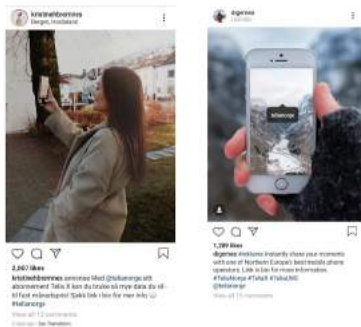
Content

126

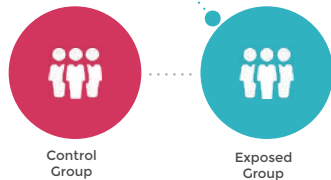
Campaign Goal

Drive awareness and consideration in younger demographics for Telia in Norway.

Brand lift study

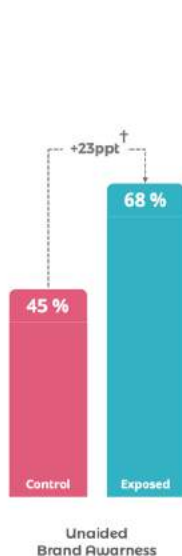


retargeting



N=150

N=150



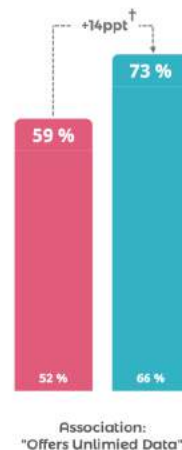
CARAT



Telia



GROUPRFZ



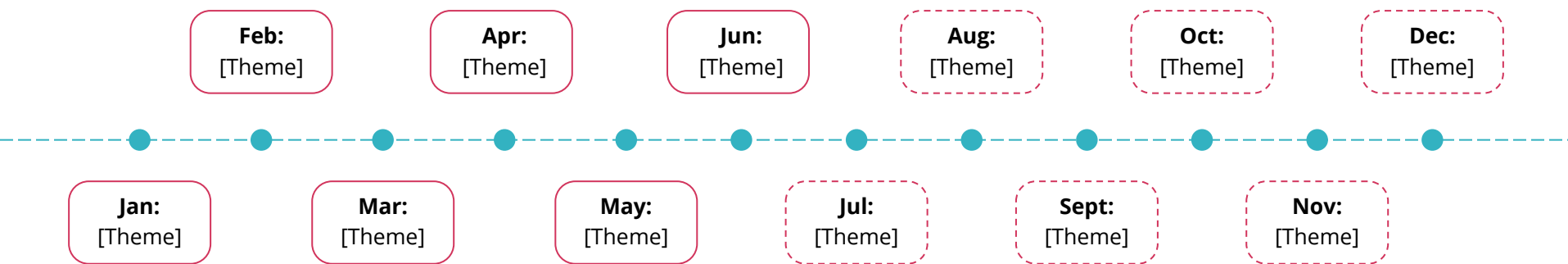
inzpire.me

A large flock of birds, possibly albatrosses, is seen flying over the ocean. In the distance, a whale's tail is visible above the water. The scene is captured from a boat, with a person's arm and a smartphone visible in the foreground. The overall tone is warm and scenic.

2 Plan & Setup

inzpire.me

Content Plan



= Finalized Themes



= Flexible Themes

Monthly Budget Allocation

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

Always On: [**Input No. Ambassadors**], [Input monthly budget]

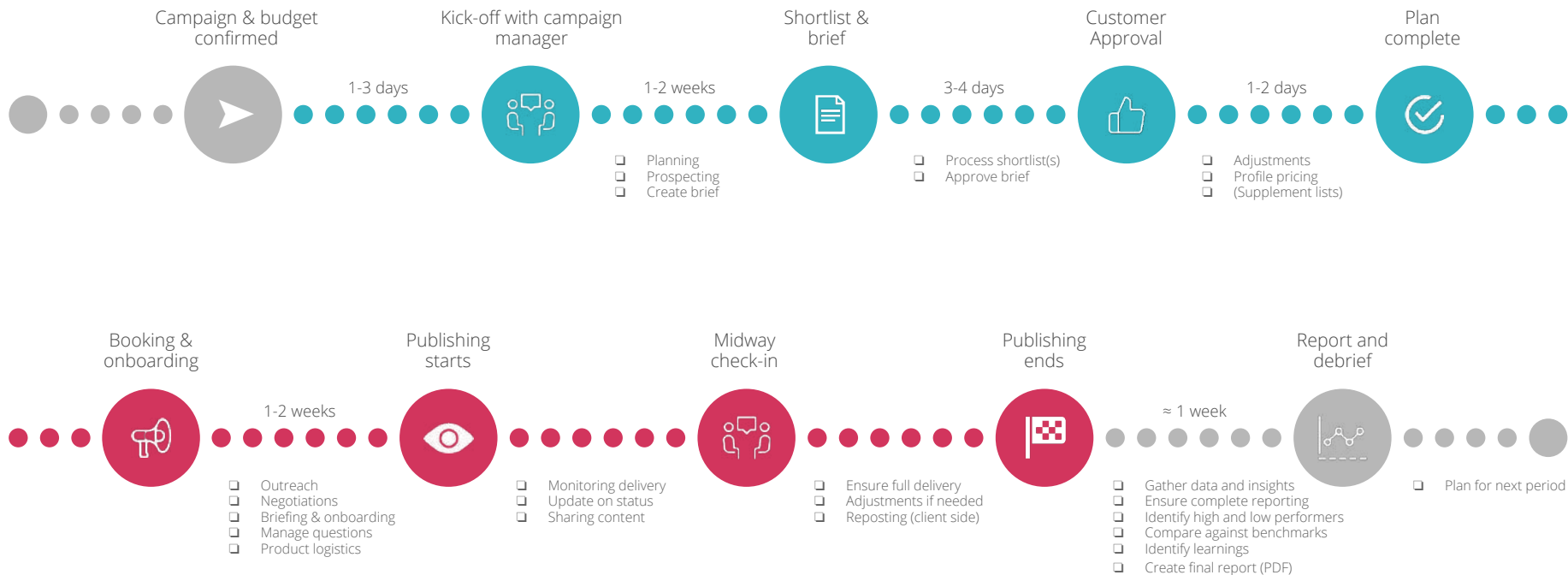
One-Off, Seasonal Campaigns

[**Season/ Holiday**]
[Total Budget]

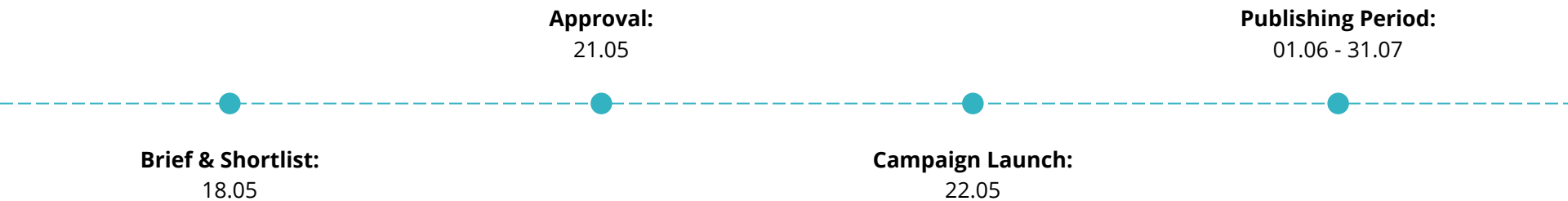
[**Season/ Holiday**]
[Total Budget]

[**Season/ Holiday**]
[Total Budget]

Timeline



Campaign Timeline



The background image shows a vast flock of birds, likely terns, flying over a body of water. In the foreground, the back of a person wearing a yellow safety vest is visible, holding a smartphone. The scene is captured from a boat, with the water's surface and the boat's railing partially visible.

3 Profiles and deliverables

inzpire.me

Campaign Strategy

Profile Categories



Outdoor



Lifestyle



Interior Design



Fashion

More Profile Categories



Family



Health & Fitness



Beauty



Travel



Sports



Photography



Food & Drink



Art



DIY & Craft



Animals

Campaign Strategy

Strategy Overview

[How many pieces of content should the creators post, and where? What will their content focus on?

le: Creators will post 2 posts and 2-4 posts/videos & stories on their Instagram channels. Their content will focus on sharing vegetable-heavy, organic ingredients to promote a healthy lifestyle - with no compromises in taste!]



Channels

[What social media channels do your clients want run the campaign on? le: Instagram & YouTube.]



Content Format

[What type of content is your client looking for? How many? le: 1 video post, 2 stories.]



Creator Mix

[What size profiles do your clients want to work with? le: A combination of mid-size to macro-profiles.



Campaign Period

[When is the start and end date of the campaign?]

ABOUT [BRANDNAME]

[Guidelines: The purpose of this section is to give a simple overview of the brand, and encourage creators to join your campaign. This is where you can sell your brand to the creators.]

[Example: Brandname is one of the world's largest suppliers of outdoor equipment. They create gear and clothing that handles wear and tear, and makes your challenging adventures worthwhile. We believe you share the same passion for exploration, and have chosen you to inspire people to get out into the great outdoors, and create adventures of their own.]

[Example: Learn more here: <http://www.BRANDNAME.com>]

THE PRODUCT/SERVICE

[Guidelines: Provide a concise overview of the product/service you wish to promote in the campaign. Include a weblink for creators to learn more about the product/service if possible.]

[Example: Made from ultra-light materials, the Brandname jacket features outstanding protection against the elements combined with exceptional breathability. Waterproof, lightweight, and available in 5 different colours, the Brandname jacket perfect for all outdoor adventures.]

[Example: To promote the release of the our new jacket, we'll be offering 20% all Brandname jackets, by using a Unique Discount Code.]

[Example: View the jacket online here: <http://www.BRANDNAME.com/jacket1>]

COMPENSATION

[Guidelines: The inspire.me fee summary shows the price you set for the creator. Include any additional compensation (e.g. products).]

• Please refer to the inspire.me fee summary; this is set to your base compensation

• **[Example:** You receive an additional X% for every sale generated through your Unique Discount Code]

• **[Example:** You will also receive a Brandname jacket, valued at 300€]

CAMPAIGN OVERVIEW

[Guidelines: This section gives an overview of what is expected from the creator. Complete each section with your specific campaign requirements.]

Channel: Instagram

Format: [X] Posts + Minimum [X] Stories

Account to be tagged in image & caption: @[Brandname]

Hashtags: #[Brandname], #[other]

[Guidelines: We recommend including no more than 3 hashtags that are short and memorable]

URL Link: [insert link]

This link should be shared as a swipe-up link in your stories, or remain in your bio for a minimum of 48 hours.

[Guidelines: Should you wish to include a UTM link to measure website traffic, share it here. Please note that only profiles with 10,000 followers and above currently have access to the story swipe-up link function.]

Disclosure of sponsored content:

In order to conform to [insert country] legal guidelines, all content must follow the directions below:

Instagram Posts: Must have "[ad" or "advertisement]" as the first word in your caption.

Instagram Stories: Must clearly include the word "[ad" or "advertisement]" in the image or video

Links in Bio: Instagram Bios which contain a link associated with a sponsored campaign must include the word "[adlink]" in the bio

Campaign Goals:

[Guidelines: Specify what you would like the creators to achieve from the collaboration. See example below]

• Create high quality content for [Brandname] to use on their social media channels

• Generate awareness for the [Brandname] brand

• Educate your followers about [the product/service]

• Encourage sales of [the product/service] by sharing a Unique Discount Code

Publish between: [DATE and DATE]






























CAMPAIGN STRUCTURE & CONTENT GUIDELINES

FIRST STEPS

Creator Brief

- ❑ ABOUT THE BRAND
- ❑ THE PRODUCT/SERVICE
- ❑ COMPENSATION
- ❑ CAMPAIGN OVERVIEW
 - ❑ Channel: Instagram
 - ❑ Format: [X] Posts + Minimum [X] Stories
 - ❑ Account to be tagged in image & caption: @[Brandname]
 - ❑ Hashtags: #[Brandname], #[other]
 - ❑ URL Link: [insert link]
 - ❑ Disclosure of sponsored content:
 - ❑ Campaign Goals:
 - ❑ Publish between: [DATE and DATE]
- ❑ CAMPAIGN STRUCTURE & CONTENT GUIDELINES
 - ❑ CONTENT GUIDELINES
 - ❑ INSTAGRAM POST GUIDELINE
 - ❑ Image/Video Guidelines
 - ❑ Caption Guidelines
 - ❑ INSTAGRAM STORY GUIDELINES
- ❑ Creator Do's and Don'ts
- ❑ Usage rights for produced content
- ❑ Deadline
- ❑ Payment terms and practicalities

Shortlist

Creator name		Followers Total: 307 148	Instagram Total: 734 277
DECLINED X	 Emnesanders VIEW INSIGHTS	19 921	 11 162
DECLINED X	 Annelin Stangeland VIEW INSIGHTS	99 508	 87 808
ACCEPTED X	 Tina v b VIEW INSIGHTS	43 157	 43 157
ACCEPTED X	 @dianaroudal VIEW INSIGHTS	34 405	 34 352
DECLINED X	 Monica Kellema VIEW INSIGHTS	4 387	 4 387
ACCEPTED X	 FRIDA BELLESTAD VIEW INSIGHTS	9 778	 9 778
ACCEPTED X	 minasaulsen VIEW INSIGHTS	11 421	 11 421
ACCEPTED X	 sandrabergqvist VIEW INSIGHTS	4 061	 3 061
ACCEPTED X	 Marit Bakli VIEW INSIGHTS	8 846	 7 646
ACCEPTED X	 Veronica VIEW INSIGHTS	4 921	 4 921
DECLINED X	 Kristinahrfield VIEW INSIGHTS	3 406	 3 393
ACCEPTED X	 Hedraag VIEW INSIGHTS	5 264	 5 264
ACCEPTED X	 Lillygella VIEW INSIGHTS	2 568	 2 568
DECLINED X	 mybarnetia VIEW INSIGHTS	2 825	 2 182
	 Gok VIEW INSIGHTS		

Strategy Blueprint

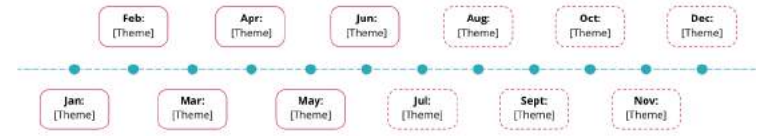
Goals and focus



KPIs



Content Plan



Timeline



Creator categories and selection criteria

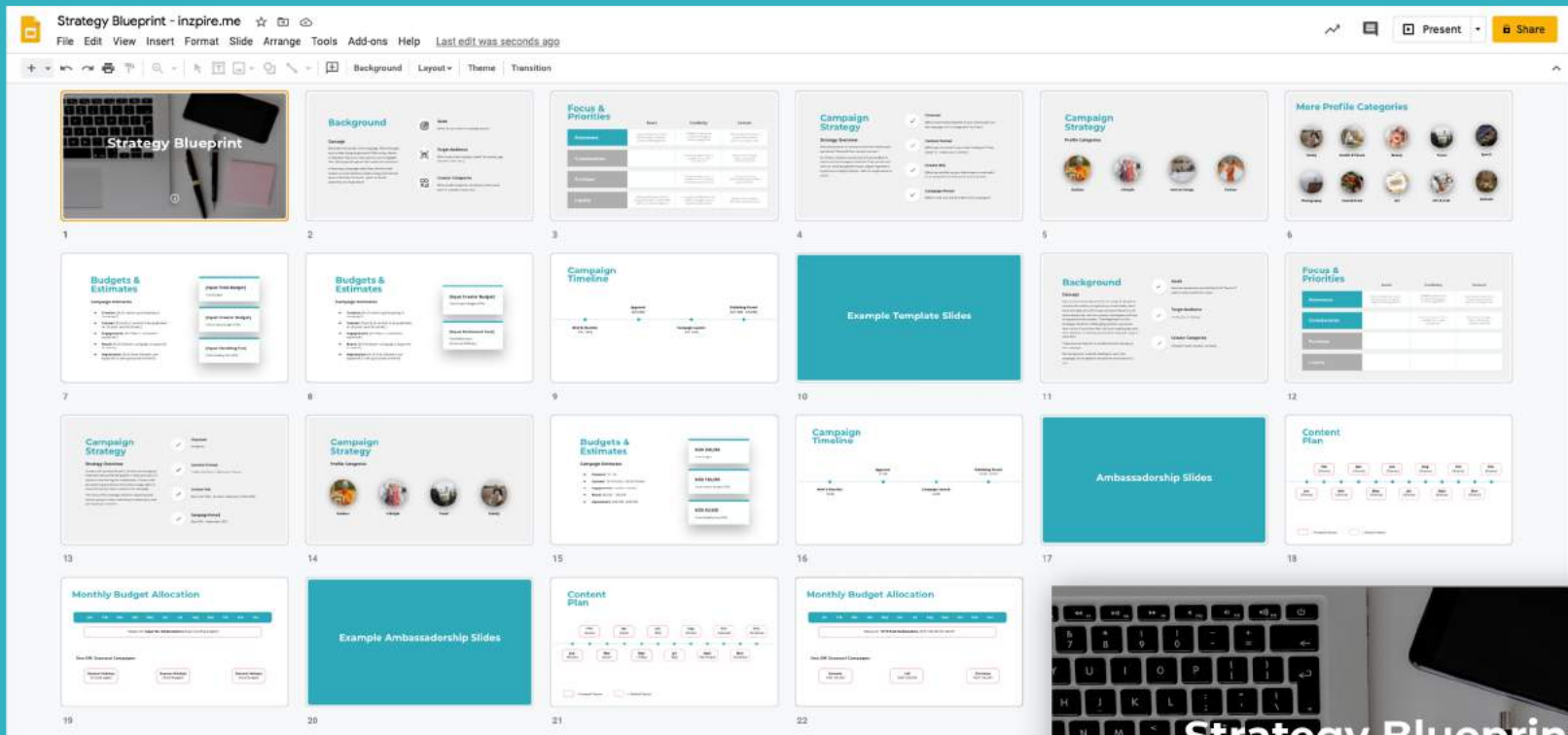


Brief



Shortlist

Creator	Category	Followers	Engagement	Rate
1. [Creator Name]	[Category]	100K	5%	10%
2. [Creator Name]	[Category]	80K	4%	8%
3. [Creator Name]	[Category]	60K	3%	6%
4. [Creator Name]	[Category]	40K	2%	4%
5. [Creator Name]	[Category]	20K	1%	2%
6. [Creator Name]	[Category]	15K	0.5%	1%
7. [Creator Name]	[Category]	10K	0.5%	1%
8. [Creator Name]	[Category]	5K	0.5%	1%
9. [Creator Name]	[Category]	3K	0.5%	1%
10. [Creator Name]	[Category]	2K	0.5%	1%



knut@inzpire.me

THANK YOU!

knut@inzpire.me



@kaicheen

inzpire.me