

红人营销资料分享- Kira

关键词调研工具

1. Google Keyword Planner
2. Semrush
3. 近义词生成器: <https://relatedwords.org/relatedto/cube>
4. 拓词工具: <https://answerthepublic.com/>

红人营销工具（查找 & 分析）

YouTube & Instagram:

- Upfluence（可安装谷歌插件）
- TubeBuddy（可安装谷歌插件）
- Socialblade（可安装谷歌插件）
- VidIQ Vision（可安装谷歌插件）
- Scrumball
- Noxinfluencer

TikTok:

Creator Marketplace <https://creatormarketplace.tiktok.com/home>（目前免费）

外包及写手: <https://www.fiverr.com/>

Shopify联盟插件

Goaffpro

多个链接整合工具

Linktree: <https://linktr.ee/>

短链生产工具

Bitly: <https://app.bitly.com/>

品牌社媒运营工具（Meta官方商务管理平台）

Meta Business Suite 可以绑定品牌FB和IG的账号，管理账户和效果追逐等。

<https://business.facebook.com/overview>

红人沟通邮件参考

开发信

Subject: **Paid Partnership Invitation - Leading 产品种类+品牌名**

Hello 红人名字,

I hope this message finds you well. I wanted to reach out to you on behalf of 品牌名.

As someone who has a strong and engaged following in the [relevant industry/interest], we believe that your influence could be a great fit for our brand. We are particularly drawn to your authentic voice and the high level of engagement you have with your audience, which we believe would resonate well with our target market.

We are looking for influencers to partner with us to help spread the word about our brand and products. In exchange for your promotion, we would be happy to offer you [specific compensation/offers] and support you in any way we can to make the partnership a success.

We are committed to ensuring that any partnerships we form are mutually beneficial and we are open to discussing any ideas or suggestions you may have for collaborations.

If you are interested in working with us, please let us know and we can discuss the next steps. We would be happy to provide you with more information about our brand and products, answer any questions you may have, and work together to create a successful partnership.

Thank you for your time and consideration. We look forward to hearing from you soon.

签名

Here is our website: www.brand.com

Best regards,

[Your Name]

Contact + Logo + 产品图片

Follow-up邮件

1. I am just following up on the note I sent recently. I wouldn't want both of us and your audience to miss out on this opportunity. Pls let me know your thoughts, and if you have any inquiries, I 'm always here

2. Enjoy your content and want to work with you- Brand

Hi 红人名字

I hope this email finds you well. This is just a follow-up regarding the collaboration opportunity between 品牌名 and your Youtube channel. I wanted to reach out one last time to see if you have had a chance to consider this opportunity.

I believe that our [product] would be a great fit for your audience and I think that we could create something really special together. I would love to schedule a call to discuss the details further.

If you are no longer interested in this opportunity, I understand and I would appreciate your time and consideration nonetheless.

Thank you for your time and consideration. I look forward to hearing from you soon.

Best regards,

[Your Name]

询问价格

Hi, 红人名字

Thank you so much for being interested in working with us. What would be a reasonable price for you? I will see if we can do that./ We haven't set a fixed amount budget yet. But we are very flexible. What would be a good price range for you? Let me see if we can do that.

Best regards,

[Your Name]

讲价：

1. Dear 红人名字,

Thanks for your reply!

I wonder if you can accept free collaboration with us in the form of 合作形式? As this is our first cooperation, we want to see the audience's response. Besides, the product has a high value, so we need to keep our budget under control. Of course, we will pay for our second cooperation if the first cooperation is successful.

We'll also return you the 10% commission of each order if customers place orders from your unique link. We are holding a campaign on our official site for customers to get a special price. We believe the video will help you to get more commissions.

I would appreciate hearing back from you. Thanks!

2. Dear [Influencer's Name],

I hope this message finds you well. We are excited to move forward with the collaboration we discussed, and we want to ensure that both parties are satisfied with the compensation agreement.

After reviewing our budget and the current market rates for influencers in your niche, we would like to offer [specific compensation/offers]. However, we are open to discussing other compensation options that may work better for you.

We value your unique perspective and the relationship you have with your audience, and we are committed to working together to create a successful partnership. Please let us know your thoughts and what compensation package you believe would be fair.

Thank you for your time and consideration. We look forward to continuing this conversation.

Best regards,

[Your Name]

What we can provide:

- A. \$500 sponsorship fee
- B. 5 items of high-quality 产品名 for free value of \$300
- C. 10% Commission over the lifetime of the order you bring in
- D. The exclusive 10% OFF discount code for your followers
- E. The exposure on our social media and website
- F. The priority of trying on our new arrivals
- G. Become our brand ambassador in a long term

产品邮寄

Hi 红人名字

The product has been shipped to you. Here is the tracking number: [Tracking Number]

The package is expected to arrive on 快递大约到达时间, and please let me know when you receive it. Thanks.

Best,

[Your Name]

快递到货

Hi 红人名字,

I checked the tracking number and it shows you have received the package.

[可添加显示快递到达的图片]

Are you now working on creating our video? Could you give us a preview before in 1-2 Weeks ?

Hope to see your great content soon~

Best regards,

[Your Name]

内容跟进

1. I' m just following up on the video publishing time~ Pls let me know of any updates or any help you need from us :) Hope to see your great content soon. Many thanks.
2. I' m just following up on the status of our agreed video~ Did you get it ready? If you need any help from us, feel free to let me know. I' m always here.
3. Honestly, it really made us feel disheartened that you have not been replying to me for such a long time. We were expecting to build a long-term relationship with you and create something great together. However, now we may have to revisit it based on the current situation. If possible, I'd love to hear more about how you like or dislike the product. If there are any problems with the items, I'll follow up on this matter and try our best to help resolve them. I'm always here. We're really looking forward to hearing from you soon.
4. It's been a long time since we last spoke. As we do have some promotion plans in advance, we have to say that your loss of contact caused some delays for the whole campaign. If there are some problems with the products, I'd appreciate you letting me know about your negative experience. I will also be of assistance to resolve the problems. Finally, if you desire to discontinue this campaign, we'll be acceptable. Please return the items to the address below. Thanks a lot!

红人营销学习网站分享:

Influencer Marketing Hub: <https://influencemarketinghub.com/>

Hootsuite: <https://blog.hootsuite.com/>

Hubspot: [The HubSpot Marketing Blog](#)