

brief 模板:

Brief

1. Brand Overview
2. Product Overview
3. Campaign Terms
4. Campaign Deliverables
5. Do's & Don'ts

1. Brand Overview

Slogan:

Introduction:

Target market:

Audience portrait:

Main products:

2. Product Overview

Basic Selling Points

Upgrade Selling Points

Detail 1:

Detail 2:

3. Campaign Terms

Campaign Goal	
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CTA links and hashtags in Description Box	
Other Requirements	
Payment	
Exclusivity	
Copyright	

4. Campaign Deliverables

Thumbnails and Title	
Duration	
Type and Quantity	
Other Details	
Deadline	
Video Scenarios Reference	

5. Do's & Don'ts

Do's

Do include the campaign messages in the post captions(as specified above)

Do submit your content for review on the date indicated

Do include the #ads #sponsored hashtag in your post

Don'ts

Don't include pictures/references to alcohol or drugs

Don't use profanity or criticize Brand XXX

Don't compare XXX to any competitors

Don't post the video directly if you meet any issue, please contact us in the first place

开发信模板:

Hi [Influencer's Name],

My name is [Your Name], and I am reaching out on behalf of a company that specializes in selling electric bikes. We have a diverse selection of electric bikes available at different price points for all types of users. Your work is truly impressive, and I've thoroughly enjoyed your content. I believe you perfectly represent our goals.

I would love to send you our latest model, a cutting-edge electric bike that offers exceptional performance and style. It boasts outstanding features such as excellent front suspension, a sturdy construction, a comfortable saddle, and premium materials.

This collaboration opportunity is completely free. In exchange, we kindly request that you create a dedicated video review for us on your YouTube channel. We're open to exploring other content formats or social media platforms that align with your content strategy as well.

You can find more information about us at [URL]. If you're interested in working with us, could you please let me know how you typically organize your content for collaborations? I'm curious to learn how we can seamlessly integrate our product into your feeds.

Please don't hesitate to reach out if you have any questions or need additional information. We're thrilled at the prospect of collaborating with you!

Best regards,
[Your Name]