



BACK-TO-SCHOOL INFLUENCER CAMPAIGN CHECKLIST.



Pre-campaign



Choose your target audience - Do you want to reach parents, teenagers or college students?



Select influencers & platforms - This should be based on how best to reach your target audience. Momfluencers on YouTube? College students on TikTok? You decide!



Create your brief - Choose your campaign type, compensation, content formats, and messaging.



Giveaways & Promo code campaigns are great for generating excitement at this time of year!



Video content generates high engagement. Try **BTS shopping tips & day-in-the-life videos!**



The right partnership will always be **authentic** and showcase content that's **useful & entertaining.**

During



Promote and amplify the campaign on brand social media channels.



Track sales - Use affiliate links and unique promo codes to easily track the number of sales generated by each influencer.

Post-campaign



Make payments to your influencers and share feedback. Consider which relationships to nurture for future campaigns.



Repurpose video clips, quotes and still images from your campaign for brand social media content.