



## INFLUENCER CAMPAIGN CHECKLIST.

### Pre-campaign



**List of campaign goals** - Share with your team and be prepared to share them with the influencers.



**Campaign brief** - Detail the scope of your campaign and include information about your brand, and key dates.



**Influencer selection criteria** - Consider the location, age, gender, and niche of your Twitch influencers. Look at KPIs such as Average Concurrent Viewers, Total Views and Impressions.



**Influencer contract** - Decide whether you'll compensate your influencers with free products, payment, or a mix of both.



**Influencer onboarding** - Communicate your brand values and any dos and don'ts to your influencers to ensure live video content will serve your brand.

### During



**Promote and amplify** the campaign on brand social media channels.

### Post-campaign



**Analyze influencer performance** according to Twitch KPIs to measure the success of the 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 Twitch campaign for brand social media content.