

INFLUENCER STRATEGY CHECKLIST.

GOALS

Set your [campaign goals](#) - Your aims will dictate the direction of your influencer campaign, so it's a key decision to make up-front.

INFLUENCER SELECTION

Choose your [channel](#) - Decide which channel(s) you'll use for your campaign based on your audience, content niche and formats.

Define [influencer selection criteria](#) - Look at influencers' audience and performance to find the best match for your brand. Consider [activating influential customers](#) thanks to Upfluence.

BUDGET

Choose [compensation method](#) - Decide whether you'll compensate your influencers with free products, payment, or revenue sharing.

CAMPAIGN TYPE

Choose [activation](#) - Decide if the campaign will focus on how-to content, product reviews, an event or affiliate sales based on your goals.

Create [brief](#) - Outline the aim of the campaign, content formats, timeline, brand values, campaign assets etc.

TOOLS

Decide which [software tools and integrations](#) you'll use for influencer campaign management. Learn how [Upfluence](#) can help.

ROI

Choose [KPIs](#) in line with your campaign goals.

[Amplify your influencer content](#) with paid media campaigns.