

CREATE YOUR INFLUENCER COLLABORATION STRATEGY

Start your Outreach

BY STARTUP FASHION

Because working with brands is their business, it's usually pretty easy to find the contact information for influencers. Here are a few ways to find it:

- A lot of them have email addresses in their Instagram bio- though keep in mind that this could go to a gatekeeper.
- Google and double check their websites to see if there's anything that's more direct.
- Check your LinkedIn to see if there's anyone who could give you a warm intro Who do you know that might know? You have a past life in work, you meet people, think about this rather than dismissing it.

Pro Tip: prior to outreach, make sure that you're following this person and you've been interacting with this person as your brand for at least a month out.

SO what do you say when you reach out? Let's review the initial outreach email .

Initial Email Script

Subject line: Attn: Jen, Re: New vegan loungewear collection

Hi Jen,

Lead with why as good fit. Make that connection with them. Example: I know that PETA is an important organization to you, and that you don't wear real leather. I have an exciting new collection created using faux fur that I think you'll really love.

Be succinct and friendly, personal. If you've been following along on their channel and there was something that really struck home with you, mention that. Example: When I read your post about how you and why you decided to participate in the 30x30 challenge, it really hit home for me as someone who designs small, seasonless pieces meant to be worn several different ways for many years to come.

State why you're reaching out. Example: launching a new collection, seeing that they're up to something new and interesting, there's an event coming up, it's a certain time of year, etc.

Include the timeline you're thinking. Example: The collection launches March 1st, since awards show season starts in January..., etc.

State whether you're offering product or payment. Get specific. If you're not offering payment, maybe consider affiliate sales link or you can provide a personalized code for their audience. Example: I don't have payment my first time out, but I would like to engage with you, see what kind of return we get from your audience, and I'm able to provide you with apparel up to X amount of value. I can also create a unique code for you, where you can offer your audience 10% off and with a 10% affiliate commission for you on all sales.

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Pro Tip: An affiliate commission can incentivize the influencer to continue wearing, tagging, posing if they see that your product is making them money. It also makes it really easy to track how many sales this influencer drove.

Write your script for the influencer who is number 1 on your list.