

CREATE YOUR INFLUENCER COLLABORATION STRATEGY

Prepare Your Agreement

BY STARTUP FASHION

Once you've gotten to the point where an influencer is interested in working together and you've negotiated and agreed on compensation, it's time to get an agreement in place and send out product.

For non-payment, it can be hard to get them to sign a contract, though I suggest trying your hardest to do so. At the very least, do these things:

- Quantify the value of what you're sending. This tends to hold them to a higher standard. They tend not to go dark or not post or not tag the brand when they are made aware of the actual value in number form.
- Get your points/asks/hopes in an email exchange so that you can point back to that if things are not going as planned.

When there is payment involved (even if it's just a couple hundred dollars), then a contract or agreement is a must. This is a business transaction and should be treated as one. In your one page template, include the following:

- How many posts they are doing
- Post types (Instagram, Blog post, Dedicated email). Acknowledge exactly what the expectations are, i.e. one post of a head to toe look and one post zoomed in on product
- Rate/payment terms, value of product sent, affiliate commission, etc.
- Frequency, how much time between posts
- Posting dates and times
- Blackout periods that you might want to include in your post (i.e. is yours the only post of the day or are you requiring that they exclude posting during fashion week or a national holiday, etc.
- Bullets points on the creative direction of what you're expecting (aesthetic, sentiment)
- Required hashtags
- Post Exclusivity If you're to be the only brand being tagged in a post. Can request it, sometimes they accept it. At a minimum, request that certain competitors that can't be included.

Write a basic version of either your email or your agreement that can be adjusted and updated for each influencer you work with.

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Next, open up your Database spreadsheet and add the following information to the influencer you're working with:

- SKUs you're sending
- Sizes
- Colors
- Value
- Tracking numbers for packages
- Day it's set to be delivered

Pro Tip: Send a follow up email on the day it is delivered confirming it was safely received and then ask when they might be able to start posting about you. (Assuming it's for-product only. If there's payment, then the dates should have definitely been determined already)