

CREATE YOUR INFLUENCER COLLABORATION STRATEGY

Leverage the Content

BY STARTUP FASHION

Once you've worked with an influencer, you have Influencer-generated content that you can use to promote your brand.

LET'S GET STARTED!

Use this checklist to make sure you get the most out of the partnership:

- Write a blog post and send an email that is about the influencer, not about you.
Not "Check out our bag on Song of Style!" Instead: See how Song of Style rocks a mini backpack with a gown! And tips for how you can do it too.
- Use the images to create Instagram ads For the caption, think along the same lines as the email: value for the reader, not celebration of your accomplishment
- Create a Facebook ad and target the fans of the page of the influencer
- Add an image of the influencer wearing your piece to the product page of your website
- Add a quote from the influencer to your Instagram bio Example: "The most versatile jacket I've ever worn." – Song of Style