

**BrilliantNoise**

**INTEGRATED  
INFLUENCER  
MARKETING  
BRIEFING  
TEMPLATE**

**What brand are you submitting this brief for?**

**Are you currently using influencers?**

What's great about your work with influencers so far? What do you wish could be better and what's getting in your way?

**What campaign are you currently planning?**

Using influencers works better when they're integrated within a wider campaign. Detail your campaign here.

**What are the most important channels to you currently?**

TV, website, social, influencers, or others?

**What is your one main aim that you hope to achieve by using influencers?**

Your most important goal.

**What insight has led you to this aim?**

Summarise any data sources or even hunches you have that's led you to this focus.

## If you achieve this aim, how important will it be for your business and your role?

The strategic or commercial importance of this happening.

## What kind of budget do you have available?

Include budget for talent fees, paid media and production.

## Who is your target audience?

If you have clear data-led audience persona to share, or data sources, or good intuition about your audience, note it here. If you don't, get in touch with us about building personas for your brand.

## What does success look like?

Fast forward six months in time. What do you want to be able to say to your boss about the power of this campaign?

## How will it be measured?

State any KPIs.

**BrilliantNoise**

**Thank you!**

We'd love to respond to this brief to make sure you exceed your aims. Send this to: **hello@brilliantnoise.com** and we'll get back to you with an integrated influencer marketing strategy proposal ASAP.