



Influencer Marketing Readiness Checklist

Questions to ask of yourself and your teams before launching your first content creator program.

- ✓ Have you defined your key target audience(s)?
- ✓ Are you active on social media platforms like Facebook, Instagram, YouTube, and TikTok?
- ✓ Do you have the resources to engage, respond to comments, measure performance, and “listen” on your social media accounts?
- ✓ Does your current fiscal year budget have dollars in place for compensating influencers?
- ✓ Have you mapped out your KPIs and goals for the program?
- ✓ Are your key messaging goals, creative / campaign guidelines, and brand “do’s and dont’s” ready to provide to creators in a succinct and shareable way?
- ✓ Is your legal team onboard with disclosure and agreement details? And have they committed to a mutually agreed-upon (and nimble) turnaround time for contracts to be executed within?
- ✓ Have you prepared your organization for promo codes, processes, and performance expectations? (Leadership, Finance, Operations, Customer Service, Social Media Community Manager(s), eCommerce Web teams, Legal)
- ✓ Did you identify and personally vet a short-list of creators to potentially partner with?
- ✓ Have you drafted a short and sweet “pitch” message for influencer outreach (and/or engaged an influencer agency or tool for doing so?)
- ✓ Have you negotiated and defined how you will leverage, amplify, engage with, and maximize each partnership’s assets across various channels and tactics?
- ✓ Are you ready to back-up who and why you are working with if controversy were to arise?