

Influencer Collaborations

0. Purpose of the Document

This guide serves as a comprehensive step-by-step manual to structure and clarify the influencer collaboration process. It is intended for colleagues responsible for planning, executing, or following up on such collaborations and provides clear guidance for all phases, from defining objectives to measuring success. The goal is to ensure influencer collaborations are efficient, transparent, and successful while considering legal and organizational aspects and maintaining consistently high quality. [As of: 27.02.2025]

1. The Importance of Influencer Collaborations for the Brand

Influencer collaborations are a key component of modern marketing strategies. They offer the opportunity to place brand messages authentically and in a targeted manner. By working with influencers who already have a strong bond with their community, companies can reach their target audiences on a personal level. This is not just about reach but also about trust and credibility.

Examples of common use cases:

- Increasing brand awareness
- Enhancing authenticity and trust (credibility)
- Targeted engagement with relevant audiences
- Promoting engagement and interaction through community bonding
- Supporting sales efforts via affiliate links or discount codes
- Creating creative and high-quality content

2. Overview of the Process (Step-by-Step)

A successful influencer collaboration follows several well-structured steps, which are detailed in this guide:

1. **Planning and Strategy:** Defining objectives, target groups, and budget
2. **Selection of Influencers:** Researching and reviewing suitable influencers
3. **Outreach and Contracting:** Clear communication and legal security

4. **Campaign Execution:** Product shipping, briefing, content creation, content approval, and publishing
5. **Monitoring and Reporting:** Tracking results and compiling a final report
6. **Follow-up:** Maintaining influencer relationships and internal evaluation

A structured approach not only minimizes risks but also maximizes the chances of success. Ideally, influencer collaborations should not be one-time projects but part of a sustainable marketing strategy.

3. Planning and Strategy

Detailed planning is the key to a successful influencer collaboration. Before launching a partnership, a comprehensive strategy should be developed that sets the framework and direction of the collaboration.

3.1 Organizational Aspects

1. **Processes and Responsibilities:**
 - Clearly define responsibilities for different campaign phases (e.g., outreach, monitoring, final report)
 - Use project management tools if you have to keep track of everything
 - Ensure that emails and project statuses are stored in a way that allows colleagues to access and take over ongoing collaborations if needed (in case of illness, vacation and so on)
 - Use central email addresses to ensure seamless handovers and oversight of communication
2. **Contract Management:**
 - Store all contracts in a central, accessible location for all relevant team members
 - Adhere to deadlines for payments and other contractual obligations
3. **Briefing and Feedback Structure:**
 - Ensure that briefings and feedback loops are documented to avoid misunderstandings
 - Define clear processes for changes or special requests
4. **Budget Control:**
 - Track all expenses during the campaign and adjust the budget in case of unexpected costs.
 - Document all costs for internal reports or future planning

3.2 Defining Objectives

Every influencer collaboration should be aligned with clearly defined objectives. Goals should be measurable to evaluate the campaign's success later on.

Possible goals include:

Brand Awareness (Increasing Brand Recognition)

- **Goal:** Raise awareness of the brand and create consciousness about the company and its products.
- **Goal:** Increase brand or product visibility and achieve a greater reach.
- **Example:** We want to generate 1 million impressions on Instagram through the campaign.

Brand Image and Credibility

- **Goal:** Present the brand authentically in a positive light and convey its values.
- **Example:** The brand should be perceived as sustainable and innovative.

Engagement

- **Goal:** Activate the target audience and encourage interactions such as likes, comments, or shares; Strengthen audience connection
- **Example:** The campaign should achieve an engagement rate of at least 5%.

Traffic Generation

- **Goal:** Direct the target audience from social media to a specific platform such as a website, online store, or landing page.
- **Example:** At least 2,000 users should be directed to the landing page via the influencer's link.

Conversions (Sales Promotion)

- **Goal:** Generate direct sales, sign-ups, or downloads (e.g., through affiliate links, discount codes, or direct links).
- **Example:** The campaign should generate 500 sales using the influencer's discount code.

Community Building

- **Goal:** Build a long-term, active, and loyal community that supports the brand.

Defining SMART Goals: Goals should always be defined according to the SMART principle to provide clear guidance:

- **Specific:** What exactly should be achieved?
 - **Example:** Increase brand awareness through 10 Instagram posts.
- **Measurable:** How will success be measured?
 - **Example:** Achieve 1,000 clicks on the website.
- **Attractive:** Why is the goal relevant?
 - **Example:** Increased visibility for product launch.
- **Realistic:** Is the goal achievable?
 - **Example:** Achieve 50,000 impressions with an influencer who has 100,000 followers.
- **Time-bound:** By when should the goal be achieved?
 - **Example:** Complete the campaign within 4 weeks.

3.3 Target Audience Analysis

Analyzing the target audience beforehand helps minimize scatter losses and use the budget efficiently. The better the influencer matches the target audience, the higher the likelihood of a successful campaign.

To define the target audience, the following questions should be answered:

Demographic Characteristics:

- **Age:** What age group does the target audience belong to?
- **Gender:** Is a specific gender being targeted?
- **Location:** Is the target audience local, national, or international?

Psychographic Characteristics:

- **Interests:** What are the audience's hobbies, preferences, and topics of interest?
- **Values:** What values and beliefs are important to them?
- **Lifestyle:** Is the target audience more modern, conservative, active, or reserved?

Online Behavior:

- On which platforms is the target audience active (e.g., Instagram, TikTok, YouTube)?
- What type of content does the target audience prefer to consume (e.g., tutorials, lifestyle posts, product reviews)?

Buying Behavior:

- What factors influence their purchasing decisions (e.g., price, quality, sustainability)?
- Do they prefer recommendations from friends, experts, or influencers?

Matching Influencers to the Target Audience

Once the target audience is defined, it must be ensured that the influencer reaches them optimally. The following aspects should be considered:

Demographic Fit:

- Do the influencer's follower demographics (age, gender, location) match the target audience?
- Tools can help you check this information.

Content Fit:

- Does the influencer cover topics relevant to the target audience?
- Does the influencer's style (e.g., serious, humorous, creative) suit the target audience?

Community Engagement:

- Do followers actively comment and interact with the influencer?
- Are the interactions authentic, or do they seem purchased?

Values and Authenticity:

- Does the influencer share values important to the target audience (e.g., sustainability, diversity)?
- Does the influencer fit the brand and convey its message credibly?
- Does the influencer also work for competitors?

3.4 Budget Planning

A well-thought-out budget plan helps use resources efficiently, realistically estimate costs, and avoid financial surprises. It forms the foundation for a successful campaign and ensures that defined goals are achieved within the available budget.

Factors for Budget Planning

Compensation of Influencers:

- **Reach and Popularity:** Influencers with a large following or celebrity status generally demand higher fees. Micro-influencers (5,000–50,000 followers) are often more affordable and offer high engagement.
- **Format and Scope of Collaboration:**
 - Individual posts or stories are cheaper than large-scale campaigns with multiple contributions
 - Videos (e.g., Reels or TikToks) are more expensive than images, as they require more effort

Industry-Standard Fees by Format (rough estimates, depending on factors like reach, quality, and engagement rate):

- **Reel:** €20-50 per 1,000 followers
- **Carousel:** €10-25 per 1,000 followers
- **Story:** €5-15 per 1,000 followers
- **TikTok Video:** €20-40 per 1,000 followers

These fee estimates were created as of 13.01.2025 (Germany) but may change over time.

Content Production:

- If the influencer creates the content themselves, additional costs may arise for production (e.g., professional video shoots)
- If the company produces the content (e.g., branded content), expenses for photography, videography, editing, and possibly travel costs occur
- Note that some influencers have high Buyout-costs. These are incurred if you want to use the content indefinitely and should be factored into your budget planning

Media Budget (Paid Media):

- It is recommended to allocate an additional budget for paid advertising to increase the campaign's reach (e.g., by promoting an influencer's post on Instagram or TikTok).

Product Costs:

- If influencers are to test or present products, costs arise for providing samples, shipping, and packaging.

Event or Travel Costs (if relevant):

- If influencers need to travel for an event, photoshoot, or campaign, expenses for transportation, accommodation, and meals should be planned (e.g., curaflo Barcamp).

Recommended Budget Allocation:

- **50–70%:** Influencer fees (including content production by the influencer)
- **20–30%:** Media budget (advertising budget to support the campaign)
- **10–20%:** Logistics, product costs, and other expenses

Steps for Budget Planning

- 1. Determine Total Budget:**
 - How much money is available for the campaign/collaboration?
 - **Example:** €10,000 for an influencer campaign with 3 influencers.
- 2. Set Priorities:**
 - Which goals are the highest priority (e.g., reach, sales)?
 - Based on this, decide whether to invest more budget in major influencers or micro-influencers.
- 3. Obtain Cost Estimates:**
 - Ask influencers or agencies about their fees to establish a realistic cost base.
 - Use tools if you have or past experiences to estimate compensation ranges.
- 4. Keep Budget Flexible:**
 - Plan a base version of the campaign and options for additional expenses if opportunities or challenges arise during implementation.

4. Selection of Influencers

With a structured selection strategy, Chapter 3 lays the foundation for a successful influencer collaboration. Careful selection of partners is essential to maximize the full potential of the campaign and achieve long-term success.

4.1 Selection Criteria

When selecting influencers, the following criteria should be considered:

Reach (Number of Followers): The number of followers gives an initial impression of the potential reach of an influencer.

Distinctions:

- **Nano-Influencers (1,000–10,000 followers):** High authenticity, close community ties, often cost-effective.
- **Micro-Influencers (10,000–50,000 followers):** High engagement rate, good balance of reach and interaction.
- **Macro-Influencers (50,000–500,000 followers):** Broader reach, suitable for larger campaigns.
- **Mega-Influencers (>500,000 followers):** Very large reach, often expensive, and relevant for global campaigns.

Engagement Rate: A high engagement rate (likes, comments, shares) indicates how strongly an influencer's community interacts with their content.

- **Benchmark:** An engagement rate of 3–5% is considered good.

Content Quality and Style:

- Does the influencer's content style fit the brand? (e.g., aesthetic, humorous, informative, serious)
- Does the content reflect brand values such as professionalism, creativity, or authenticity?

Brand Fit:

- Does the influencer's profile already feature relevant content?
- Does their personal brand perception align with the company's values?
- Has the influencer previously promoted similar brands? Influencers who have worked with competitors should generally be avoided to maintain authenticity.

However, collaboration is still possible if future exclusivity in favor of Bauerfeind is agreed upon.

Community Data:

- Does the demographic profile of the followers (age, gender, location) match the target audience?

Reputation and History:

- Does the influencer have a good reputation in the industry?
- Is the influencer considered an expert or thought leader in a particular field?
- Have there been any past controversies or negative headlines?

4.2 Tools and Platforms

Researching and selecting suitable influencers can be facilitated through the following tools and platforms:

Social Media Analysis Tools:

- Tools can help identify suitable influencers and analyze their insights (follower data, engagement rates, potential fake followers, etc.).

Own Research:

- Use social media platforms such as Instagram and TikTok to search for influencers who are active in relevant hashtags or industries.

Agencies:

- Influencer agencies often handle the research and selection of suitable partners but are usually more expensive.

4.3 Influencer Verification

Before finalizing an influencer selection, thorough verification is required:

Target Audience Analysis:

- Do the influencer's follower data match the campaign's defined target audience?
- Do age, gender, and interests align with the campaign's intended demographic?

Engagement Analysis:

- Are the comments and interactions authentic?
- Check whether comments come from real users or bots.

Checking for Fake Followers:

- Tools like IROIN help analyze follower quality.
- **Warning signs:** Sudden spikes in followers, a high percentage of followers from distant countries, or an unusually low proportion of real interactions.

Content History:

- Which brands has the influencer promoted in the past?
- Were there overlaps with competitors?
- Is the influencer known for controversial topics?

Personal Values and Style:

- Does the influencer align with the brand's philosophy? (e.g., sustainability, diversity)
- Are their content and messaging compatible with the company's values?

4.4 Selection Process: Step-by-Step

1. Creating an Influencer Profile:

- Define clear requirements: follower count, engagement rate, content style, and target audience fit.

2. Initial Research:

- Compile a list of potential influencers based on tools, platforms, and independent research.

3. **Preliminary Selection:**

- Narrow the list down to influencers who meet the most important criteria.

4. **In-depth Analysis:**

- Examine target audience data, engagement rate, and content quality in detail.

5. **Decision-Making:**

- Select your top choices and reach out to them.

5. Contact and Negotiation

5.1 Contacting and Approaching Influencers

Once the research is complete, contact your chosen influencers.

Choosing the Right Communication Channels:

- **Direct Messages (DMs):** Particularly suitable for smaller influencers on platforms like Instagram or TikTok if no other contact details are available.
- **Email:** The preferred method for professional influencers or those who list their contact details in their profiles. Whenever possible, use an email address accessible to multiple colleagues to ensure seamless coverage in case of absence.
- **Agencies:** If the influencer is represented by an agency, they are often the first point of contact.
- **Tools:** If you have access to influencer management tools, you can also contact influencers and send messages via the platform.

Creating the First Message:

- **Personalization:** Reference the influencer's content and show that you are familiar with their work.
 - **Example:** "We love how you creatively addressed vein health in your last Reel!"
- **Brand Introduction:** Provide a brief introduction to the brand and the campaign's goal.
- **Campaign Details:** Explain what the campaign entails, what the objectives are, and why the influencer is a good fit. Mention the campaign timeline and potential scope of collaboration.
- **Next Steps:** Invite the influencer to discuss further details in a joint meeting.
- **Request a rate card or pricing details** to estimate potential costs early on.

5.2 Negotiation

Defining Content Deliverables:

- What formats are required? (e.g., Instagram posts, stories, carousels, reels, TikTok videos)
- How many pieces of content should be created, and when should they be published?
- Will the content be published as a **co-author post** by the influencer, or will they only submit the content?

Clarifying Compensation:

- **Flat Rate Payment:** A fixed sum for the entire collaboration.
- **Content-Based Payment:** Fees based on the cost of individual assets.
- **Additional Costs:** Will travel expenses, product costs, or other expenses be covered?

Feedback and Approval Process:

- How many revision rounds are planned?
- Who gives final approval for content, and when must it be submitted?

5.3 Tips for Successful Communication and Negotiation

- **Professionalism:** Keep communication clear, friendly, and professional.
- **Flexibility:** Accommodate the influencer's preferences where they align with campaign goals.
- **Clarity:** Communicate all expectations and details early to avoid misunderstandings.
- **Relationship Management:** Maintain a positive relationship even after the campaign to facilitate future collaborations.

5.4 Obtaining a Final Offer

Before proceeding with the collaboration, the influencer must submit a final offer.

It is essential that the offer includes:

- Address and contact details
- Agreed individual prices
- The total cost

Once received, the offer can be reviewed, and an individual purchase order number will be generated. Only then should the next steps be initiated.

6. Contract and Legal Aspects

A contract protects both parties and clearly defines the collaboration in a binding manner. In cooperation with the legal department, a framework agreement has been created that serves as the basis for every collaboration. All relevant points are regulated and described in detail within this agreement. Before any collaboration, a mutually signed framework agreement must be in place. The following contract templates are available:

6.1 Using the Framework Agreement as a Legal Basis

- **Content Creator and Influencer Contract:** By signing this document, all usage rights are covered. The created content is available to us without time or geographical restrictions.
- **Content Creator and Influencer Contract – Usage Rights Details:** At the influencer's explicit request, this template can be used. Here, time-limited and geographically restricted usage rights can be defined. The goal is to use this as rarely as possible.

The framework agreements are living documents that may be adjusted and supplemented as needed. For major changes, consultation with the legal department is required. Please be aware that this sample contract is based on the regulations of the German market. It is only intended as an example. Please consult your legal contact for advice on adapting the contract for your country.

6.2 Legal Requirements

Advertising Disclosure:

In Germany, Influencers are required to label paid partnerships or free product shipments as advertising. Proper implementation is crucial to avoid warnings or legal consequences.

Examples of Proper Disclosures:

- "Paid partnership with [Brand]" (using Instagram's paid partnership tools)
- Hashtags such as **#Ad** or **#Sponsored** must be clearly visible at the beginning of the post.

Improper Disclosures:

- Concealed tags like **#Ad** at the end of a long text or **#Sponsored** buried among numerous hashtags.

Country-Specific Regulations:

- Ensure compliance with advertising laws in the countries where the campaign is distributed.

Copyright:

- Ensure that all used content (e.g., images, music, videos) is either created by the influencer or that corresponding usage rights exist.
- Verify whether the brand is allowed to reuse the created content and regulate this contractually.

Data Protection:

- Influencers may not share personal data of their followers (e.g., email addresses, names) without explicit consent.
- Ensure that all data is processed in accordance with Data Protection guidelines during the campaign.

Product Liability:

- Companies are liable for false or misleading statements about their products. Ensure that all influencer claims are accurate and review the content before publication with relevant colleagues if necessary.

6.3 Tips for Compliance with Legal and Organizational Requirements

- **Legal Consultation:** Seek legal advice in case of uncertainty, especially for international collaborations.
- **Training:** Educate your team and influencers on topics such as advertising disclosure and data protection.
- **Checklists:** Use checklists to address all legal and organizational aspects before launching a campaign.

7. Campaign Execution

Executing the campaign is the core of influencer collaboration. In this phase, the planning is put into practice, and it is important that all involved parties fully understand expectations and workflow. A structured execution ensures high-quality content, goal achievement, and smooth collaboration.

7.1 Briefing

The briefing is the most important step to ensure the influencer understands the brand message and expectations, allowing them to create appropriate content.

Briefing Content:

- **Brand introduction:** Goals and guidelines for the influencer to follow.
- **Campaign objective:** What is the campaign about? What should be achieved through the collaboration? What are the key KPIs?
- **Product information and key messages:** What messages should be conveyed in the content? What product advantages should be highlighted?
 - **Example:** Our product is high-quality and innovative. It features an integrated massage pad.

Do's and Don'ts:

- **Do's:** Mention specific features, include clear call-to-actions.
- **Don'ts:** Avoid statements that do not align with brand values, refrain from making health claims, etc.

Guidelines and Framework Conditions:

- **Tone:** Should the content be humorous, informative, or emotional?
- **Visual Guidelines:** Colors, style, logo integration, subtitles.
- **Format Requirements:** Video length, content format, safezones, background music or voiceovers, cover image.
- **Hashtags and Mentions:** Which hashtags should be used? Should the brand be tagged in the post, or should all posts be co-authored?

Workflow Plan:

- Detailed overview: Number of individual assets, timeline for content creation, approval, and publication.
- **(Detailed) Description of Desired Content:**
 - What is the theme of each asset? What should be shown and said in each?

7.2 Content Approval

Content approval is a crucial step to ensure that content meets brand requirements without overly restricting the influencer's creative freedom.

- **First Draft:** The influencer submits the initial content draft on time for review.
- **Expert Review:** Seek feedback/approval from other colleagues, such as the relevant product manager.
- **Feedback Round:** Provide constructive, specific, and understandable feedback.
 - **Example:** Please add hashtag **#bauerfeindtherapie** to Reel 1 and mention that the product is innovative. Ensure a quiet background and proper lighting for Reel 2. Re-record the audio in a quieter environment for Reel 3.
- **Final Approval:** The final content is approved once it meets the agreed-upon requirements.

7.3 Publication

Timing:

- When is the influencer's audience most active?
- Schedule the publication to align with other marketing initiatives (e.g., campaign launch or product release).
- Avoid excessive overlap with other influencer collaborations to maintain authenticity.

Cross-Promotion:

- Share and promote the influencer's posts on the brand's own channels (co-authored post) to increase reach.
- Use paid media budget to further amplify particularly successful posts.

Interaction:

- Actively respond to comments on the influencer's post to engage the community.
- Foster dialogue by answering questions and acknowledging positive feedback.

Monitoring During Publication:

- Verify that the influencer uploads the agreed-upon content on time and that all tags are correctly placed.
- Ensure compliance with legal requirements (e.g., proper advertising disclosure).

7.4 Possible Challenges During Execution

Delays:

- If the publication is delayed, keep the influencer and relevant stakeholders informed (e.g., due to illness or late product shipping).
- Build buffer times into the schedule to accommodate such issues.

Crisis Management:

- Negative comments or unwanted reactions may arise. In such cases:

- Remain calm and respond professionally.
- Clarify misunderstandings directly with the influencer and the community if possible.
- Refer to the **Community Management - Crisis Communication Guide**.

Deviations:

- If the content does not meet agreed-upon guidelines, discuss the issue with the influencer and find a solution together.

7.5 Closing the Collaboration

After successfully publishing all posts, the influencer can submit their invoice. It is necessary that the invoice includes:

- Unique order number
- Contact and banking details
- Individual prices and total amount

8. Monitoring and Reporting

Monitoring and performance measurement are essential to evaluate the success of an influencer campaign and gain valuable insights for future collaborations. This phase assesses whether the set goals were achieved and how the content resonates with the target audience.

8.1 Tools for Monitoring and Reporting

- **Social Media Insights:** Platform-specific analytics tools, such as Instagram Insights and TikTok Analytics.
- **Google Analytics:** Used to track traffic and conversions from influencer campaigns.
- **Influencer Tracking Tools:** Tools like IROIN provide detailed data on influencer performance.

8.2 Live Monitoring

During the campaign, it is crucial to monitor performance and execution in real time. This ensures that deviations or issues are immediately identified and resolved.

Checking Publications:

- Has the influencer published the content as agreed (e.g., hashtags, mentions, schedule)?
- Has the content been correctly labeled as advertising (e.g., #Ad, #Sponsored)?

Monitoring Engagement:

- What reactions (likes, comments, shares) is the post receiving?
- What is the sentiment in the comments? Is there positive or negative feedback?

Response Time:

- Interact promptly with the community by responding to comments or sharing posts.
- If the influencer needs help with community inquiries (e.g., product details), provide active support.

Problem Solving:

- If content is incorrect or receives negative reactions, quickly communicate with the influencer to find a solution.

Crisis Management:

- Negative Comments/Reactions: Respond factually and politely, and clarify false information. In severe cases, such as offensive comments, report, hide, or remove them.
- Influencer Controversies: If an influencer becomes involved in a controversy (e.g., inappropriate statements), assess whether continued collaboration could harm the brand image. Ensure that the contract includes a termination clause for such cases.

8.3 Measuring Success

After the campaign, it is crucial to analyze the results based on the previously defined goals and KPIs.

Reach and Visibility:

- **Metrics:** Reach, impressions, video views, unique reach.

Engagement:

- **Metrics:** Likes, comments, shares, saves.
- **Key Figure:** Engagement rate (total engagement ÷ followers × 100).

Traffic and Conversions:

- **Metrics:** Clicks on links, sales, registrations, downloads.

Community Reactions:

- What was the quality of the comments?
- Did the target audience provide valuable feedback or suggestions?

8.4 Value Beyond Numbers – Why Metrics Are Not Everything

Influencer marketing often faces limitations in reporting due to decreasing engagement rates from increasing content volume and shorter attention spans, variable engagement quality, and hard-to-track purchases. In addition to measurable KPIs, influencer marketing campaigns provide non-quantifiable benefits:

- **Brand Trust:** Authentic trust from influencers extends to their community.
- **Storytelling:** Emotional stories strengthen brand affinity.
- **Audience Insights:** Interactions provide valuable qualitative feedback.
- **Long-Term Relationships:** Authentic, long-term partnerships enhance credibility over time.
- **Emotional Brand Value:** Influencers create emotional connections to the brand.

8.5 Final Report

A final report summarizes all key findings from the campaign and serves as a basis for future projects.

Summary of Results:

- Overview of the collaboration: Which influencers were involved, on which platforms? How many assets were created, at what cost?
- Overview of key KPIs (reach, engagement, conversions).
- Comparison of results with the initial goals.

Success Factors:

- What worked particularly well?
- Which content or strategies performed best?

Optimization Potential:

- What could have been improved?
- Were there any challenges that could be avoided in future campaigns?

Influencer Feedback:

- What was positive from the influencer's perspective?
- Are there any suggestions for improving collaboration?

Visual Representation:

- Enhance the report with screenshots of posts, diagrams, and analyses to illustrate the results.

9. Follow-Up

9.1 Closing Communication with the Influencer

A professional closing communication demonstrates appreciation and lays the foundation for future collaborations.

- **Request the invoice** and submit it for processing.
- **Positive feedback:** Acknowledge the highlights of the collaboration and thank the influencer for their contribution.
 - **Example:** "Your Reel performed exceptionally well, and we received a lot of positive feedback – thank you for your creative execution!"
- **Constructive feedback:** Share improvement suggestions to support the influencer in future collaborations.

9.2 Archiving

A structured archive simplifies tracking and serves as a reference for future campaigns.

Content Documentation:

- Store all published content (e.g., posts, stories, videos) for internal purposes.
- If you have unlimited usage rights, make the content available internationally.

Contract Documents:

- Secure all relevant documents (offer, framework agreement, briefing, invoice) on the server. The signed framework agreement should also be printed and stored physically in the designated office folder.

Results and Analysis:

- Save all KPIs and analyses in a campaign report to track campaign success.

Communication Records:

- Archive important emails or feedback to use past communications as a reference for future projects.

9.3 Internal Evaluation

The internal evaluation is a crucial step to learn from the campaign and improve future collaborations.

What Worked Well?

- Which aspects of the campaign delivered the best results (e.g., format, timing, platform)?
- Which influencers performed exceptionally well?
- **Best Practices:** Document successful strategies and approaches that can be used in future campaigns.

What Could Be Improved?

- Were there challenges or bottlenecks that could be resolved?
- Were the briefing and feedback processes efficient?

Team Feedback:

- Collect feedback from all involved team members to consider different perspectives.

Cost Efficiency:

- Was the budget used optimally?
- Do the results justify the invested resources?

Potential for Long-Term Collaboration:

- Identify influencers suitable for future projects.
- Determine which influencers could potentially become brand ambassadors.