SAMPLE
CAMPAIGN PROCESS CHECKLIST
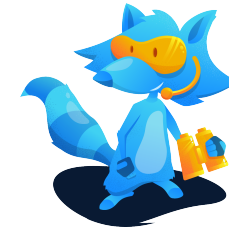
Campaign/Influencer Name

DONE	Action Item	Responsible Party
☐	Establish campaign KPI's, goals, and platforms	Influencer Marketing Manager
☐	Finalize key messaging	Social Media Manager
☐	Establish budget	Influencer Marketing Manager
☐	Establish timeline & due dates	Influencer Marketing Manager
☐	Build creator-facing resources outlining campaign goals & requirements	Influencer Marketing Manager
☐	Source creators and vet against your goals	Influencer Marketing Manager
☐	Outreach—provide key messaging, deliverable, and project overview to creators	Influencer Marketing Manager
☐	Negotiate and execute contract	Influencer Marketing Manager
☐	Authenticate account(s) in CreatorIQ	Influencer
☐	Circulate timeline & due date reminders/calendar invites	Influencer Marketing Manager
☐	Create and maintain any product shipment tracking; share details with influencers (if part of campaign)	Influencer Marketing Manager
☐	Ship product (if part of campaign)	Influencer Marketing Manager
☐	Update creator tags/custom fields in CreatorIQ with relevant details	Influencer Marketing Manager
☐	Follow creator from O&O accounts	Social Media Manager
☐	Provide creator with brand voice guide	Influencer Marketing Manager
☐	Content submission	Influencer
☐	Content feedback	Influencer Marketing Manager
☐	Content edits	Influencer
☐	Final content approval	Influencer Marketing Manager
☐	Create any unique tracking links and share with IM team (if part of campaign)	Social Media Manager
☐	Faciliate whitelisting requirements (if part of campaign)	Social Media Manager

	☐	Facilitate any paid media requirements (if part of campaign)	Social Media Manager
	☐	Share UTM link with creator (if part of campaign)	Influencer Marketing Manager
	☐	Content launch	Influencer
	☐	Oversee content launch & QA	Influencer Marketing Manager
	☐	Provide key performance metrics/analytics to team	Influencer
	☐	Create & distribute campaign wrap report for internal visibility	Influencer Marketing Manager
	☐	Analyze campaign data and surface insights for improving next campaign	Influencer Marketing Manager