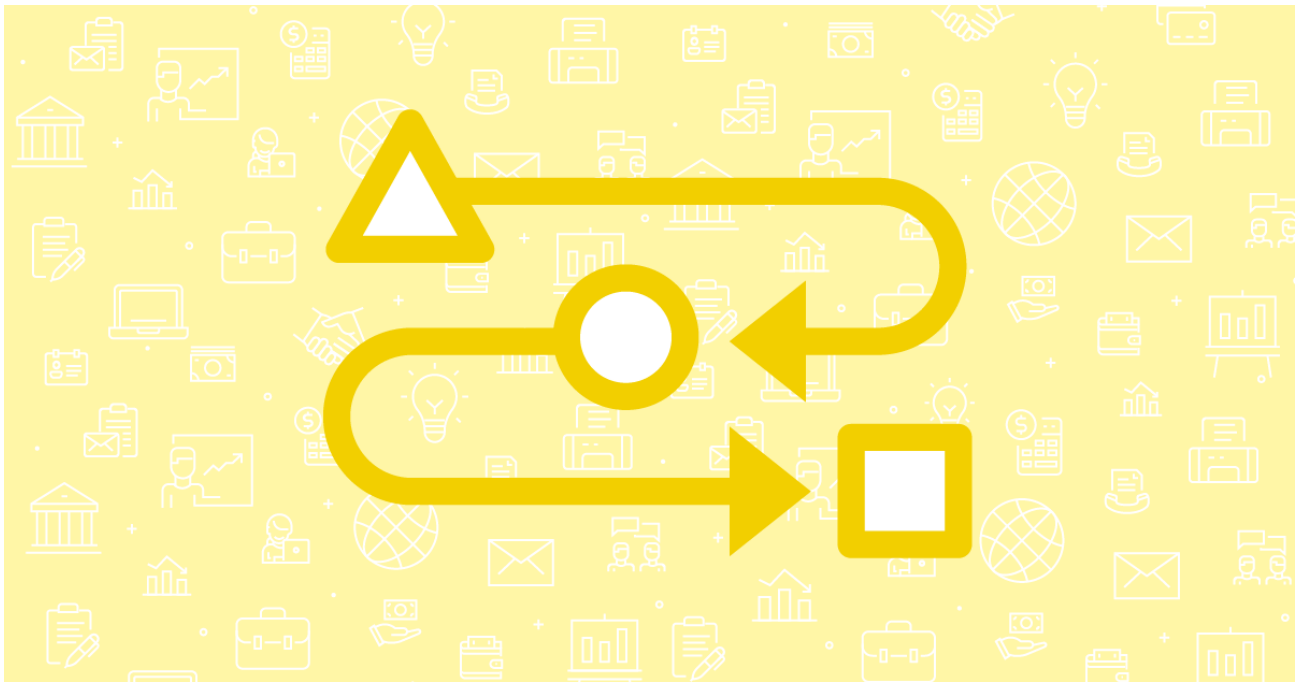


# PR: How to Successfully Pitch Influencers

Share this checklist with your team. Follow these procedures to make sure your pitches go out seamlessly so you can make successful and effective partnerships.



## DO YOUR HOMEWORK

- ☐ Make sure you are follow the influencer you are wanting to pitch
- ☐ Spend time reading some of their content
- ☐ Leave comments on their social media
- ☐ Get to learn a little bit about them. Products they use, about page, etc.
- ☐ Look for how they prefer to be contacted, gifted products, or if they do sponsored posts
- ☐ You can always request their media kit

## MAKE THE PITCH -SHOULD BE QUICK, TO THE POINT, FRIENDLY, BUT PROFESSIONAL

- ☐ Make sure your subject is direct but also catchy
- ☐ Address influencer by the their first name
- ☐ Your introduction sentence should explain who you are and who you represent
- ☐ Write a personal connection to influencers (doing your homework will help with that)
- ☐ Tell them the reason for your email (gifted product, sponsored post, etc)
- ☐ Explain why they would want to work together with you (the benefits of this collabroration)
- ☐ Include all details (timeline of the collaboration, any special requirements, deliverables, contract can be provided, etc.)
- ☐ Make sure you include all your contact information

- ☐ Close email with something cheery
- ☐ Wait about a week before following up, if they don't respond after that move on to another influencer
- ☐ Have someone on your team review/read your email before you send it out

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