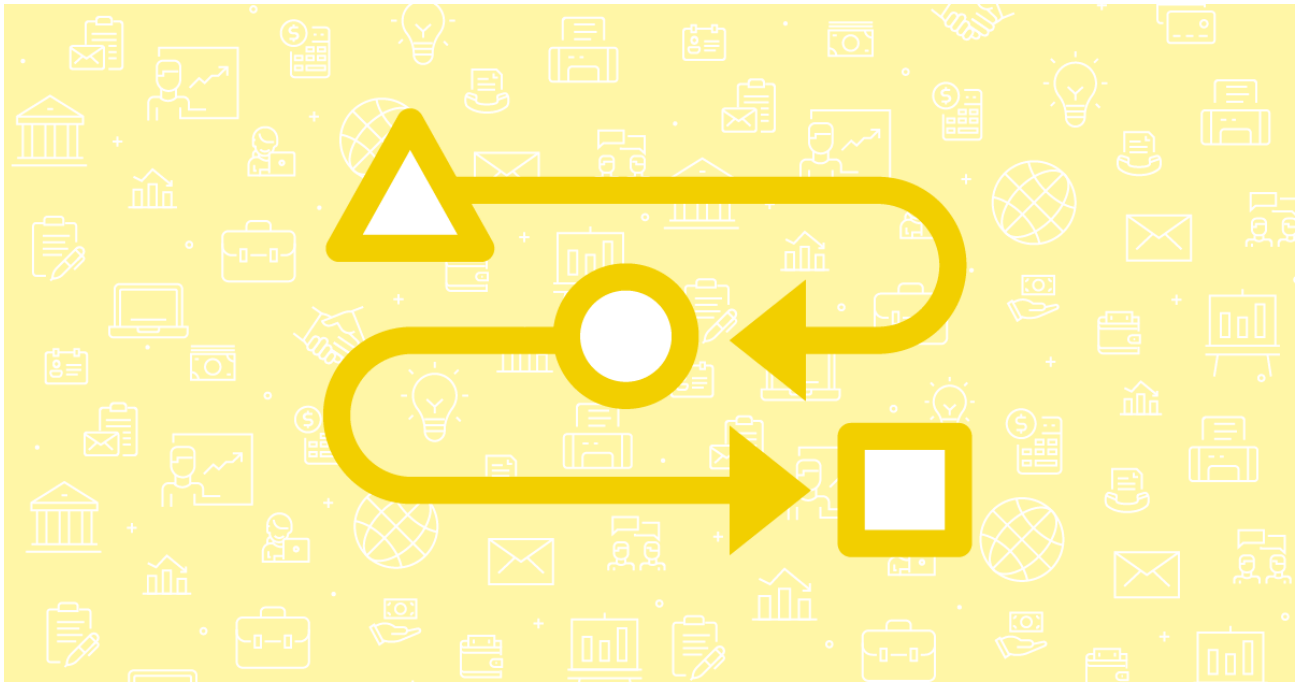
PR: How to Successfully Pitch Influencers

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 collabration)
- [ ] 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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