Slebrity
creative studio

The Influencer Marketing Campaign Checklist

For Brands That Want Real Results.

(2026 Edition)

Step 1:
Clarity Before Collaboration

🎯 What Do You Actually Want?

☐ Build brand awareness

☐ Drive website traffic

☐ Generate leads

☐ Increase sales

☐ Launch a new product

💡 2026 Reality:
Brands that chase "viral" usually lose money.
Brands that chase "conversion" build revenue.

👤 Who Is Your Real Customer?

☐ Age group

☐ Location

☐ Lifestyle

☐ Spending power

☐ Problem your product solves

Your influencer's audience should match your customer

Step 2:
Smart Influencer Selection

📊 Don't Fall for Follower Count

Healthy engagement range:
• Micro creators: 3–6%
• Mid-tier creators: 2–4%

Check:

☐ Meaningful comments (not just emojis)
☐ Saves & shares
☐ Story replies
☐ Consistency of engagement

🚩 Red Flag:
200K followers + 800 likes = low audience trust.

🌍 Check Audience Match

☐ Media kit
☐ Audience insights screenshot
☐ Top cities/countries
☐ Gender split

🔍 Spot Fake Growth

☐ Sudden follower spikes
☐ Giveaway-only engagement
☐ Repetitive generic comments

Step 3:
Execution Like A Pro

📃 Always Have Clear Deliverables

☐ Number of posts
☐ Format (Reel / Story / Static)
☐ Posting date
☐ Caption expectations
☐ Usage rights

✍️ Content Approval System

☐ Script approval
☐ Caption approval
☐ Brand guidelines shared
☐ Mandatory tags & hashtags

📈 Track What Matters

☐ UTM links
☐ Discount codes
☐ Landing page tracking
☐ Affiliate links

Step 4:

Measure Real Success

✅ **After campaign, check:**

☐ Reach

☐ Engagement rate

☐ Clicks

☐ Leads

☐ Sales

☐ Cost per acquisition

☐ ROI

2026 Marketing Rule:
Likes don't pay salaries. Conversions do.

The Smart Brand Difference

Influencer marketing is not about popularity.
It's about:
✅Precision
✅Positioning
✅Performance

If you want **Slebrity** to **handle your influencer campaigns** strategically

Book a Consultation

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