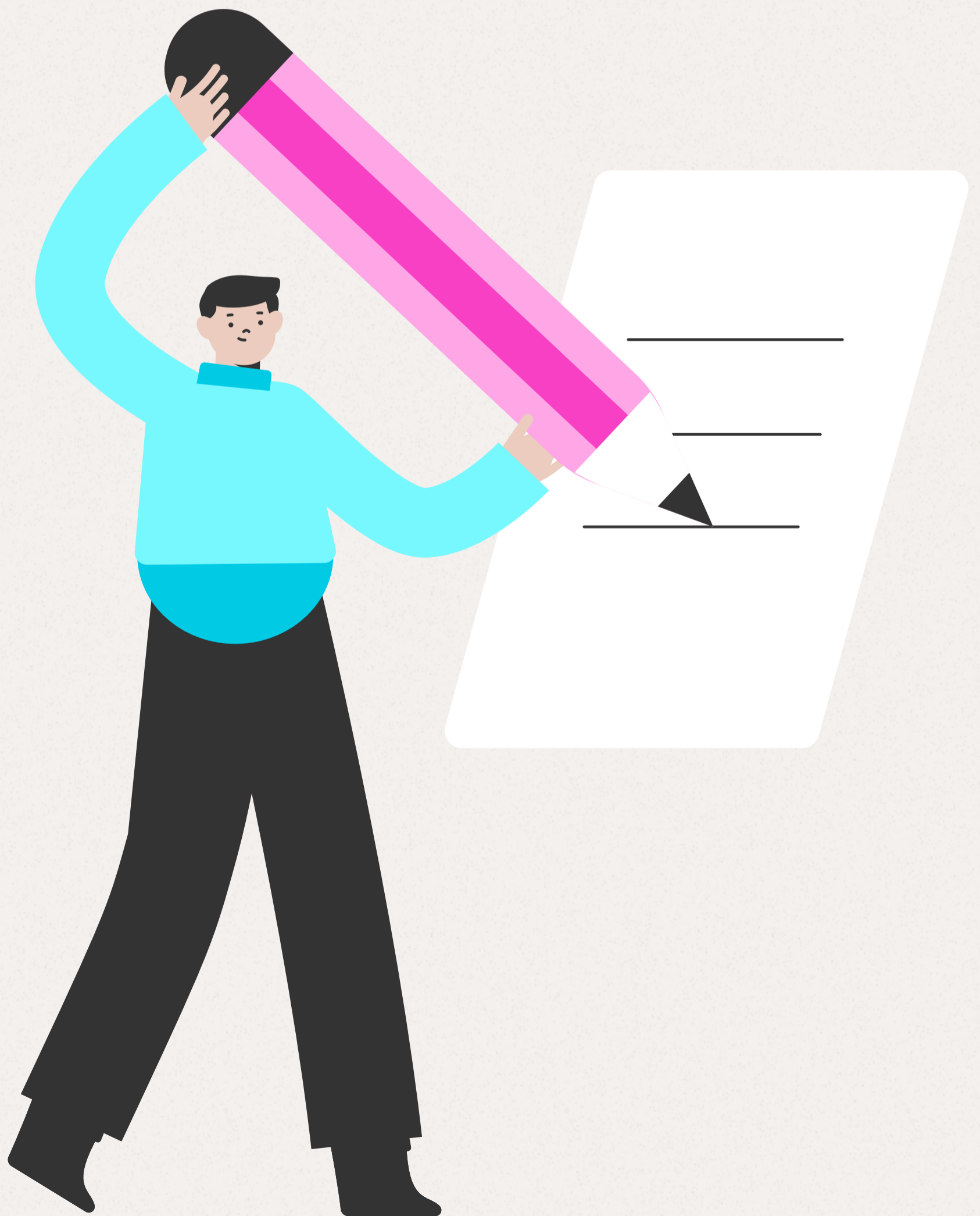


Cheatsheet

How to effectively brief creators
for UGC and influencer campaigns



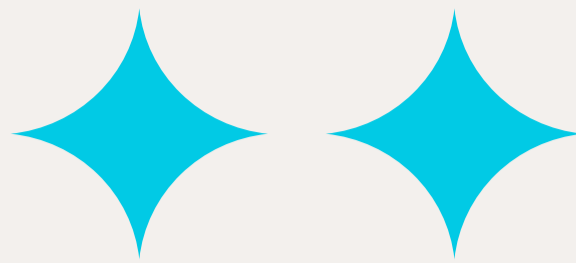


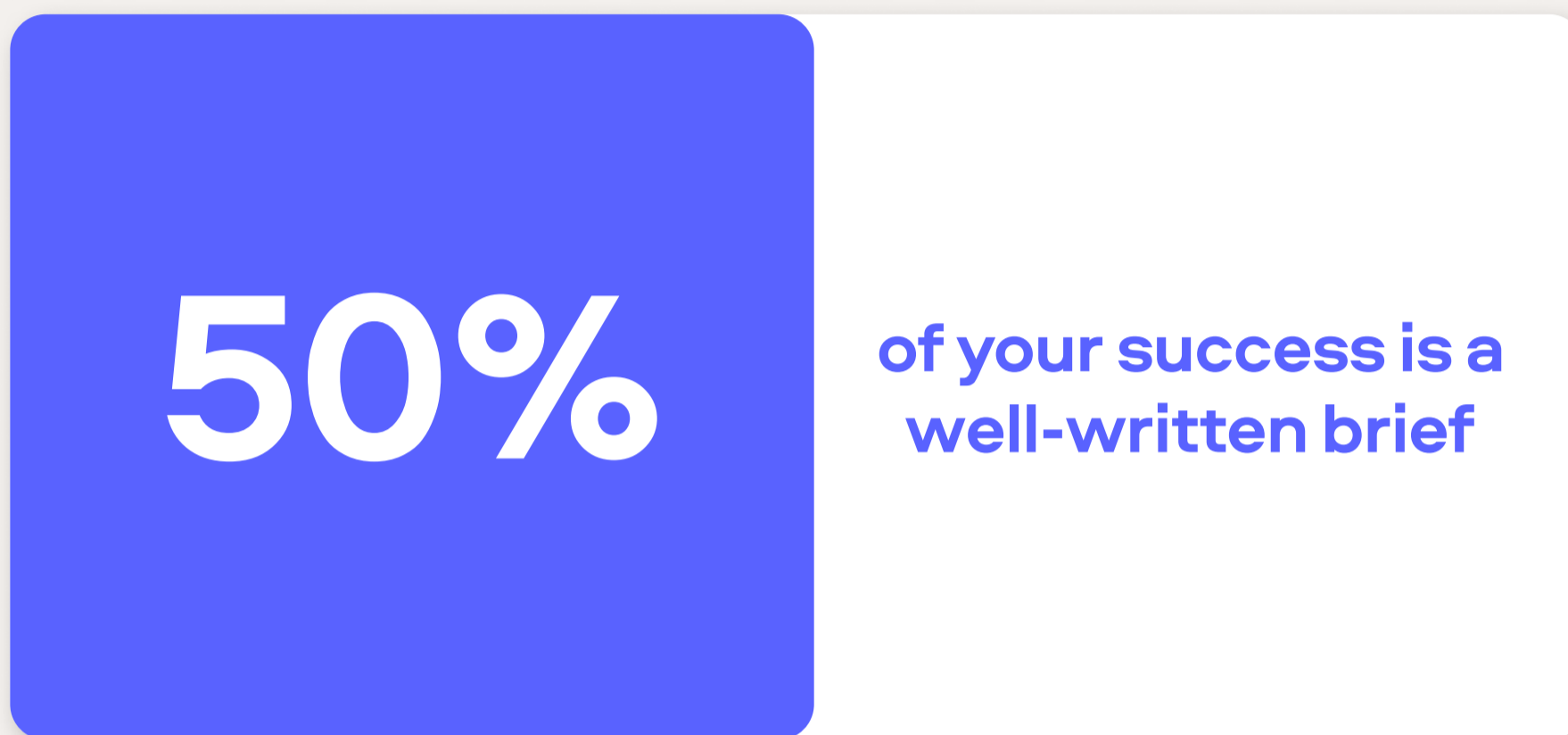
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Before creating a brief it's important to understand that for each type of campaign the brief needs to be different. What we mean is that a just content (UGC only) campaign has very different requirements to a whitelisting campaign, for example.

We will explain this in greater detail further down.



The process for briefing should be thorough, and as a result, you cut down on revisions - saving yourself valuable time.

It's important to understand that creative briefing is a part of the creative testing process that eventually needs to be built in-house or outsourced. In either case, it has to be working for your brand.

Where to start?

Before you can write a brief, you need to start with the creative strategy, creative research and ideation process.

Research your competitors and complimentary brands; analyze their marketing strategy, ad types and successful ad creatives. Also read your customer reviews as this can give you valuable insights into what your audience is saying. From this, you will be able to come up with certain hypothesis and concepts that you've never done before or you will have ideas on how you can develop existing strategies.

Creative freedom vs scripts

People often wonder whether they should give creative freedom or a script to influencers or UGC creators. From our experience, there are 2 ways to look at it:

Content for influencer partnerships:

For organic posting campaigns you need to choose creators with a presence on the social media platform you want to use. Therefore, for an Instagram organic posting campaign, choose creators with a presence on Instagram - and the same for TikTok.

Content for ad creatives:

You are the experts about your brand and products, and you know which ads worked and which didn't. Therefore, as the creative strategist, you have the bigger picture and vision for your next concepts.

In this case, we highly-recommend providing detailed guidance including scripts to ensure you receive the content you need with few revisions.

Note: However, if the creator has a marketing or paid social background (and has input from you about what has worked and not worked in the past), then you can give them more freedom as they will have a better understanding about the process.

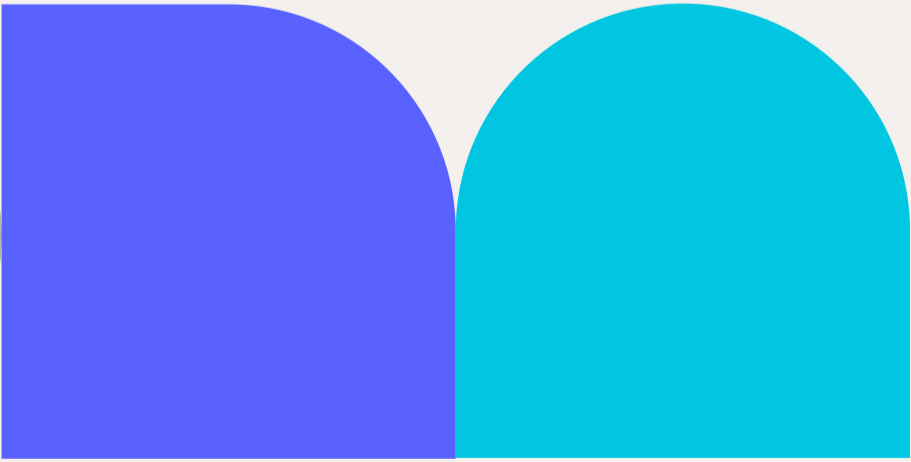
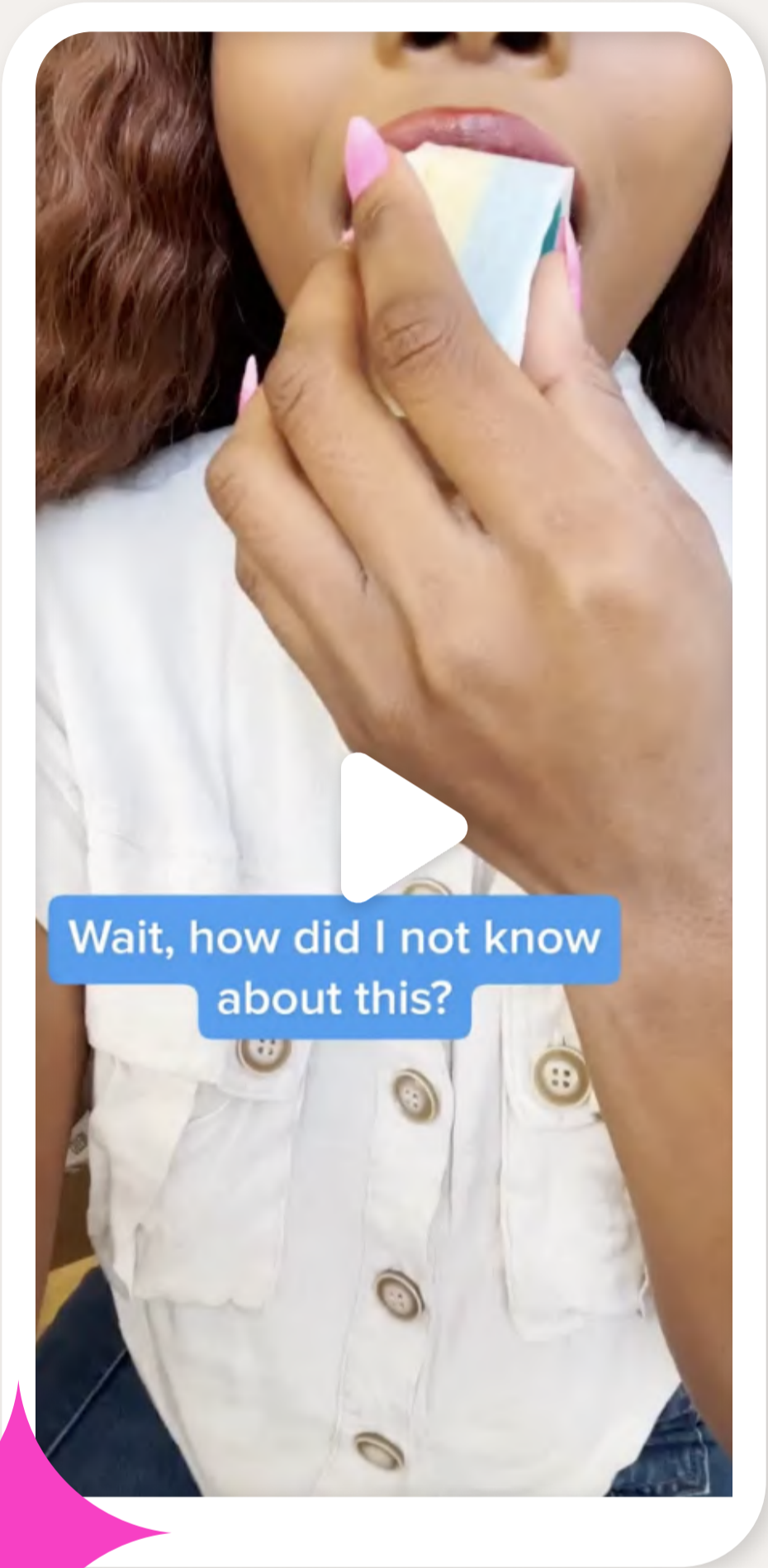
Regardless of the points above, you should always give a detailed overview of your brand and the product (especially value propositions) the influencer or creator is producing content for.

Raw footage vs edited content

We recommend that you always negotiate for both the raw footage as well as the edited content.

When you request both, you'll have a diverse content library with multiple hooks, scenes, and transitions that you can use for creative testing and to optimize your advertising strategies.

For the most part, creators aren't experts in post-production. They usually know how to create trend-based creatives for organic posting but they usually don't have the skills to edit the footage to meet your specific ad requirements. So ask them for the raw footage that your post-production team can work with.

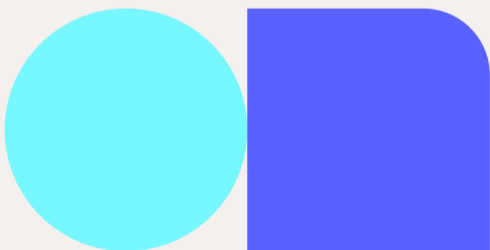


How to write a brief for UGC

Type of content + deliverables

First things first, you need to communicate the type of content you want the creator to produce (e.g. video, photo, just raw footage, etc), how you will pay them (money or product), when you need the content delivered, what you expect them to deliver.

| Example | |
|-----------------|-------------------------------------------------------------------------------------------|
| Type of content | Ready-to-use video for Instagram feed. This content is for UGC only, no posting required. |
| Payment | Money |
| Deliverables | 1 Product Review video, ~ 5 B-Rolls. Fully edited video 20 sec and the raw footage. |
| Deadline | 5 days after receiving the product. |



Brand and product overview

Next you need to tell the creator everything about the brand, not just an overview but also links to the website and social media so they can learn more if they want to.

Provide an overview of the product and whether you are going to ship it to them or if you expect the creator to purchase it themselves and then reimburse them.

| Example | |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Website | https://wonderskin.com/ |
| Social Media | <u>Instagram</u> |
| Brand Overview | Wonderskin is a results-driven skincare brand that delivers innovative solutions to help you achieve healthy, glowing skin, no matter your skin type or concerns. |
| Product | <u>LIQUID GYM Face Sculpting Serum</u> |
| Shipment | Send us your email, name, surname, phone and address, and we'll ship the product to you. |



Value proposition

Here give a detailed description about the product value propositions. These should be the key values that you want the creator to know in order to understand the use, benefits and purpose of the product.

| Example | |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product overview | <ul style="list-style-type: none">• Liquid Gym Face Sculpting Serum is a workout for the face. Due to its powerful ingredients, it helps hydrate and firm the skin.• The product can be stored in the fridge for an extra cooling effect or kept at room temperature. |

Shooting specifications

Consider things that you do and don't want the creators to include in the content. For example, should the content be filmed inside or outside? Do they need a specific background e.g. bathroom? Is there a type of clothing they should or shouldn't wear?

| Example | |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Required actions/ do's and don'ts | <ul style="list-style-type: none">• Must film in good lighting.• Use neutral and plain clothing.• Ensure your environment and video are aesthetically pleasing.• Use a clean, not distracting background• Don't use any filters• Don't wear anything too provocative or distracting• The presence of other brands in the video is not allowed |

Shot list + voice-over outline

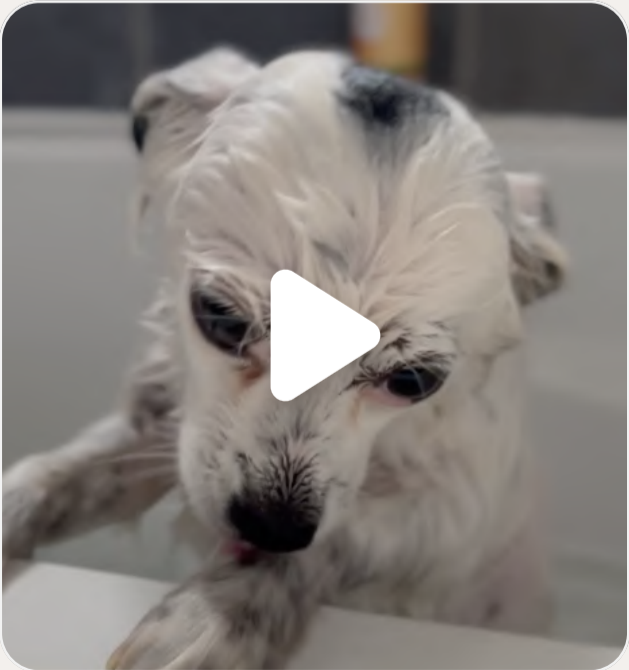
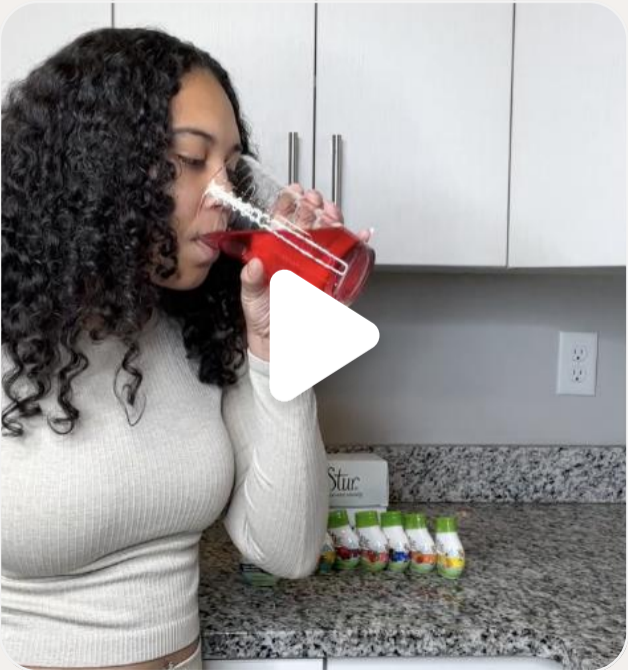
As mentioned earlier, before starting the brief you should have a clear idea of what type of creative, hooks, CTAs and storyline you want the creator to produce. Here is where you explain what you want them to do - be as detailed as possible.

| Example | |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Storyline | Film a selfie-testimonial video using the hook: "This lipstick has changed my life, here's why". Use these shots: <ul style="list-style-type: none">• Product close ups• Product in use• Posing to the camera with a product• Talking head |
| B-rolls | Also send raw footage of these CTAs: <ul style="list-style-type: none">• "I used to spend hours getting my lipstick even until I discovered this product"• "Here is something I can't live without" |

References

Always leave a visual example showing similar versions of what you expect the creator to produce. This can be a full video, or various visual references for different shots.

You can find examples on [Facebook Ad Library](#) or [TikTok Ad Library](#), you can also search content produced by your industry competitors, and complimentary brands.



Inspiration



Ad Types

- Before/After
- ‘How to’
- Selfie-Testimonial
- Unboxing
- Product Demo
- Purchasing online
- Problem <> Solution
- Green screen



Hooks

- Hooks can be:
- Shocking / Weird / Gross
 - Surprising
 - Very relatable



Shots

- Product arriving at your door
- Product close ups
- Product texture shots
- Product in use
- Putting the product down
- Posing to the camera with a product
- Showing behind the scenes
- Talking head
- Buying experience



Download your [free](#) UGC creative brief template

How to write a brief for organic posting

For organic posting you need to do all of the above, plus:



Campaign goal: Brand awareness (Reach, Impressions), Brand engagement (Views, Clicks, Traffic), Conversions (Sales)



Storyline: Include value prop and brand guidelines, and you can also provide an idea for a storyline that worked in the past. No detailed guidance necessary, optional key talking points.



Include your desired CTA: Share a promo-code or an affiliate link if your goal is conversions.



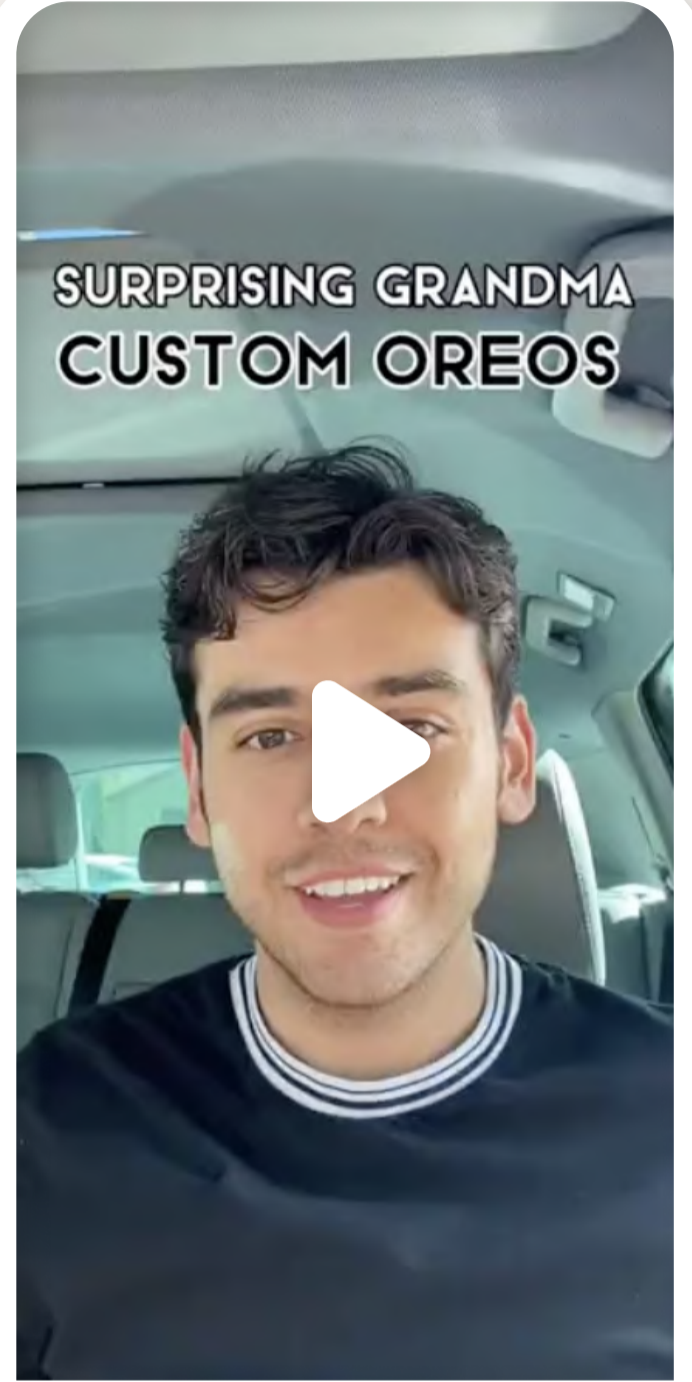
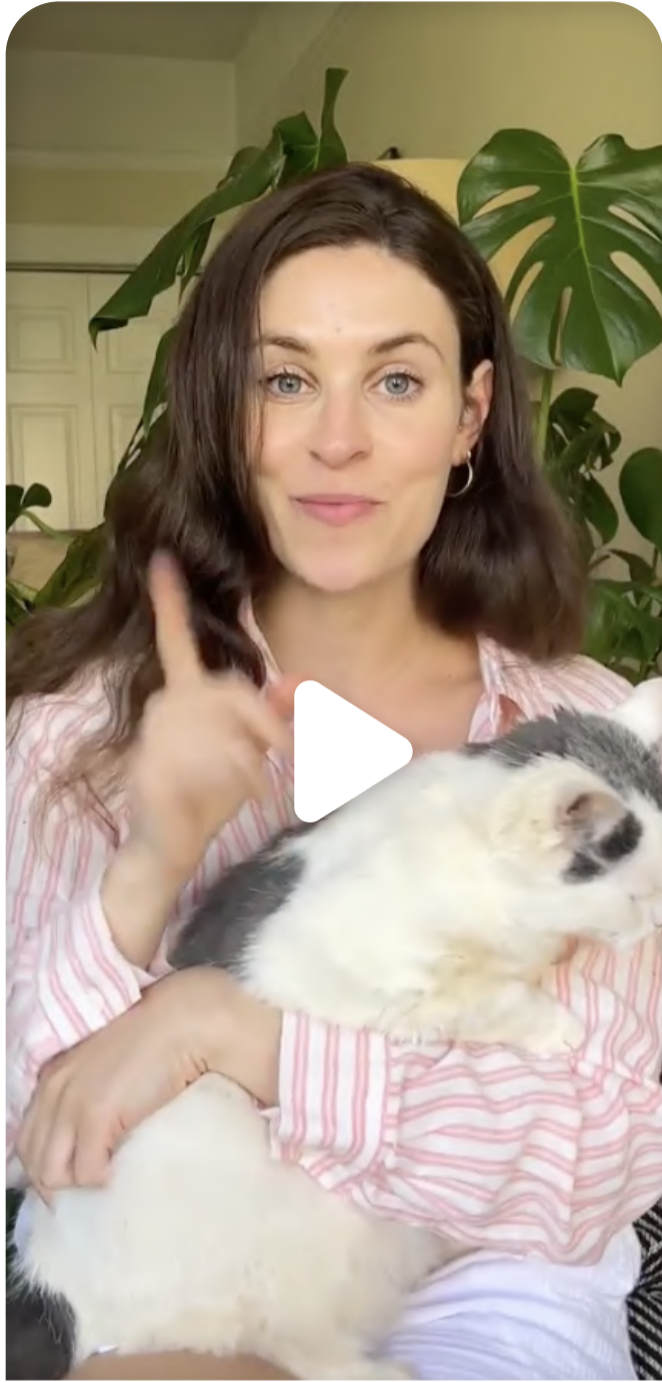
Caption: Add hashtags, social tags, links, caption text



Posting duration: How long the influencer should keep your post on their account.



Tip: Ask for more than one placement to get better results (stories, feed, etc).



Download your **free** organic posting creative brief template



How to write a brief for whitelisted ads

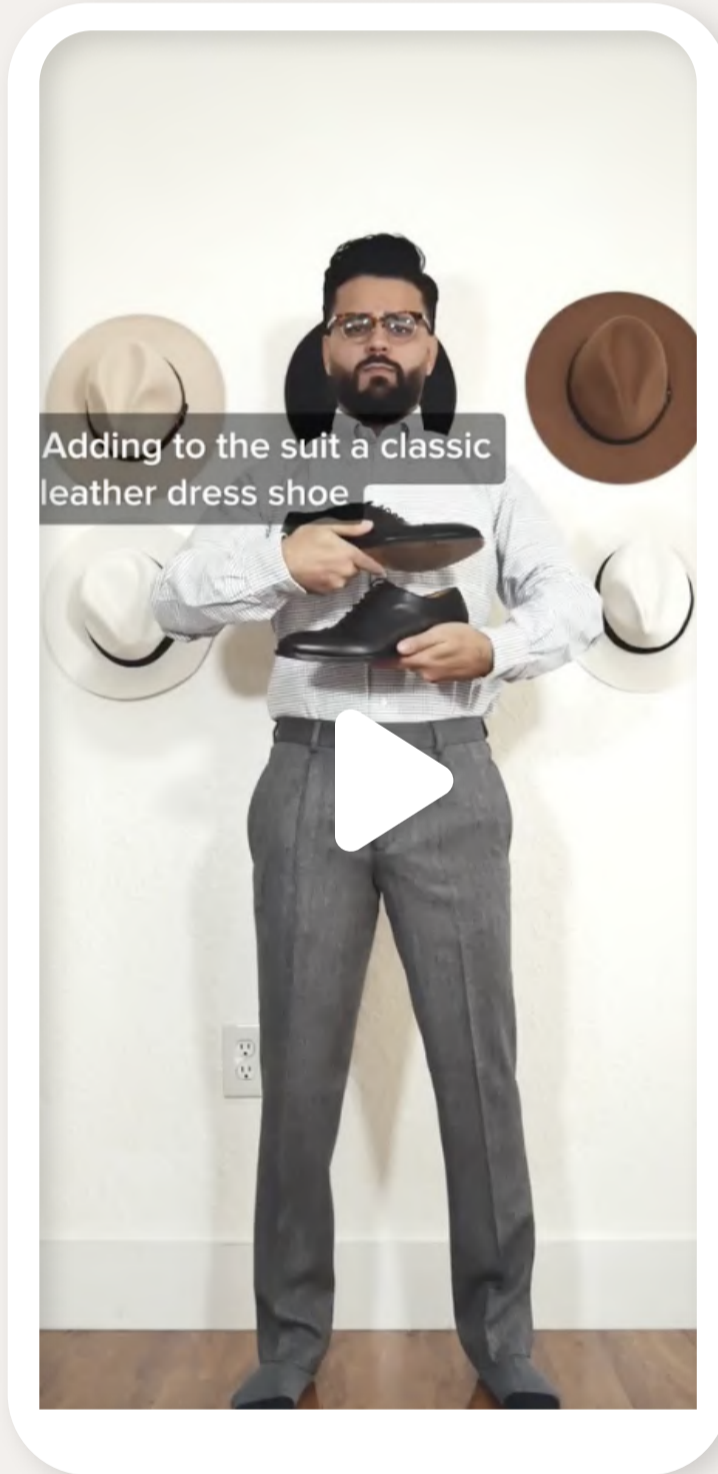
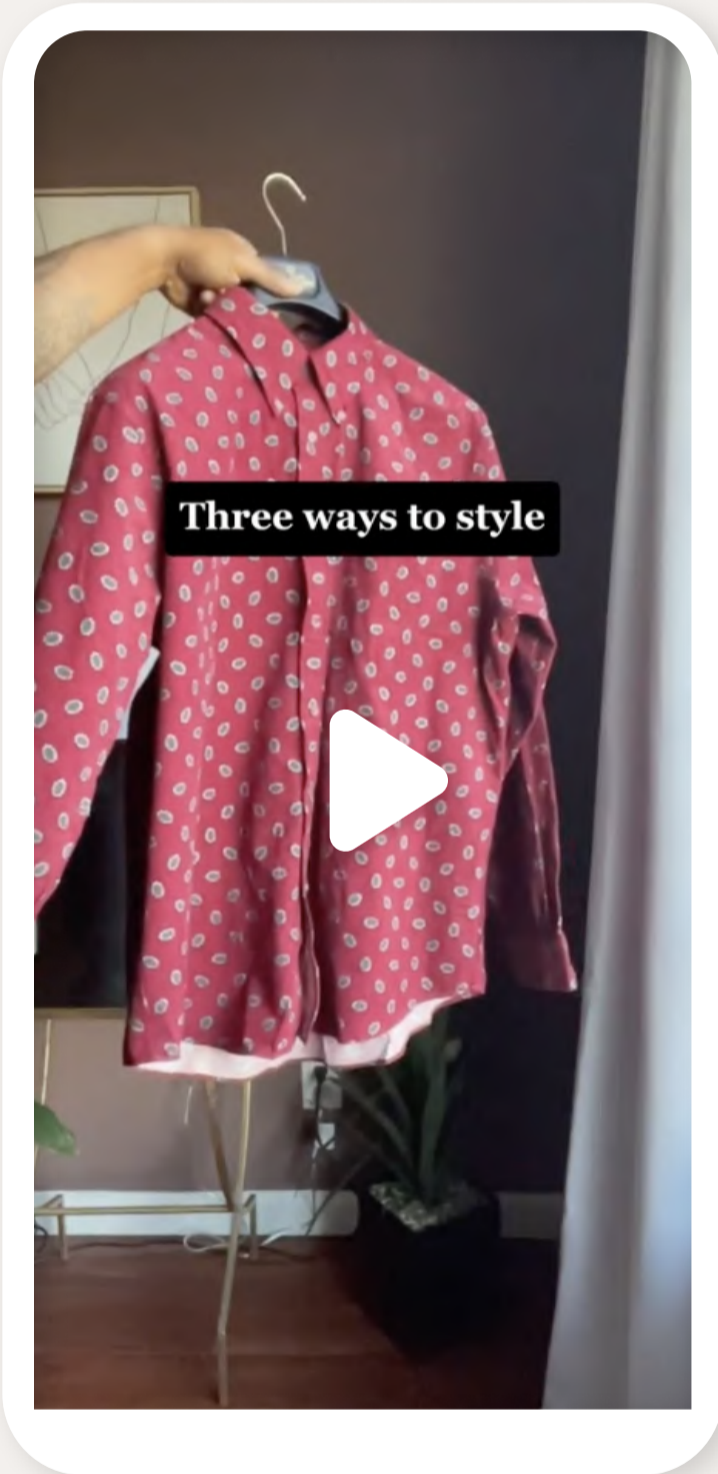
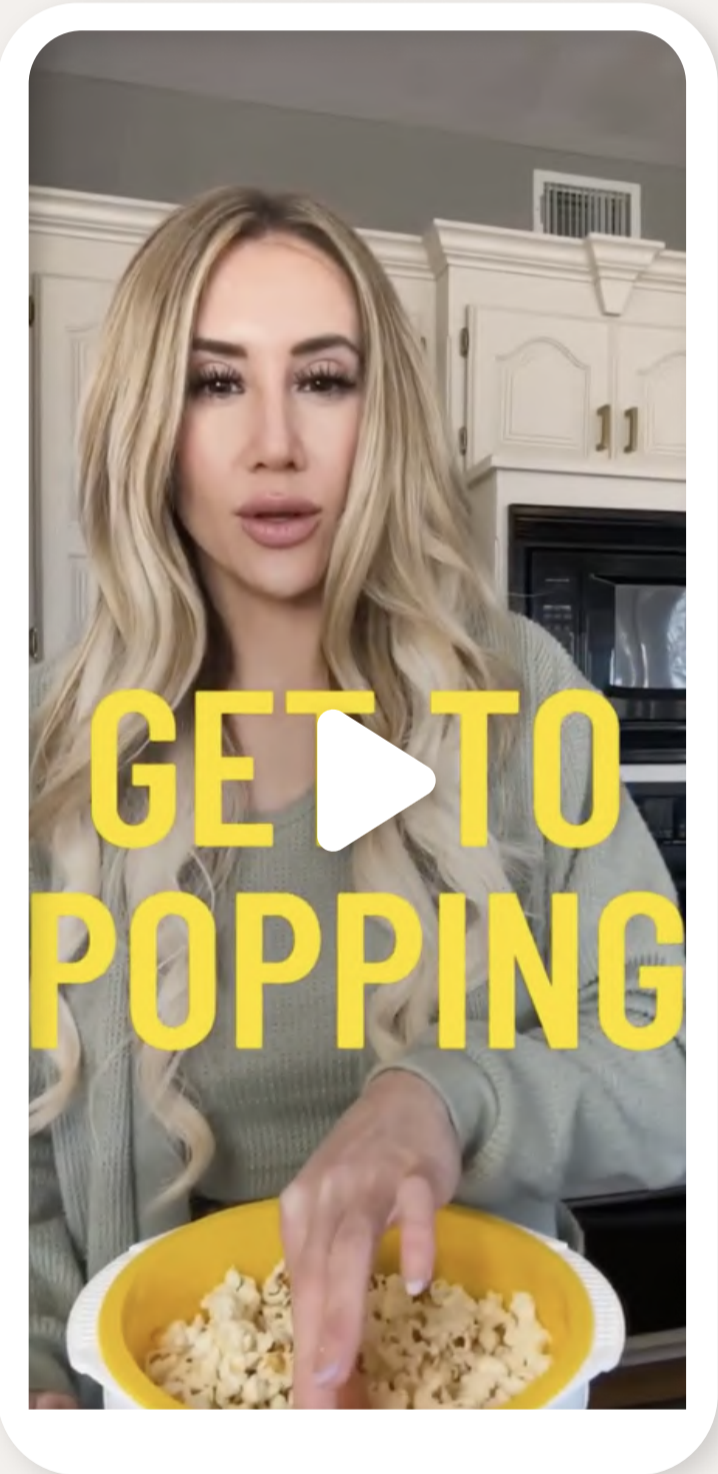
For whitelisted ads you need to do all of the above, plus:



Hook and CTA variations: To test the effectiveness of the ad, multiple variations of the video can be made and uploaded to the influencer's account for A/B testing.



Authenticity: for a successful whitelisted ad, you need to put an extra emphasis on ensuring the influencer comes across as genuine and authentic.



Download your **free** whitelisted ads creative brief template

Brief creation best practices



For smooth content production you can organize a quick 15min call with the creator to discuss your vision, requirements and deliverables.



Be available and responsive to creators if they need to quickly ask you something or if they want feedback on footage they've delivered.



Ask the creator to send a few progress shots to confirm whether the setup is correct to avoid reshooting.



Always negotiate for raw footage files to fill your creative library with hook and cta variations for testing.



Give the creator all the details about the B-rolls needed.



Allow the creator to add their own flare and make tweaks if desired.



The main input should come from you, especially if you're working with an inexperienced creator who may not know the creative strategy.



Use [Insense](#) - the all-in-one platform for UGC ads, organic posting, and whitelisting on Meta + TikTok - as a centralized space for all your UGC and influencer marketing campaigns.

Their platform combines a creator marketplace of 20,000+ UGC creators + micro-influencers, an interactive brief, integrated chat feature, automated payments and copyrights, and more.

[Book a call now to learn more.](#)

