



NEILPATEL

Outreach & Influencer Templates

How To Go **From Zero To 200,000** Followers On Facebook

Email Template #1: Uncovering rates

Subject: Interested in a paid partnership?

Hello, [name]!

I came across your account while researching for influencers for a marketing campaign. I love your posts and engagement with your followers!

[If you want, you can briefly mention a particular post that you love and why.]

I work at [Awesome brand] and would love to discuss working with you for an upcoming campaign.

I'm curious whether you may have any information on rates?

What do you think? No worries if you aren't interested!

Smiles,
[Sign off]

Email template #2: After the campaign

Hello, [name],

Thank you so much for the collaboration! That's an amazing photo and caption!

I thought you might like to know that in the past week, [25] people came to [Awesome Brand] with your referral code. That's incredible!

Do you have any suggestions on how we can improve our collaboration process? No worries if not.

Thank you again, [name]. I would love to stay in touch if you are keen for more collaborations in the future.

Smiles,
[Sign off]

Email template #3: Partnership

Subject: Partnership Opportunity with **AwesomeBrand** for **Awesomeblog.com**

Hi Sarah,

This is [Name] and I work with [BlogName]. We are in the early stages of developing a campaign for our product, [AwesomeBrand] (awesomebrand.com), a [product X in the niche Y].

Your recent post on AwesomeBlog.com about [the best ways to wear a scarf in the summer caught our attention]. I've presented your blog to our team and we are all excited about the possibility of collaborating with you on a [summer fashion grab bag] giveaway. We would provide you with a great [accessory grab bag].

We are rolling out a new line of accessories and would love for you to partner with us by presenting it to your online community. Social engagement, especially Facebook and Pinterest, will be an important component for this campaign.

Please let me know if you are interested in participating and what your requirements are and I will send you the details right away.

If you have an idea that spins off this, let me know! We value your input and would be happy to modify our idea if you think of something that would be more appealing to your readers.

We are hoping you will collaborate with us and look forward to hearing from you.

Best Regards,

[Sign off]