



Influencer Marketing Brief

Company Overview


#HASHTAG information will be shared while sharing the monthly or weekly brief.



About us:	Bakerykart is an e-commerce marketplace for baking supplies. We tie up with manufacturers, importers, and retailers to list a variety of products.
-----------	--


Recipe Share

#Bakerykart #BakewithBakerykart
#RecipeName

A chocolate cake on a yellow plate, with a slice being lifted and wafers falling around it.

Product Demo

#Bakerykart #BakerykartDemo
#ProductName

A person's hand using a piping bag to decorate a light green cake with pink frosting.

Campaign Brief

Campaign Goal:	<ul style="list-style-type: none">• Grow brand awareness and brand identity• Increase brand's social media following• Enhance your marketing funnel or sales pipeline by offering a promotion or lead magnet• Increase consumer purchases (don't hard sell)
Campaign Message:	Showcase Bakerykart as a one-stop solution for all baking supplies with top brands across India.
UTM:	<p>While posting links, please share the below UTM https://www.Bakerykart.com?utm_campaign=Influencer_Name&utm_medium=social&utm_source=facebook</p> <p>Note : Change Name to yours and change source to social media channel</p>

Campaign Brief

Key Objectives:	Engagement, Link Clicks, Sales, Product Knowledge
Channels:	Instagram, Facebook, YouTube
Deliverables & Timeline:	<p>Recipe: 1 Short Reels (30 seconds), 2 Images for Post with recipe every week for 3 months</p> <p>Demo: 1 Short Reels (30 seconds), 2 Images for Post with recipe every week for 3 months</p>

Campaign Brief

Target Audience:	Chef & Home Bakers (18 to 55 Years, Female), India
Budget:	Barter - we will send the products to you.
Timeline:	1 st March 2023 to 31 May 2023
Post Schedule:	Wednesday of Every Week (9am to 11AM)

Campaign Brief

Campaign Reporting Requirements:	Historical Hashtag Data Comprehensive Audience Insights
Min Deliverable	Reel – Min 10k Play, 150 Likes & 50 Comments Post – Min 100 Likes & 25 Comments
Content Review Process:	Yes, we request that all content creators submit their image + caption via email (hello@bakerykart.com) prior to posting content
Payment: (if applicable)	Send invoice on the first of next month to hello@bakerykart.com

Campaign Deliverables

Deliverable #1	Recipe Reel & Post
Deadlines	A. Content Review: 2 Week Before each schedule Post B. Final Review: 1 Week before the Schedule
Deliverable description:	New & Exciting Recipes using the products provided by Bakerykart with link to recipes published on Bakerykart website.

Campaign Deliverables

Deliverable #2	Product Demo Reel & Post
Deadlines	A. Content Review: 2 Week Before each schedule Post B. Final Review: 1 Week before the Schedule
Deliverable description:	A short product demo reel showcasing the product application with a link to the product page on the Bakerykart website.

Campaign Deliverables

Inspiration	For Inspiration and ideas refer to International brands like Wilton, Satin Ice, Callebaut, Valrhona, Nordicware, Marvelousmolds etc
Post caption description	<p>Key messages:</p> <ul style="list-style-type: none">• Bakerykart has high-quality products• Orders are Delivered within 5 to 7 business days across India• Great Deals & Offers• Trusted Brands & Products <p>Branded tag & hashtags: @bakerykart, #bakerykart, #bakewithbakerykart #bakingsupplies #homebaking #bakerykartupdate</p> <p>Links to use from: www.bakerykart.com</p>

Campaign Deliverables

Example & Reference
for Deliverables



Influencer Do's & Don'ts

Do's:	<ul style="list-style-type: none">• Do include the campaign messages in the post captions• Do submit your content for review on the date indicated• Do position the logo according to brand guidelines• Do include the #ad/#sponsored hashtag in your post• Do include Call to Action
Don'ts:	<ul style="list-style-type: none">• Don't include pictures/references from our competitors• Don't compare Bakerykart to any competitors• Don't incorporate any other sponsored posts• Don't highlight any other brand unless specified by us.• Don't use the same content on all platforms• Don't use stock photos or videos• Don't post using private or anonymous profiles

Influencer Selection

Prerequisite	<ul style="list-style-type: none">• Post Content Relevant to Industry• Post High-Quality Original Content• Should have a very strong engagement ratio• Post Content Consistently• Must have 5,000 to 50,000 Followers• Past Brand Association• Following should be less than followers• The profile should be min 2 years old
Requirement	<ul style="list-style-type: none">• Send us your last 3 month's engagement report• Send us achievements with past association• Send us min 2 references for verifying your last deliverable
Selection	<ul style="list-style-type: none">• Post Selection, please share the plan with the delivery timeline

Contact Information

Point of Contact:	Amit Shroff
Email :	hello@bakerykart.com
Phone :	9811122212

For any further details, please speak to us

