



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



### Product Demo

#Bakerykart #BakerykartDemo  
#ProductName



## Campaign Brief

Campaign Goal:	<ul style="list-style-type: none"><li>• Grow brand awareness and brand identity</li><li>• Increase brand's social media following</li><li>• Enhance your marketing funnel or sales pipeline by offering a promotion or lead magnet</li><li>• Increase consumer purchases (don't hard sell)</li></ul>
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 <a href="https://www.Bakerykart.com?utm_campaign=Influencer_Name&amp;utm_medium=social&amp;utm_source=facebook">https://www.Bakerykart.com?utm_campaign=Influencer_Name&amp;utm_medium=social&amp;utm_source=facebook</a></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:	2 Short Reels (30 seconds), 1 Images for Post every month

## Campaign Brief

Target Audience:	Chef & Home Bakers (18 to 55 Years, Female), India
Budget:	Barter - we will send 1 product each month
Timeline:	To be Discussed
Post Schedule:	Weekly Based on the Top Engagement Slot of Influencer

## 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 ( <a href="mailto:hello@bakerykart.com">hello@bakerykart.com</a> ) prior to posting content
Payment: (if applicable)	Send invoice on the first of next month to <a href="mailto:hello@bakerykart.com">hello@bakerykart.com</a>

## 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"><li>• Bakerykart has high-quality products</li><li>• Orders are Delivered within 5 to 7 business days across India</li><li>• Great Deals &amp; Offers</li><li>• Trusted Brands &amp; Products</li></ul> <p>Branded tag &amp; hashtags: @bakerykart, #bakerykart, #bakewithbakerykart #bakingsupplies #homebaking #bakerykartupdate</p> <p>Links to use from: <a href="http://www.bakerykart.com">www.bakerykart.com</a></p>

## Campaign Deliverables

Example & Reference  
for Deliverables



## Influencer Do's & Don'ts

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

## Influencer Selection

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

## Contact Information

Point of Contact:	Amit Shroff
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**For any further details, please speak to us**

