

Micro-Influencer Collaborative Content Strategy Checklist

Print off this checklist and tick off each step as you go through the [‘Developing a Winning Micro-Influencer Collaborative Content Strategy’](#) guide on our Talk About Digital Podcast website.

Setting Clear Micro-Influencer Collaboration Objectives

- Define the purpose of the collaboration
- Break down the purpose into specific, actionable objectives
- Review your business goals to ensure alignment with collaboration objectives
- Establish a connection between collaboration objectives and business goals
- Discuss and understand the influencer’s objectives
- Align mutual interests and set joint objectives

Crafting a Micro-Influencer Collaborative Content Plan

- Schedule a brainstorming session with the influencer
- Encourage creative freedom during brainstorming
- Generate a list of potential content ideas
- Prioritise content ideas based on impact and feasibility

- Discuss and decide on the best content formats (posts, stories, videos, etc.)
- Plan a content mix that keeps the audience engaged
- Share your brand guidelines (tone, voice, style) with the influencer
- Allow the influencer to infuse their personal style into the content
- Review and align content with your brand message and the influencer's style

Establishing Content Guidelines and Expectations

- Clearly define your brand's tone, voice, and style
- Communicate your expectations to the influencer
- Provide the influencer with brand assets (logos, fonts, colours)
- Outline key messages you want the content to convey
- Provide examples of successful past content for reference
- Encourage the influencer to create honest and genuine content
- Review content for brand consistency before publication
- Offer constructive feedback, focusing on solutions and improvements
- Give final approval once content meets guidelines

Creating a Content Schedule and Timeline

- Assess your goals and resources to determine content frequency
- Agree on a content frequency that suits both parties

- Test different frequencies and adjust based on results
- Set clear deadlines for each stage of content creation
- Break down content production into milestones
- Schedule regular check-ins with the influencer
- Identify peak engagement times for posting content
- Create a detailed posting calendar with specific dates and times
- Coordinate posting schedules with other marketing activities
- Monitor content performance and adjust the schedule if needed

Implementing Content Creation and Approval Processes

- Define roles and responsibilities for content production
- Establish communication channels and frequency for updates
- Outline a timeline for content creation with clear deadlines
- Set up a straightforward content approval process
- Review content to ensure alignment with brand guidelines
- Provide specific and constructive feedback for revisions
- Finalise and give approval for content before publication
- Archive approved content for future reference

Amplifying Micro-Influencer Collaborative Content

- Plan joint announcements with the influencer on both channels
- Encourage the influencer to share content across all platforms
- Ensure mutual tagging in all related posts for cross-promotion

- Run joint campaigns or contests to engage both audiences
- Utilise platform-specific features (e.g., Instagram Stories, TikTok)
- Consider using paid promotion to boost content visibility
- Collaborate on live sessions for real-time engagement
- Develop and promote a branded hashtag for the collaboration
- Use popular and relevant hashtags to increase discoverability
- Tag relevant accounts to broaden reach
- Encourage user-generated content and feature the best submissions

Monitoring and Measuring the Performance of Your Micro-Influencer Collaborative Content

- Define Key Performance Indicators (KPIs) for the collaboration
- Choose the right tools to track these KPIs (e.g., GA4, Instagram Insights)
- Set up UTM parameters to track website traffic sources
- Regularly monitor engagement metrics on social media platforms
- Assess reach and impressions to understand content visibility
- Track conversion data using GA4 to measure the impact on sales or sign-ups
- Compare performance data against benchmarks or previous campaigns
- Analyse what's working and identify successful content elements
- Address areas that need improvement based on performance data
- Discuss findings with the influencer to refine the strategy

- Adjust the strategy for future campaigns based on insights

Enhancing Micro-Influencer Collaboration for Future Success

- Schedule a post-campaign review with the influencer
- Ask for specific feedback on the collaboration process
- Take notes and reflect on the feedback received
- Review the campaign's performance data together
- Identify challenges faced and discuss potential solutions
- Highlight and celebrate the successes of the campaign
- Explore opportunities for future collaborations
- Set tentative dates and goals for the next campaign
- Maintain regular communication between campaigns
- Document insights and plans for future reference

By using this checklist and following the related guide on the TAD website you will understand how to develop a collaborative content strategy with your chosen micro-influencers that is aligned with your content and business goals to help grow your business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.