

EMAIL REACH-OUT TO BRANDS

WHEN YOU APPLY FOR AN OPT-IN PLATFORM CAMPAIGN...

APPLICATION FYI - UGC CAMPAIGN

Hey (brand) team!

I just applied for (campaign name) and wanted to let you know how excited I am about potentially working together. As a (self-descriptor e.g. mother of four children) UGC creator, I am such a fan of (brand) because of your (). I especially love your (product or brand focus) and believe I can create some amazing content for (brand) on your social, site, and other channels.

Having created lots of (category) content for brands as well as my own social feed, I feel like UGC creation in this category is my specialty and I would love to produce relatable and engaging content that raises consumers' trust, consideration, and ultimately purchase of (brand)'s products.

Please let me know if you have any questions or if you would like to see some creative concepts I've already thought up for the content. I'm happy to work within your budget to make sure you receive the assets - and the usage rights - you need for this program.

Thanks so much!

(Name)

(Instagram hyperlink)

(TikTok hyperlink)