

EMAIL REACH-OUT TO BRANDS

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

APPLICATION FYI - POSTING 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), I am such a fan of (brand) because of your (). I especially love your (product or brand focus) and believe (brand) would be a great fit for my content and audience.

Having worked with (brand example 1) and (brand example 2), I've seen how my audience loves content and products in this category, especially given they are predominantly (gender/ age skew e.g. 86% female and most with at least one kid) and interested in (interest relating to brand and campaign).

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 also happy to share my media kit.

Thanks so much!

(Name)

(Instagram hyperlink)

(TikTok hyperlink)