

EMAIL REACH-OUT TO BRANDS

WHEN YOU PROACTIVELY REACH OUT TO A BRAND...

POST-CAMPAIGN EMAIL SUMMARIZING PERFORMANCE

Hi (Name)!

That was such a fun campaign - thanks for trusting me to deliver for (brand), I think it was a huge success! I've included a couple highlights below:

- XYZ Post drove a 4.2% engagement rate
- XYZ Reel was Shared 123 times, which usually indicates resonance and purchase intent
- Across the board, my posts delivered a XX,XXX impressions (a XX% impression rate vs. 11% industry benchmark)
- My affiliate link shows \$XX,XXX in sales driven (XXX products)

Sentiment was overwhelmingly positive from my followers, see below for screenshot of comments and DMs I got about (brand/product) - my followers loved you guys!

The content felt organic and performed well, my audience loved it, and I really enjoyed working with you all, so I would love to explore a future program together or even a long term partnership/ambassadorship. Outside of posts, there's a lot I think I can help with from a content creation standpoint for your socials and site.

Let me know your thoughts.

(Name)

(Instagram hyperlink)

(TikTok hyperlink)