

● // BEFORE THE BUDGET MOVES

Before you greenlight creator spend.

10 questions to pressure-test the decision before you commit the budget.

Every marketing dollar deserves evidence.

THE INFLUENCER PARTNERSHIP PRE-LAUNCH CHECKLIST

Use before creator selection, contracting or final budget approval.

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| <p>☐ 01 WHO ARE WE ACTUALLY TRYING TO INFLUENCE?</p> <p>Can we describe the audience beyond demographics, including the communities, behaviors, motivations and conversations that matter?</p> <p>☐ 02 WHY SHOULD THIS AUDIENCE CARE ABOUT THIS CREATOR?</p> <p>What gives this creator credibility with the people we need to reach?</p> <p>☐ 03 ARE WE CHOOSING FOR FIT OR FOR CONVENIENCE?</p> <p>Would we still choose this creator if they weren't already known, available or easy to approve?</p> <p>☐ 04 WHAT ARE WE ACTUALLY PAYING FOR?</p> <p>Separate the value of content, reach, credibility, distribution, usage rights, exclusivity and amplification.</p> <p>☐ 05 WHAT HAS TO HAPPEN FOR THIS INVESTMENT TO WORK?</p> <p>Define the primary business outcome before the campaign launches, not after the results arrive.</p> | <p>☐ 06 WHAT EVIDENCE SUGGESTS IT WILL WORK?</p> <p>Look at audience alignment, category relevance, engagement quality, past performance and other decision-grade signals.</p> <p>☐ 07 IS THERE A REASON WE SHOULDN'T WORK WITH THIS CREATOR?</p> <p>Check brand safety, suitability, authenticity, competitive conflicts, compliance and past content before activation.</p> <p>☐ 08 WHICH PARTS OF THE PLAN ARE FACTS AND WHICH ARE ASSUMPTIONS?</p> <p>Make the assumptions visible. Then decide whether there is enough evidence to proceed.</p> <p>☐ 09 HOW WILL WE KNOW EARLY ENOUGH IF IT ISN'T WORKING?</p> <p>Agree on what you'll watch, what would trigger a change and where budget can move while the campaign is still live.</p> <p>☐ 10 IF IT UNDERPERFORMS, CAN WE EXPLAIN WHY WE APPROVED IT?</p> <p>Could you defend the audience, creator, investment and expected outcome based on what you knew at the time?</p> |
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THE GREENLIGHT STANDARD

Enough evidence to make and defend the decision.

Audience-first decision discipline for creator investment.

