

# BRAND PITCH & FOLLOW UP TEMPLATE.

## Tips before you pitch:

1. Make sure you're following the brand on TikTok and Instagram
2. Send your emails/messages at the beginning of the month, or the last week of the month – brands typically have fresh campaigns for each month, and this will increase your chances of being added to their next one before the budget/product runs out!
3. Keep it short and sweet – if you plan to add anything extra to the template, make sure you're not adding anything unnecessary. Brands are busy and they want you to be straight-to-the-point!
4. Have your media kit and rates ready!
5. Send both an email and a direct message to their IG account.
6. Follow-up – if you haven't received a response in 72 hours, send a follow up message (see below).

### **HOW TO FIND A BRAND'S EMAIL**

- *Go to their IG page and look for an influencer/PR email in their bio.*
- *You can also go straight to their website and check the bottom of the page for a "CONTACT" button.*
- *Once you find that page, look for an email that relates to your situation (ex. PR or Collab Inquiry).*
- *If you can't find an address for pitching, send an email to their regular address (could be for questions about orders, or a general "help" email) and ask to be directed to their PR team.*

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**SEE TEMPLATES ON PAGE 2.**

@lexiluxury

## BRAND PITCH

Subject: Let's create content together 🎬 ✨

Good (morning/evening/afternoon),

I've been a fan of (brand name) for a while, and I thought it was time to introduce myself!  
I'm (your name), an influencer and content creator with a focus on (your niche(s) – ex. fashion, beauty and wellness).

My content style is (content style adjectives – ex. Bright, playful, aesthetic, moody); knowing \*insert brand name here\*, I think we'd work well together!

I've included some of my recent content here:

(link one of each content-type you offer – ex. Instagram feed post, Reel, TikTok, YouTube video, etc) P.S. short form video content is what most brands are looking for! So make sure the short form video you send is a good one!

My social platforms are linked below:

(link all social platforms)

I would love to be considered for future campaigns with the brand, would \*insert brand name here\* be interested in that?

Best wishes,  
(your signature)

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## FOLLOW UP

(reply to your previous email)

Good (morning/evening/afternoon),

I know emails can get lost in the shuffle, so I wanted to move this thread back to the top of your inbox with a follow-up!

I look forward to hearing back,  
(your signature)

@lexiluxury

