

1. Define the Goal (before you make contact)

A. What is the primary objective?

- Destination discovery
- Event awareness
- Business spotlight
- Seasonal travel planning
- Website clicks

B. What part of the funnel does this content support?

- Discovery (short form video, trends)
- Engagement (carousels, stories, series)
- Conversion (guides, links, itineraries)

C. What action should someone take after seeing this?

- Save
- Share
- Follow
- Click a link
- Visit in person

2. Vet the Creator (beyond follower count)

- Audience aligns with visitor profile
- Strong engagement (comments feel real & not generic)
- Clear niche or passion area (food, outdoors, arts, history, sports, etc.)
- Past content fits your brand tone and values
- Comfortable on camera (voiceovers, talking to camera, storytelling)
- Reliable and professional (clear communication, meets deadlines)

3. Decide: Creator vs Influencer

- Are you hiring them to create content for your channels (will you reuse these assets?)
- Post to their own audience (influencer)
- Both (best value when budget allows)
- Have you confirmed what the usage rights are, will there be paid amplification?

4. Build a Smart Partnership (not a one-off post)

A. Deliverables should support the funnel

- Short form video for discovery
- Stories or carousel for depth
- Link or guide for conversion

B. Make sure clear expectations are shared upfront around timelines, posting windows, how many reviews, any required links or tags.

C. Is there an opportunity for a series or repeated visits, event tie ins, or seasonal refreshes?

5. Creative Guidance

A. Don't kill the vibe! You are hiring this person for their unique point of view. Make sure you both agree to any talking points or must-include information but then step back and let them work.

B. Leave room for creator voice and style, format-native content, and trends/sounds, storytelling. Overall guide the what, not the how.

6. Measure What Matters

A. Track performance

- Watch time
- Saves
- Shares
- Comments/questions and sentiment
- Link clicks

7. Repurpose and Extend the Value

- Use content in website or email
- Resurface throughout the season
- Turn captions into blog or guide copy
- Use stills for carousels or newsletters

[Blank Creator Brief Contract](#)