



A BRAND GUIDE & TEMPLATE PACK

# Influencer Outreach Email & DM Templates.

Ten ready-to-personalise outreach templates – across email, Instagram DM, and LinkedIn – with editorial guidance on tone, cadence, and the personalisation that turns a cold message into a reply.

10

Templates

3

Channels

1×

Follow-up Rule

∞

Personalise

FOR BRANDS &amp; MARKETING TEAMS

# Influencer Outreach Templates.

*"Creators receive generic outreach constantly. A message that references a specific post, a recent campaign, or something specific about their audience signals you have done your homework — and dramatically increases your chance of a reply."*

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DOCUMENT  
Resource 13

FORMAT  
Guide + 10 Templates

PAGES  
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## INSIDE THIS GUIDE

Guide + 10 outreach templates

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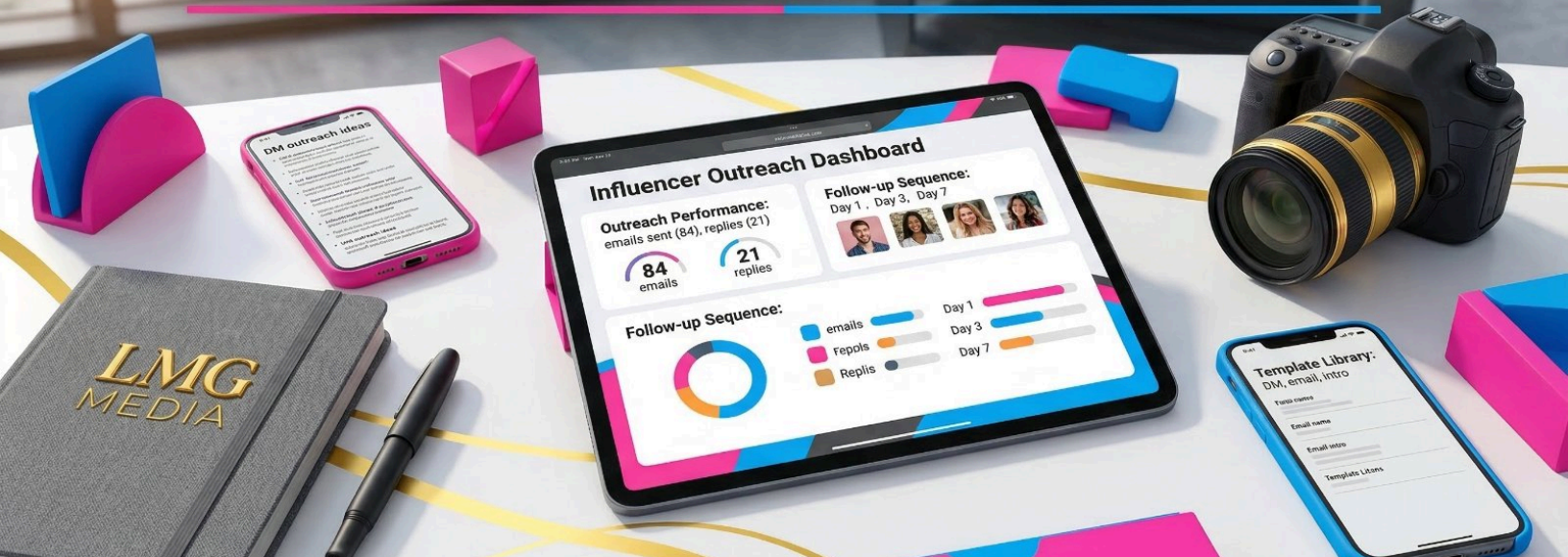
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# INFLUENCER OUTREACH EMAIL & DM TEMPLATES BY LMG MEDIA



## HOW TO USE THESE TEMPLATES

# A starting framework — not a finished message.

Each template in this pack is a starting framework. Before sending any outreach, complete **every [personalisation prompt]** marked in square brackets. The most important personalisation is always a genuine, specific reference to the creator's content.

Creators receive generic outreach constantly — and recognise it instantly. A message that references a specific post, a recent campaign, or something specific about their audience signals that you have

done your homework, and dramatically increases your chance of a reply.

Each template is presented as it would appear in the channel it's designed for: emails as email mock-ups, DMs as DM mock-ups, LinkedIn messages with the LinkedIn header. Read the template, copy the structure, then personalise the body.

Never send the same template to two creators without re-personalising. Templates copied verbatim end up shared between creators — and damage brand reputation in the creator community for years.

## Five Principles of Great Outreach

# Short. Specific. Honest. Once.

Outreach that gets replies is built on five disciplines. Skip any one and the open-rate drops. Apply them consistently and a small list of well-targeted creators outperforms a large list of templated sends.

**01****Keep it short**

A first message should take under 60 seconds to read. If you need more than that, the conversation belongs in a longer-form follow-up — not the first touch.

**02****Lead with their value**

What is in it for the creator? Open with that. Your brand story belongs further down — or in a follow-up.

**03****Be specific about the offer**

Vague proposals waste everyone's time. State whether the deal is paid, gifted, or organic — and what the deliverable expectation is, if any.

**04****Follow up once**

Send a single, polite follow-up 5–7 days after the initial message. Never follow up more than twice on cold outreach. If they don't respond, move on.

**05****Disclose compensation early**

Surprises at this stage damage trust. Always make clear whether the partnership would be paid or gifted in your first message.

*A small list of well-targeted, well-personalised creators will outperform a large list of templated outreach — every time.*

— LMG MEDIA OUTREACH DESK

ANATOMY OF A GREAT FIRST MESSAGE

# Five parts, in **this order.**

An effective first-touch message is built from five recognisable parts. The example below is annotated to show what each part does – and why.

EXAMPLE
First-touch email
GMAIL

TO	creator@email.com
FROM	you@brand.com
SUBJECT	<b>Brand × @creator – we'd love to send you our new release</b>

Hi *[Creator first name]*,

I'm *[Your name]* from *[Brand name]* – a *[one-sentence description of what you do and who you serve]*.

I've been following your content for a while – *[specific reference: e.g. "your recent post on building a sustainable wardrobe was exactly the kind of content our brand is built for"]* – and I think there's a genuine fit between what you create and what we make.

We'd love to send you *[product name]* – no strings attached and no posting obligation. If you try it and love it, we'd be thrilled if you wanted to share. If it's not for you, that's completely fine.

Would you be open to us sending something over? If so, just reply with your shipping address.

**[Your name]** · [Title], [Brand name] · [Email] | [Website]

- 01 Specific subject line**

Includes both brand and creator handle. The brand × creator format reads as a personalised pitch, not a broadcast.
- 02 One-line brand intro**

Who you are and who you serve – never more. The creator will research you only if the rest of the message earns it.
- 03 The specific reference**

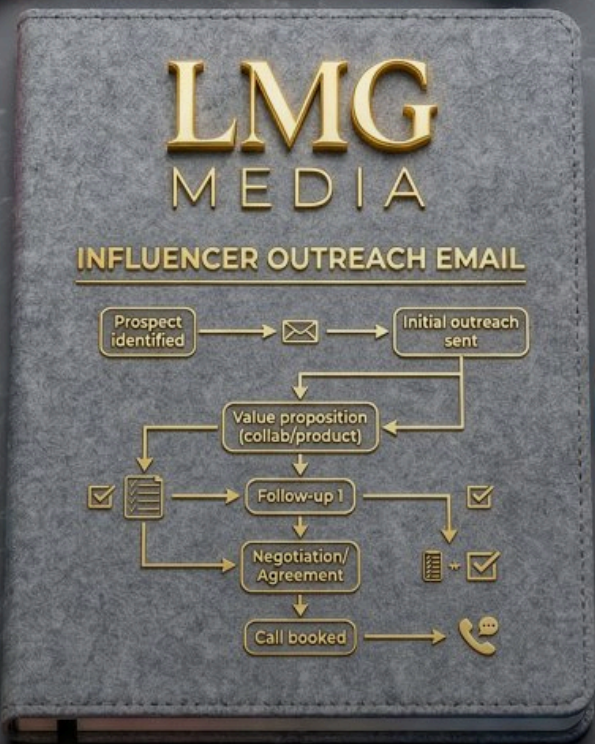
A real piece of their content, named explicitly. This is the single most important sentence in the message.
- 04 The offer, plainly stated**

Gifting or paid, with or without posting obligation, stated upfront. No ambiguity, no asterisks.
- 05 A single, easy next step**

One question, with a low-effort reply. "Reply with your shipping address" – not "let me know when you're free for a 30-minute call".

THE TEMPLATE PACK

CAL LAT >



*"Ten templates, three channels, one rule: personalise everything."*

TEN TEMPLATES AT A GLANCE

# A one-page map of the whole pack.

Ten templates organised by channel and intent. Use this overview to pick the right template for the situation, then jump to the page that contains it.

**01 Gifting · Email**

No payment, no posting obligation.

COLD · EMAIL

**02 Paid Collab · Email**

Defined fee and deliverables.

COLD · EMAIL

**03 Event · Email**

Brand event or experience.

COLD · EMAIL

**04 Ambassador · Email**

Ongoing partnership proposal.

COLD · EMAIL

**05 Gifting · IG DM**

Short-form first touch.

COLD · IG DM

**06 Paid Collab · IG DM**

Move to email for full proposal.

COLD · IG DM

**07 Event · IG DM**

Short invitation, follow-up route.

COLD · IG DM

**08 B2B · LinkedIn**

Professional tone throughout.

COLD · LINKEDIN

**09 Follow-Up · Email**

5-7 days later. Once only.

WARM · EMAIL

**10 Re-Engagement · Email**

Working again with past partner.

WARM · EMAIL

## TEMPLATE 01

## Cold Email · Product Gifting

EMAIL

**WHEN TO USE** You want to send product to a creator and hope for organic coverage, with no guaranteed posting obligation.

## SUBJECT LINE OPTIONS

- **[Brand name]** × **[Creator first name]** – we'd love to send you [product name]
- Something we think you'll genuinely love – **[Brand name]**
- **[Creator first name]** – [product name] made us think of you

Hi *[Creator first name]*,

I'm *[Your name]* from *[Brand name]* – *[one sentence describing what the brand does and who it's for]*.

I've been following your content for a while – *[specific reference: e.g. "your recent post on building a sustainable wardrobe was exactly the kind of content our brand is built for"]* – and I think there's a genuine fit between what you create and what we make.

We'd love to send you *[product name / product category]* – **no strings attached and no posting obligation**. If you try it and love it, we'd be thrilled if you wanted to share it. If it's not for you, that's completely fine.

Would you be open to us sending something over? If so, just reply with your shipping address and I'll get it out to you straight away.

Thanks for your time – and for the great content.

**[Your name]**

[Title], [Brand name]

[Email] | [Website]

## PERSONALISATION PROMPTS

- Reference a **specific** post, video, or campaign the creator has produced recently
- Confirm the product is **genuinely relevant** to their content and audience before sending
- Remove any language about posting expectations – this is a no-obligation send

## TEMPLATE 02

## Cold Email · Paid Collaboration

EMAIL

**WHEN TO USE** You are proposing a paid partnership with a defined fee and deliverables.

## SUBJECT LINE OPTIONS

- Paid collaboration proposal – [Brand name] × [Creator handle]
- [Creator first name] – partnership opportunity with [Brand name]
- [Brand name] – paid campaign proposal for [month/season]

Hi [Creator first name],

I'm [Your name], [title] at [Brand name]. [One sentence describing the brand and its audience.]

I've been following your work for some time – [specific reference to their content] – and I think your audience is an excellent match for our [product/campaign].

We're looking to partner with a small number of creators for [campaign name / season / product launch], and you're at the top of our list.

**What we're proposing**

- *Deliverable 1* – e.g. One Instagram Reel featuring the product in use
- *Deliverable 2* – e.g. Three Instagram Stories with swipe-up link
- *Timeline* – e.g. Content live the week of [date]

**What we're offering**

- *Fee* – e.g. \$1,500 flat fee
- *Product* – e.g. Full product gifting included
- *Additional* – e.g. 15% affiliate commission

Are you available and interested? If so, reply here and I'll send over a full brief and proposed contract.

**[Your name]**

[Title], [Brand name]

[Email] | [Website]

## PERSONALISATION PROMPTS

- Confirm deliverables are **realistic** for this creator's platform and format style
- Ensure the fee is in line with **market benchmarks** for the creator's tier
- Reference a specific piece of their content that demonstrates the fit

## TEMPLATE 03

## Cold Email · Event Invitation

EMAIL

**WHEN TO USE** You are inviting a creator to a brand event, launch, or experience.

## SUBJECT LINE OPTIONS

- You're invited – [Event name], [Date], [City]
- [Creator first name] – exclusive invitation from [Brand name]
- Join us: [Event name] on [Date]

Hi [Creator first name],

I'm [Your name] from [Brand name]. I'm reaching out because we're hosting [event name] on [date] in [city / venue], and we'd love for you to join us.

*[Two to three sentences describing the event – what it is, why it is significant, and what the experience will involve. Be specific and make it sound genuinely exciting.]*

Given your content around [relevant topic – e.g. fashion / food / luxury travel], we think this would be a great fit for what you create – and we'd love to have you there.

**Event details**

- **Date:** [Date]
- **Time:** [Time]
- **Location:** [Venue name and address]
- **Dress code:** [Dress code]

*[If paid/gifted: This is a paid invitation – we'd cover [travel / accommodation / a content fee of \$X].] [If not paid: No posting obligation – we simply hope you'll enjoy the experience and share whatever feels natural.]*

Could you let me know by [RSVP date] if you're able to attend? We'd be delighted to have you.

**[Your name]**

[Title], [Brand name]  
[Email] | [Website]

## PERSONALISATION PROMPTS

- Be specific about what the event involves – vague descriptions get ignored
- State clearly whether the invitation is **paid, gifted, or organic**
- Include a clear RSVP deadline

## TEMPLATE 04

## Cold Email · Long-Term Ambassador

EMAIL

**WHEN TO USE** You are proposing an ongoing ambassador relationship rather than a one-off campaign.

## SUBJECT LINE OPTIONS

- [Brand name] brand ambassador — long-term partnership proposal
- [Creator first name] — we'd love to make this ongoing
- A longer-term conversation — [Brand name] × [Creator handle]

Hi *[Creator first name]*,

I'm *[Your name]* from *[Brand name]*. *[One to two sentences about the brand.]*

I'll be straightforward — I've been watching your content for a while, and *[specific reference to why their content and audience is a genuine fit]*. I'm not reaching out about a one-off campaign. I'm reaching out because I think there's a longer-term partnership here that could be genuinely valuable for both of us.

We're looking to work with a very small number of creators as brand ambassadors for *[duration — e.g. the next six months / the 2026 season]*. What that would involve:

- *[Number] pieces of content per month across [platforms]*
- *Attendance at [number] brand events per [quarter/year]*
- *[Exclusive benefits — early product access, co-creation input]*
- *A monthly retainer of [\$X] plus [commission / gifting / additional]*

We're selective about who we approach with this — you're one of *[small number]* creators we're having this conversation with.

Would you be open to a 20-minute call to explore whether there's a fit? I can work around your schedule entirely.

**[Your name]**

[Title], [Brand name]

## PERSONALISATION PROMPTS

- Only send to creators you have **genuinely researched** and are seriously considering
- Be specific about deliverables and retainer — vague ambassador proposals signal unpreparedness
- The "one of [small number]" line **only works if it is true** — do not abuse it

## THE PRINCIPLE BEHIND EVERY TEMPLATE

# The single highest-impact variable.

**E**very template in this pack is a starting frame. The reply rate on any of them is set by one variable above all others — the quality of the personalisation in the third paragraph.

A generic reference to "your great content" is worse than no reference at all. It signals the message went out to 200 creators. A specific reference to a post, a campaign, an audience moment — that signals the opposite, and creators reply at materially higher rates.

**Three references hit hardest:** a specific post or video; an audience moment (a recent giveaway, a high-engagement comment, a launch); or a recurring theme in their work that genuinely matches the brand's positioning. One of these, written in two sentences, will outperform a four-paragraph brand pitch every time.

The next page applies this principle in DM format — same discipline, fewer words.



THE HIGHEST-IMPACT VARIABLE

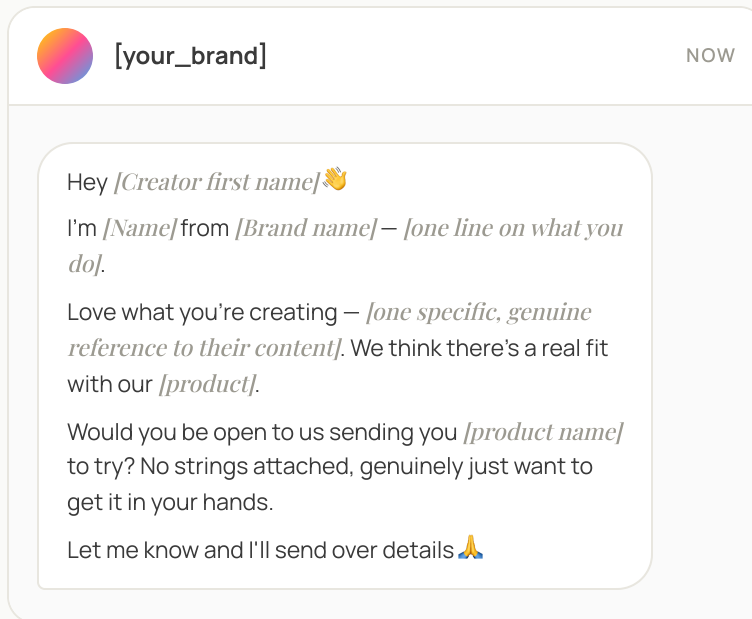
*"A specific reference signals you have done your homework."*

## TEMPLATE 05

## Instagram DM · Cold Gifting

IG DM

**WHEN TO USE** Initial cold outreach via Instagram DM for a product gifting proposal. Keep it short – DMs that read like emails are ignored.



## PERSONALISATION PROMPTS

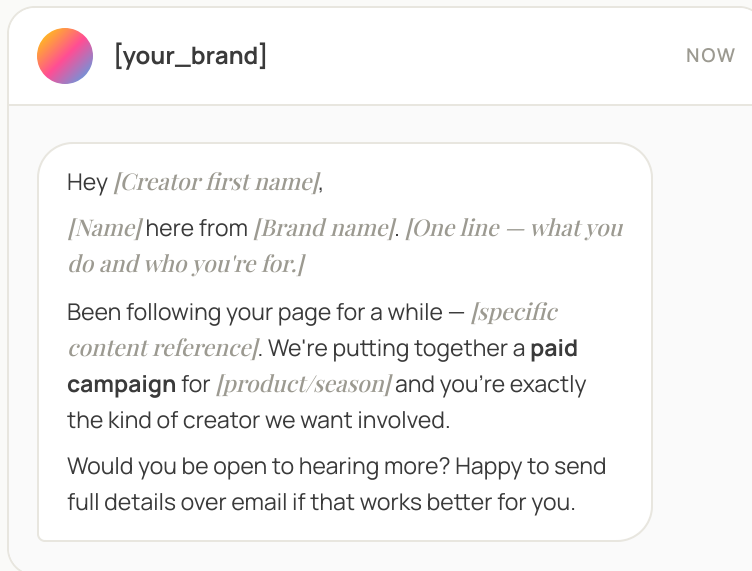
- Keep the whole message **under 80 words**
- The content reference must be specific – "love your content" is **not enough**
- Do not include deliverable expectations in a cold DM

## TEMPLATE 06

## Instagram DM · Paid Collaboration Enquiry

IG DM

**WHEN TO USE** Proposing a paid collaboration via Instagram DM. Goal is to get them to respond so you can move to email for the full proposal.



## PERSONALISATION PROMPTS

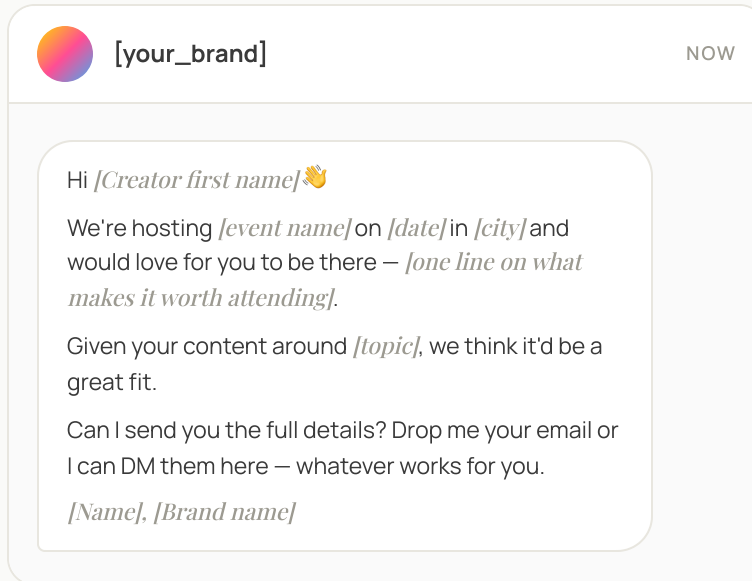
- Do not include the full proposal in a DM – the goal is to get an **email address**
- Mention that it is **paid upfront** – this signals respect for their time
- Keep under 70 words

## TEMPLATE 07

## Instagram DM · Event Invitation

IG DM

**WHEN TO USE** Inviting a creator to an event via Instagram DM. Keep it punchy – more detail can follow via email.

**PERSONALISATION PROMPTS**

- Give **one compelling reason** to attend in the DM itself
- Offer two ways to continue the conversation – email or DM
- State the date and city in the DM – do not make them ask

## TEMPLATE 08

## LinkedIn DM · B2B Paid Collaboration

LINKEDIN

**WHEN TO USE** Reaching out to a LinkedIn creator for a B2B brand partnership. Professional tone throughout.

LINKEDIN · DIRECT MESSAGE

B2B

Hi *[Creator first name]*,

I'm *[Your name]*, *[title]* at *[Brand name]* – *[one sentence on what the company does and who it serves]*.

I've been following your posts for some time – *[specific reference to a post or theme in their content that is relevant]*. The audience you've built around *[topic]* is exactly who we're trying to reach.

We're exploring a paid content partnership for *[campaign / product / Q[X] initiative]* and you're someone we'd genuinely like to work with. The partnership would involve *[brief description – e.g. two LinkedIn posts and a newsletter mention over a four-week period]*, with a fee of *[\$X]*.

Would you be open to a brief call or email exchange to explore whether there's a fit?

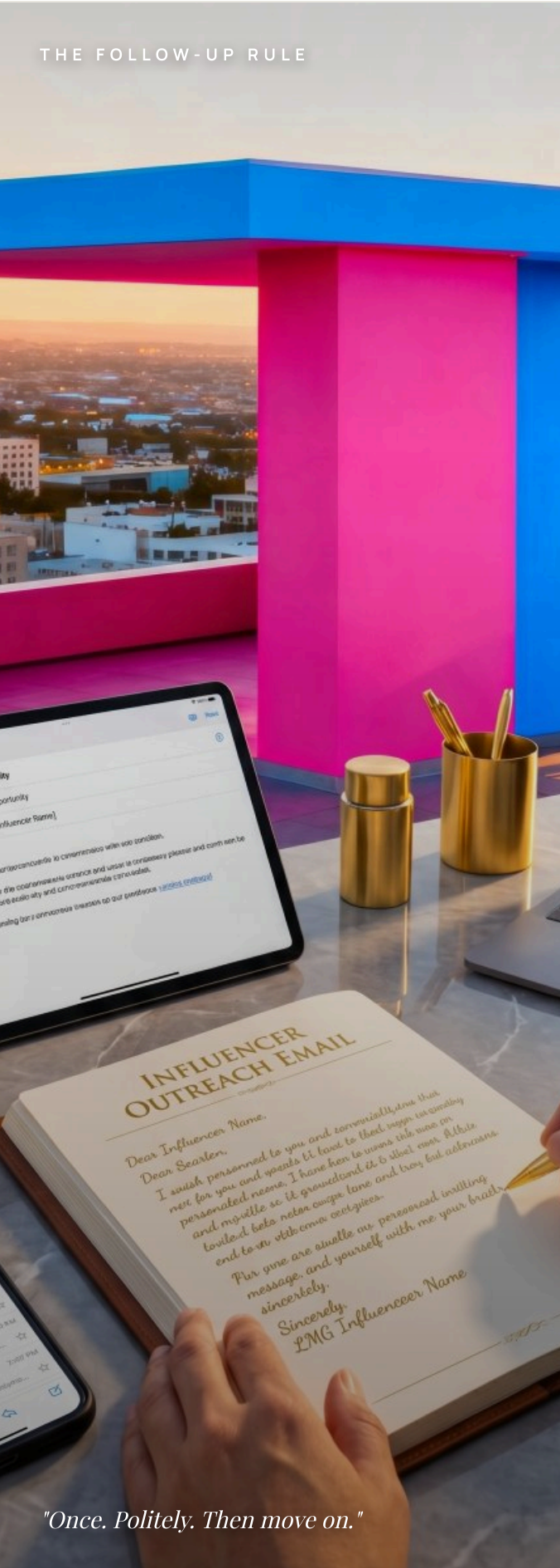
Best,

*[Your name]*

**PERSONALISATION PROMPTS**

- Reference a specific post – **LinkedIn creators notice this more** than on any other platform
- State the fee range upfront – LinkedIn professionals appreciate directness
- Keep the message **under 150 words**

THE FOLLOW-UP RULE



"Once. Politely. Then move on."

THE PRINCIPLE BEHIND TEMPLATE 09

# Once. Politely. Then move on.

The single most damaging outreach habit in the industry is over-following-up. Three or more messages on a cold outreach do not increase reply rate – they damage brand reputation in the creator community, sometimes permanently.

**The rule.** Send a single follow-up 5 to 7 days after the initial message. If the creator does not respond after the follow-up, stop. Move them off the active list. Re-approach the relationship in six months, with a different opportunity, framed fresh.

The follow-up itself should acknowledge that the creator may not be available or interested, include a soft deadline to create gentle urgency, and explicitly state that this will be the last message. That third element is what makes the follow-up land – it removes the spectre of further messages.

Template 09 on the next page does all three.

## TEMPLATE 09

## Email · Follow-Up After No Reply

EMAIL

**WHEN TO USE** Following up on an unanswered initial email. Send 5–7 days after the original message. Send once only.

## SUBJECT LINE

• Re: [Original subject line]

Hi *[Creator first name]*,

Just following up on my message from *[date]* – completely understand if the timing isn't right or it's not a fit.

If you are interested in *[gifting / the paid partnership / the event]*, I'd love to hear from you by *[date]* as we're confirming our creator list this week.

If it's not for you, no worries at all – I'll **stop following up after this**.

Either way, keep up the great work.

[Your name]

[Brand name]

## PERSONALISATION PROMPTS

- Reference the **specific opportunity** from the original email
- Include a soft deadline to create gentle urgency
- Make it easy to say no – this **preserves the relationship** for future outreach

## TEMPLATE 10

## Email · Re-Engagement After a Previous Partnership

EMAIL

**WHEN TO USE** Reaching out to a creator you have worked with before to propose a new campaign.

## SUBJECT LINE OPTIONS

- Good to reconnect – [Brand name] × [Creator handle], [new campaign]
- [Creator first name] – we'd love to work together again
- Round two? [Brand name] × [Creator handle]

Hi *[Creator first name]*,

Hope you've been well since we worked together on *[previous campaign name / date]*.

*[One to two sentences referencing something specific about the previous partnership – what worked well, what the results showed, or a piece of content that performed particularly strongly.]*

We're putting together *[new campaign name / season / product launch]* and you're the first person we thought of.

**Here's what we have in mind**

- *Deliverable 1*
- *Deliverable 2*
- *Timeline*
- *Fee – e.g. \$X flat fee, same structure as last time / increased to reflect scope*

Would you be interested in picking this up again? Happy to jump on a quick call or handle it over email – whatever's easier.

Looking forward to hopefully working together again.

**[Your name]**

[Title], [Brand name]

## PERSONALISATION PROMPTS

- Reference the **specific previous campaign** by name and date
- Mention something that worked well – shows you paid attention to results
- If **increasing the fee**, acknowledge it explicitly

## QUICK REFERENCE

# Which template for which situation.

A one-page lookup matrix. Cross-reference your situation with the channel – the matching template is in the rightmost column.

SITUATION	CHANNEL	TEMPLATE
Cold gifting outreach – relationship building	EMAIL	Template 01
Cold gifting – quick initial contact	INSTAGRAM DM	Template 05
Paid collaboration proposal – full details	EMAIL	Template 02
Paid collab – initial contact only	INSTAGRAM DM	Template 06
Event invitation – full details	EMAIL	Template 03
Event invitation – quick initial contact	INSTAGRAM DM	Template 07
Long-term ambassador proposal	EMAIL	Template 04
B2B · LinkedIn creator partnership	LINKEDIN	Template 08
Following up after no response	EMAIL	Template 09
Re-engaging a previous partner	EMAIL	Template 10

***A note on channel choice.*** For cold outreach, Instagram DM gets a higher initial response rate but lower conversion to actual partnership. Email reads as more professional and produces fewer but better-quality replies. For paid proposals, always move the conversation to email before sending detail.

OUTREACH CADENCE

# When to send, when to stop.

Timing matters. Send too early and you look impatient; send too late and the creator's interest has moved on. The cadence below works for nine campaigns out of ten.

<p><b>Day 0</b> <b>Initial Outreach</b></p> <p>Send the original message – email or DM. Use the template that matches your situation (see page 20).</p>	<p><b>Day 5–7</b> <b>Single Follow-Up</b></p> <p>If no reply, send Template 09. Explicitly state this will be the last message. Soft deadline if you can.</p>	<p><b>Day 8+</b> <b>Move On</b></p> <p>If still no reply, move the creator off the active list. Do not send a third message. Re-approach in 6 months.</p>
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WHEN THE CREATOR REPLIES

Creator response	Your next move
"Yes, interested – tell me more"	Send the <b>full brief</b> within 24 hours. Use the Influencer Campaign Brief Template (Resource 11).
"What's the fee?"	Share the fee range directly. Do not dance around the number – it costs you the next message.
"Can we jump on a call?"	Offer two specific time slots in the next 3–5 working days. Don't send a Calendly link cold.
"Not the right fit right now"	Reply warmly. Ask if you can re-approach in 6 months. Keep the relationship door open.
No reply after Template 09	Stop. Move on. Add the creator to a future-outreach list with a 6-month re-approach date.

## COMMON OUTREACH MISTAKES

# Six pitfalls that damage brand reputation.

The creator community is small and well-connected. Bad outreach gets screenshotted, shared, and remembered. Avoid the six mistakes below.

## SIX OUTREACH MISTAKES TO AVOID

- Sending the same template to 200 creators without personalisation.** Creators share bad outreach with each other. A template that goes viral for the wrong reasons damages your brand's reputation in the creator community permanently.
- Not stating upfront whether the partnership is paid.** Creators who discover mid-conversation that a proposal they thought was paid is actually gifting-only feel misled. State compensation clearly in the first message.
- Following up more than once on cold outreach.** One follow-up is professional. Two is persistent. Three or more is damaging. If a creator does not respond after two contacts, move on.
- Sending DMs that are the length of emails.** Long DMs are not read. If you need more than 100 words, the conversation belongs in email.
- Copying the brief into the initial outreach.** The goal of the first message is to get a reply – not to brief the creator. Send the full brief only after they have expressed interest.
- Not having a brief ready.** When a creator says yes, they expect to receive a brief promptly. Nothing ready after a positive response makes your brand look unprepared and wastes the creator's goodwill – use the LMG Media Influencer Campaign Brief Template to have your brief ready before outreach begins.

## WORKED EXAMPLE

# Same opportunity, two outreach approaches.

The third paragraph of any first-touch message decides whether the creator reads the rest. The two examples below are sent for the same campaign, to the same creator, on the same day – and produce dramatically different reply rates.

## ✗ GENERIC – SENT TO 200 CREATORS

*"Hi! Love your content – it really resonates with our brand. We're looking for creators to partner with on our upcoming launch and think you'd be a great fit. Would you be open to a collaboration?"*

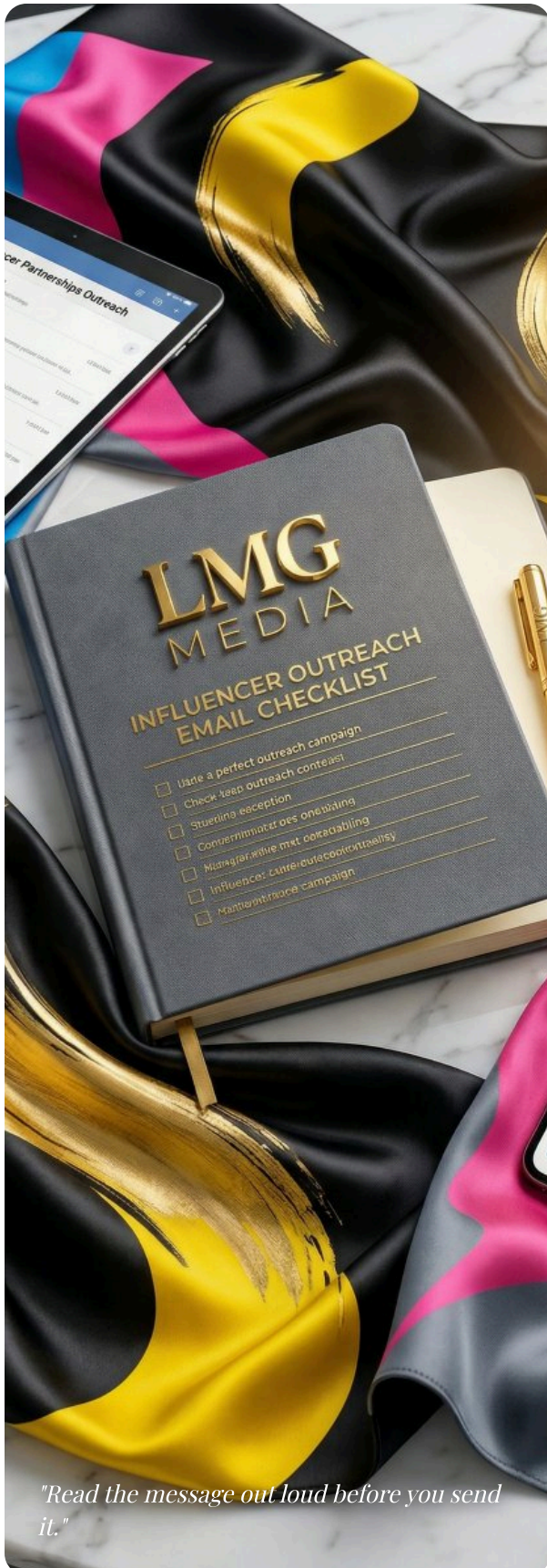
Three problems: no name, no specific reference, no offer detail. Reads like a mass send because it is one. Reply rate in our tests: ~1%.

## ✓ SPECIFIC – SENT TO 20 CREATORS

*"I've been following your account since the rooftop dinner series last summer – your visual treatment of small-group hospitality is the closest thing to what we're trying to do as a brand. Your audience around urban-luxury entertaining is exactly who our launch is built for."*

Names a specific content series, identifies the audience theme, ties it back to the brand's positioning. Reply rate in our tests: 28%.

**The arithmetic.** 20 creators × 28% reply rate = 5–6 conversations. 200 creators × 1% reply rate = 2 conversations – and 198 creators slightly less receptive to your next outreach. Specificity is cheaper, not more expensive.



*"Read the message out loud before you send it."*

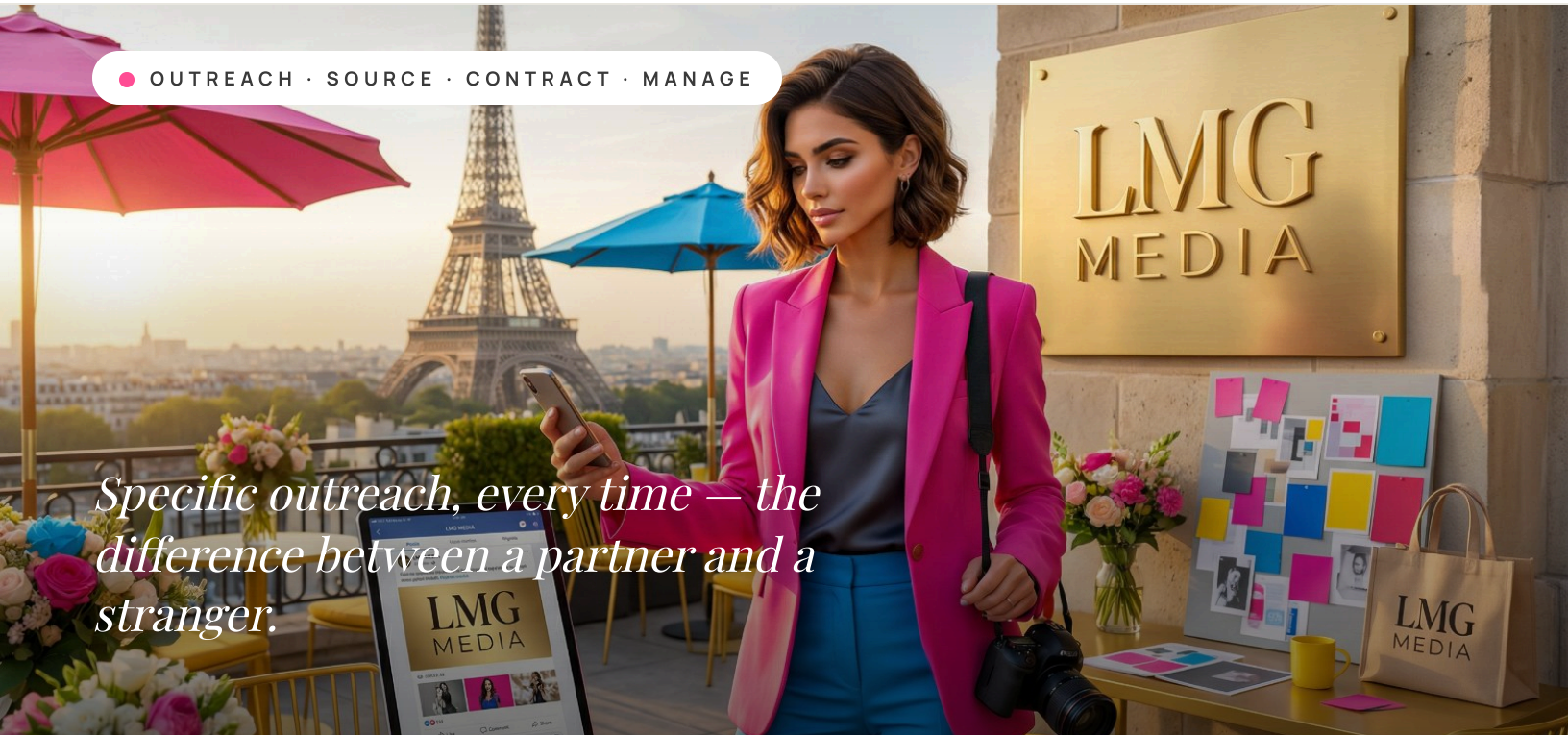
## PRE-SEND CHECKLIST

# Ten checks before sending.

Read each line and confirm. The two minutes spent on this page is the difference between a reply and a silent inbox.

### PRE-SEND · TEN CHECKS

- 01** · Every [placeholder] has been replaced with real text
- 02** · The creator's first name is correct and spelled correctly
- 03** · The specific content reference names a real post / video / campaign
- 04** · The offer is stated clearly – paid, gifted, or organic
- 05** · The message takes under 60 seconds to read out loud
- 06** · The next step is a single, low-effort action
- 07** · Subject line is specific (email) or the message is < 80 words (DM)
- 08** · You have a brief ready in case the creator replies "yes"
- 09** · The follow-up date is in your calendar – 5 to 7 days from now
- 10** · You'd be comfortable if the creator screenshotted this and shared it



● OUTREACH · SOURCE · CONTRACT · MANAGE

*Specific outreach, every time — the difference between a partner and a stranger.*

ABOUT LMG MEDIA

# Where Quality Brands Meet **Iconic Influence.**

LMG Media is an influencer marketing agency working with brands across **fashion, beauty, luxury, fitness, gaming, ecommerce, and tech** — in markets including London, New York, Dubai, Los Angeles, Miami, and Paris.

If you would like support building and managing your creator outreach end to end — from identifying the right

creators, to first-touch outreach, to negotiation, brief, contract, and reporting — get in touch.

*These templates are provided as a starting framework. All outreach should be personalised before sending. LMG Media accepts no responsibility for outcomes resulting from the use of these templates.*

[Start Your Campaign →](#)

[Get in Touch](#)

[lmg.media](https://lmg.media)

## HOW WE WORK WITH BRANDS

# Outreach as a **working programme**, not a one-off send.

If you would like support at any point in the outreach-to-campaign-to-report process, we work as an end-to-end agency partner or on a single-stage basis. Most of our clients begin with creator sourcing and outreach, and expand into the rest of the workflow.

**01****Creator sourcing**

Active networks across fashion, beauty, luxury, fitness, gaming, ecommerce, and tech in six global markets.

**02****Personalised outreach**

From the templates in this pack – to fully personalised first-touch outreach, tracked and reported.

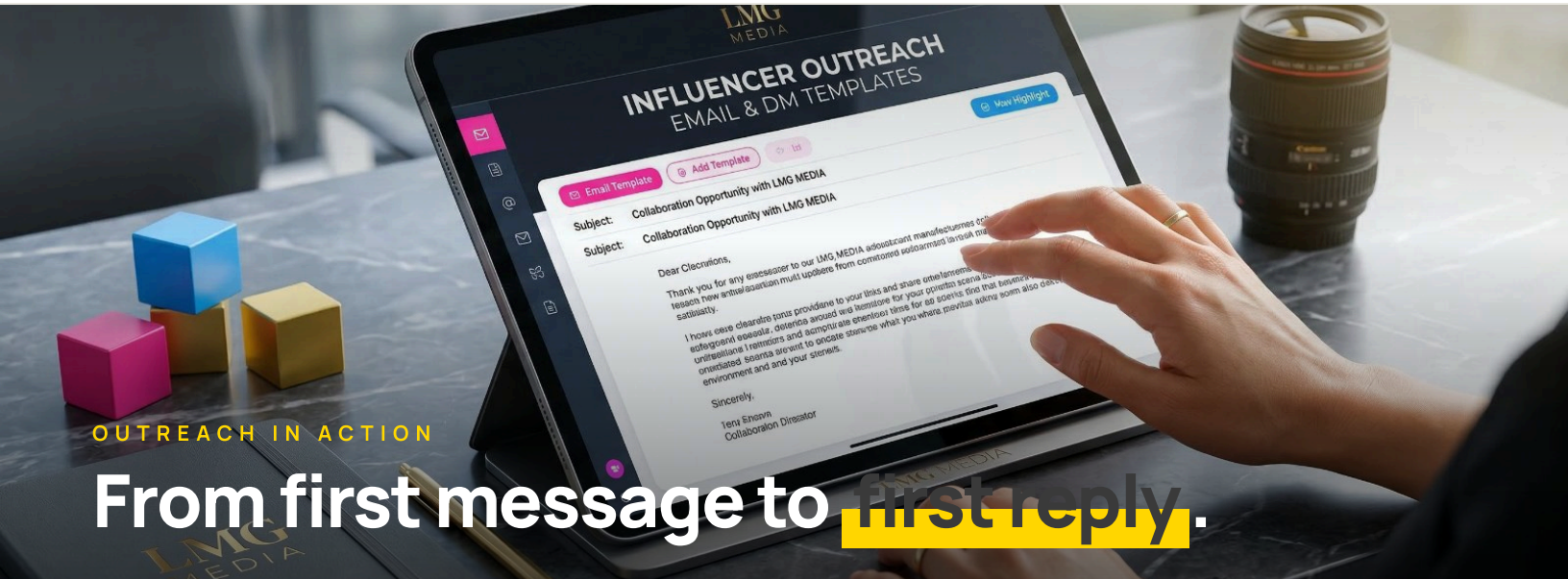
**03****Brief & contract**

The brief template, contract template, and full commercial negotiation – all handled in one workflow.

**04****Manage & report**

Approval cycles, performance reporting, and campaign close – committed turnaround windows throughout.

[Start Your Campaign →](#)[Get in Touch](#)[lmg.media](#)



OUTREACH IN ACTION

# From first message to **first reply**.

Outreach is the only stage of an influencer programme where the brand has full creative control – the message, the channel, the cadence, the personalisation. Every other stage involves negotiation. The hour spent making outreach genuinely specific is the most leveraged hour in the entire campaign.

**+28%**

**Reply rate uplift**

From specific content references vs. generic outreach in LMG Media campaign data.

**5-7d**

**Single follow-up window**

After which silence should be treated as a no – without a third message.

**10×**

**Personalised vs. mass**

A small list of 20 well-personalised creators reliably outperforms a mass send of 200.

**A final note.** The templates in this pack are a starting framework – designed to save you the structural work, so you can spend your time on the work that actually matters: the specific reference, the genuine offer, and the clear next step. Use the templates. Skip the personalisation, and the templates won't save you.



*Where Quality Brands  
Meet **Iconic Influence.***

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*Outreach*

| *Brief*

| *Contract*

| *Report*