

Brand.IT Consultancy

Influencer Collaboration Onboarding

About BrandIT Consultancy

BrandIT Consultancy is a creative marketing and digital solutions agency specializing in brand strategy, digital marketing, creative design, social media campaigns, and performance-driven advertising.

We collaborate with content creators and influencers to deliver impactful, reel-focused campaigns that connect brands with the right audience.

Purpose of Collaboration

We aim to partner with influencers whose content style aligns with our creative vision. This collaboration focuses on short-form video content (Reels) to enhance brand visibility, engagement, and authenticity across social media platforms.

Platforms

- Instagram Reels
- Facebook Reels
- YouTube Videos

Expected Deliverables

- Reel-based video content as per campaign brief
- Use of provided hashtags, tags, and mentions
- On-time submission of content for approval

- Optional: Story shares or cross-posting if required

Creative Guidelines

- Content should feel natural, engaging, and authentic
- Reels should match the influencer's personal style while aligning with brand goals
- No offensive, misleading, or controversial content

Approval Process

All content must be shared with the BrandIT Consultancy team for review before posting. Feedback or minor revisions may be requested to ensure brand alignment.

Compensation & Benefits

- Paid collaborations (campaign-based)
- Long-term collaboration opportunities
- Brand exposure through official BrandIT platforms

Professional Expectations

- Timely communication and professionalism
- Respect for agreed timelines and deliverables
- Maintaining brand confidentiality where required

Contact Information

Website: <https://branditconsultancy.in/>

Facebook: <https://www.facebook.com/BrandITConsultancy>