



16 Real Influencer Pitches That Actually Got an Answer and Some That Didn't



STATUSPHERE



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Are you sometimes stuck wondering why an influencer never replied to that email you sent two weeks ago? I mean, you thought you were doing everything right. You were polite, engaging and even followed up when you didn't hear back. So what went wrong and why didn't you get a response?

Reaching out to influencers can be hard, and we all know that first impressions are everything. Knowing exactly how to pitch to influencers will help your outreach tactics become more effective and less like a tiresome letdown. We've put together a collection of real influencer pitches that actually got an answer, along with some that didn't, to help get you on the road to successful pitching. We've also included pitch templates your brand can customize for more effective pitching.

Why pitch influencers in the first place?

- 1. INFLUENCERS ARE A CREDIBLE SOURCE.** A whopping [92% of consumers](#) trust recommendations from individual people, even strangers, over a brand's recommendation. This speaks volumes when it comes to what influencers can do for your brand.
- 2. INFLUENCERS PROVIDE A THIRD-PARTY ENDORSEMENT.** Being backed by an influencer is beneficial because their audience is your buyer persona. They trust and value the opinions of the influencers they follow, which makes you come across as credible when you partner with them.
- 3. INFLUENCER POSTS GET HIGHER ENGAGEMENT RATES.** These rates also come at lower costs compared to traditional marketing. This can be great for not only startups and small businesses, but even smart businesses that want to reach a select group of followers more specific to their product.



Pitches That Worked

There's a lot that goes into influencer pitching. Maybe even more than you thought. It's a mix of having a personal approach, yet not being too lengthy or sounding clingy. The examples below are all real brand pitches that influencers received, appreciated and answered:

Hi Dallas,

We came across your profile and think you would be a perfect fit for **an exclusive Instagram collaboration with OCM!** OCM is specifically designed for college students like yourself or with your friends! OCM products can be trusted, have amazing quality, and have a wide variety of styles/designs from which to choose.

To participate: [CLICK HERE](#) to fill out the form and we will ship you your products! 📦

Timeline:

- Receive the product 2-4 business days after signing up
- Complete posts by July 1, 2019

Let me know if you have any questions!

Best,

Hi Kristen,

We came across your Instagram and think you would be a perfect fit for **an exclusive Instagram collaboration with Conair!** They are looking for hair professionals such as yourself to test out their products and post about it on Instagram. For participating you will **receive compensation on top of free product!**

To participate: [CLICK HERE](#) to fill out the form and we will ship you your products!

Timeline:

- Receive the product 2-3 business days after signing up
- Complete posts by May 15, 2019
- Receive your gift card(s) within 30 days after posting

Let me know if you have any questions!

Best,

Hi Ali! 🙌 Love your style! ✨ Are you getting ready to go to college this summer or fall? We would love to set you up with all your dorm essentials including a full bedding and bath set (valued at over \$200), in exchange for posting about the product to your followers. Let me know if you are interested! 💕

Hey Samantha, love those gorgeous beach waves from your last post! ✨ We came across your Instagram and think you would be a perfect fit for an exclusive Instagram collaboration with Conair!

They are looking for hair professionals such as yourself to test out their products and post about it on Instagram. For participating you will receive compensation on top of free product! 🙌

Let me know if you'd like to learn more I'll email you with more details. 😊

Pitches That Didn't

While influencer pitches can and should be simple, that doesn't mean they don't require effort. Here are examples of pitches that didn't get a response...or even worse, were marked as spam by the influencer.



inspire_cherrychapstick Hey Suzette! Collab? 💕 DM @cherrychapstickswim and let's get it happening!

6W Reply



savantthreads Hey! 😊 Would love for you to get involved with us! Check us out! 🇺🇸

22W 1 like Reply



vatostoy Hi Mom, we have some interesting summer toys for your kids. I think your kids will definitely like it. Please DM me if you interested.



artywalls_artlover This photo looks hella fire Bailey! This would look great on your wall. Msg @artywallsco and let's do a collab.

3d Reply



avesii.official You look so gorgeous 😍 DM us we would love to collaborate with you ❤️

1W 1 like Reply



webfycorp Hey Courtney, Your profile looks amazing! Please, drop us a message if you would like us to create a personalized website for you, totally free of charge. You can make it permanently yours only if you like it! ...

3W Reply



freya_gang_ alexa ! you're just the babe we want to collab with, Dm me at @freyatreasures_ ! i'll be waiting for you 💕

1W Reply



glamparadise_boutique Hey girl you look so fabulous! 😍 Your ig page seems awesome to me. Send a message to @glamparadise_official, please! xx

2d 1 like Reply



angel_king777 So gorgeous. 😍 I love this post 💕 Do you ever want to model in LA? 🌹

2W 1 like Reply



serengel_newarrival Hey Lovely ! You look so gorgeous 😍. We have an awesome Surprise for you 💕, Send us a msg on Direct! 📩👉👈📩

1W Reply



karisland.vo Hello beautiful 😍🔥 we liked your pictures and we'd love to collaborate with you if you're interested please DM us because we have an interesting offer 🔥👉

3W Reply



fresh.frenzy.influencers Amazing.. feed 🔥 We would love you to promote our clothes 🌟 Follow and DM @fresh.frenzy.

1W Reply



nicx_elixe Perfection! We want you to be featured on our brand. Send a DM to our main account @elixeboutique for our proposals. 🌟 Just let them know Jennica approved you ❤️

1d Reply



jeenny_shades I need you on our influencer list so I can send you some items from our brand! You are perfect 😍 Click my link so we can chat and get this set up 💕

1d Reply

We also asked our network of Statusphere influencers for examples of their biggest pet peeves when brands pitch them - specifically ones that will guarantee no response.

When brands pitch to influencers using a template and forget to fill it out. *Example: "Hey [insert influencers name] we'd love to collab with you."*

When brands reach out to influencers and address them by their blog/handle name instead of their real name.

When brands misspell the influencer's name because they failed to look at their profile/email to find it.

When brands ask to collab with influencers, but want them to pay for the product/only get paid when others use their code to buy the products.

When brands do specific outreach to influencers without looking at their page to see if it's a good match. *Example: A weight loss company/binge eating disorder awareness organization reaching out to influencers who do not/never have focused on those topics.*

When brands use generic/ impersonal pitches to recruit influencers. *Example: "Hey girl!"*

When a brand isn't mindful of the influencers they are working with. *Example: Sending an influencer another person's contract.*

When brands pitch to influencers asking them to reach out to collab. *Ex: "We love your style, DM our main account."*

Remember these, because they're the quickest way to get an influencer to delete your message and possibly write off your brand forever.

How to Start Reaching out to Influencers

Now we know why it's important to pitch to influencers and how some brands excel or epicly fail with first impressions. But before you start drafting that DM, it's time to run through the communication basics you need to know. Check out some general info below as well as some outreach do's and don'ts to better understand how successful pitching works:

- Every influencer is unique, so your communication with them should be as well.
- Templates exist, but that doesn't mean there's a formula for the perfect pitch. Just follow the key guidelines to improve your chances of success.
- Each method of contacting influencers has its purpose:
 - **DMs** are best for short and to the point messages.
 - **Email** allows for longer messages and can include much more information about the offer.
 - **Blog contact forms** give the influencer control, which they might prefer.

Outreach Do's

1. PITCH INFLUENCERS WHO ALIGN WITH YOUR BRAND.

This should go without saying, but it's often something that is missed (and why you're not getting a response). It ensures that you are gaining an influencer who has a genuine passion for your product. Not to mention, their followers will most likely be interested too.

2. DO YOUR RESEARCH.

Really get to know the influencer and be able to make conversation about their life and interests. This will go a long way, especially when you're one person out of hundreds who may be contacting them. You'll stand out and increase your chances of a reply if you can add a human element in your pitch to them.

3. BE MINDFUL OF THEIR TIME AND CONTACT PREFERENCES.

Always send messages during the business hours of their time zone and keep your pitch at a short 2-4 sentences in most cases. You should also know how they prefer to be contacted and use that method for outreach. Be patient and don't be discouraged if you don't hear back right away. They may not check their messages for a few days, even a week.

4. PERSONALIZE YOUR MESSAGE, BUT STAY FOCUSED.

Do this by mentioning something about them that you've seen on their feed, such as a trend they've been loving or one of their passions. However, don't drag it out too long in risk of having a lengthy message.

5. TREAT THEM LIKE THEY AREN'T JUST A MARKETING TOOL.

Doing so will make the experience more personable and less transactional. Influencers work hard on the content they create, so make it a point to let them know you value their work and are excited to genuinely get to know them.

6. TRY PARTNERING WITH THEM ON A LONG-TERM BASIS.

Instead of a one-off campaign, try building a long-lasting relationship that will make outreach for future collaborations a breeze. Affiliate links and ambassador programs are great ways to build relationships. Even having several sponsored posts from the same influencer builds a relationship between your brand and them, as well as their followers.



7. BE CLEAR ABOUT ANY COMPENSATION.

To a brand, it may seem obvious what they want out of the relationship, but an influencer may be looking for something completely different. Always have that conversation so everyone is on the same page.

Outreach Don'ts

1. DON'T MISSPELL THEIR NAME, OR ANYTHING FOR THAT MATTER.

Again, you'd think this would go without saying but when you're reaching out to multiple influencers at once, this can be a pretty common mistake. Double checking before you hit the send button will ensure this won't happen.

2. DON'T BE CORNY, YOUR BRAND VOICE IS ENOUGH.

Keep your message simple and real. Stay professional and true to your brand's authentic voice. Don't get caught up in using trendy slang or memes if that's not natural to your brand.

3. TEMPLATES ARE FINE, BUT NEVER COPY AND PASTE THE SAME MESSAGE TO MULTIPLE INFLUENCERS.

Yes, templates are easy to use and convenient, but always plug in information specific to each influencer when using them. If you don't, you'll end up sounding generic and uninterested in the influencer - yikes.

4. DO NOT SPAM!

Following up after a few days is fine, but after that, leave them be. Repeatedly messaging the influencer to get a response puts them in an awkward situation while making your brand look bad. If you haven't heard back after one follow-up a few days after your initial message, walk away. Remember, mutual interest from both parties is key.

Take out the Risk, Contact Statusphere

As you can see, successfully pitching influencers takes a lot of time and effort. You can DIY it, or get an influencer marketing platform to help you out. At Statusphere, we do the hard work for you by aligning your brand with influencers who fit your company from our network of micro-influencers.

The stress of personalizing pitches is taken care of by us - not to mention saving you time from scrolling through endless profiles on Instagram. From there we handle the shipping, influencer communication and legalities, so you can focus on your other marketing efforts. If your brand is interested in running influencer marketing campaigns, our Statusphere team has you covered. [Click here](#) to learn more about the process and contact one of our influencer marketing specialists.

Instagram DM and Email Templates Your Brand Can Personalize

We've put together 6 pitch templates to get you started with influencer outreach. Use these to craft personalized and concise messages to start building your influencer network!

GENERIC COLLAB/PRODUCT FEEDBACK PITCH TEMPLATE

Email Template

Hey [Insert Influencer Name],

I have been following your profile on [insert social media platform] and really loved your post(s) on [insert topic]. [Insert another sentence about their feed that adds a human element].

My name is [insert name here] and I work for [insert company name]. We [insert what you do/sell]. Since [insert what they are passionate about or what they like to post about that coincides with your brand], I thought I would reach out to see if you would be open to testing our product and doing a collaboration together!

Let me know if you are interested and I will send more details!

Thanks!

[insert your name here]

DM Template

Hey [insert influencer name],

The team and I loved your post about [insert description of related post]. At [insert company name here] we [insert what you do/sell]. We'd love to send some your way so you can give it a try and share with your audience!

Let me know if you'd be interested - thanks! -[insert your name here]

BRAND AMBASSADOR PITCH TEMPLATE

Email Template

Hey [insert influencer name],

My name is [insert name here] and I'm with [insert company here]. We have been following your profile on [insert social media platform] and love your posts on [insert topic]. We would like to invite you to become a brand ambassador for our company! We think your [insert a reference to a topic they post about] really aligns with our company's mission [insert info about what you offer and your brand's purpose].

As a brand ambassador, you'd partner with us for [insert how you plan to utilize your ambassadors].

If you're interested, I'd love to chat more with you to go over what our brand ambassador program is all about!

Thanks!

[insert your name here]

DM Template

Hey [insert name here],

We're launching a brand new campaign for our [insert product here] and would love for you to be a brand ambassador for our company, [insert company name here]! Since you are also [insert a reference to a topic they post about], we'd love to talk more in depth with you about our brand and how we see you being a part of it. If you're interested, please email me at [insert email here].

We're excited to have you join our team!

[insert your name here]

GIVEAWAY COLLAB PITCH

Email Template



Hi [insert influencer name here],

My name is [insert name here] and I work for [insert company name]. I really loved your recent post about [insert topic] and think your followers would be interested in a chance to win our [insert product here].

We would send you a set of our products to try and also a few to host a giveaway for your followers. The rules to win would be simple, [insert giveaway rules].

If you're interested, I'd love to chat more with you about the details!

Thanks!

[insert your name]

DM Template



Hey [insert name here],

We love your [insert topic] content and think you'd enjoy our [insert company name and products]. We'd love to send you a bundle of our products for you to try and host a giveaway for your followers! Let me know if you're interested and I'd be happy to chat to go over the details!

Thanks!

[insert your name]

About Statusphere

Statusphere is a scalable micro-influencer platform that helps brands achieve effortless creator collaborations. We ship monthly curated boxes of high-end products to social media creators in exchange for sharing photos, videos and reviews of the products with their followers. We can activate hundreds of people posting about your brand with the click of a button. [Contact us](#) to see how we can help your brand create social proof at scale!

LEARN MORE AT [JOINSTATUS.COM](https://joinstatus.com)



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