



## **EMPLOYER GUIDE: Influencer Lead Generation and Outreach Campaign Process**

Congratulations! You've decided to hire a virtual assistant to help you with your influencer and outreach campaign.

Here are the things you need to prepare to equip your OFS for this campaign:

- Access to your CMS (Customer Management System) if you have one, or have your OFS create a monitoring sheet for you.
- Social Listening Tool (there are free versions for the good ones are paid)
- Official email account they can use for the outreach
- A final email pitch or pitch deck to use for your outreach

Once the lead generation and outreach campaign is successful, you will want to promote the video. You may opt to proceed with our [Video Distribution Strategy](#) or your own video promotion process.

Your VA may now proceed to the [Influencer Lead Generation and Outreach Campaign Process Course](#)