



6 Best Practices

For a successful campaign

- 1 Brief & Instructions**

Give **clear instructions and focus on key points.**

 - Don't give too many instructions
 - Leave some room for creativity
- 2 Campaign Timing**

Before setting a campaign live, let your CSM know about any important launch or embargo dates. Your CSM will advise on the best campaign timing to meet your content goals.
- 3 Text Review Campaigns**

Make sure **your link works** before you adding it to the campaign, otherwise the influencer won't be able to publish their content.
- 4 Social Campaigns**

Be sure to include the hashtags and mentions you would like creators to use in their posts. No need to add transparency hashtags to your campaign if they are already configured in your Store. [Read more](#)
- 5 Delivery Information**

If you're handling the shipping yourself:

 - Don't forget to **update the order status**
 - **Include the tracking number** - [Read more](#)
- 6 Messages**

Communication is the most important element of a successful campaign. It's essential to check the **Message Tab** in the Skeepsers platform regularly and respond to your creators!