



Template: Sponsored Content Collaboration Checklist

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Based on Article: "Understanding Sponsored Content: How to Collaborate with Brands"

Website: <https://scaleblogger.com>

A structured checklist to guide content creators in successfully collaborating with brands through sponsored content.

Checklist Items:

1. Gather Audience Metrics

Export recent traffic and audience data from Google Analytics or your platform insights. Focus on monthly sessions, top pages, and demographic breakdowns.

Reference Section: What You'll Need (Prerequisites)

2. Prepare One-Page Media Kit

Create a single-sheet media kit listing audience size, engagement rates, available content formats, and examples of past brand partnerships.

Reference Section: What You'll Need (Prerequisites)

3. Develop Sample Sponsored Post

Publish or stage a sample sponsored post demonstrating the intended integration style and include proper disclosure placement.

Reference Section: What You'll Need (Prerequisites)

4. Create Disclosure Statement

Draft a standard FTC-compliant disclosure snippet to be used at the top of all sponsored posts to ensure transparency.

Reference Section: What You'll Need (Prerequisites)

5. Set Up Analytics Tracking

Implement tracking for campaigns using UTM parameters or set up GA4 events to enable proper attribution and analysis of campaign performance.

Reference Section: What You'll Need (Prerequisites)

6. Research and Shortlist Brands

Identify brands that fit your audience's needs by analyzing top-performing content and looking for audience intent alignment.

Reference Section: Step-by-step: Finding and Pitching Brands

7. Craft and Send Personalized Pitch

Write a compelling pitch including a credibility line, value proposition, and attach a case study.

Reference specific assets.

Reference Section: Step-by-step: Finding and Pitching Brands

8. Establish Follow-Up Cadence

Plan follow-ups to engage actively. Follow up after 3 days, a week later with a fresh angle, and again at two weeks with a compelling offer.

Reference Section: Step-by-step: Finding and Pitching Brands

9. Track Responses and Analyze

Create a tracking sheet for outreach activities including statuses, responses, and iterations. Analyze which pitches are most successful.

Reference Section: Step-by-step: Finding and Pitching Brands