



Template: Sponsored Content Collaboration Checklist

Generated: 12/14/2025

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