



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 practical checklist for content creators to streamline the process of collaborating with brands on sponsored content.

Checklist Items:

- ☐ **1. Gather Audience Metrics Export**
Export recent traffic and audience data from Google Analytics or platform insights, focusing on key metrics like monthly sessions and demographic breakdowns.
Reference Section: What You'll Need (Prerequisites)
- ☐ **2. Create a One-Page Media Kit**
Design a concise media kit summarizing your audience size, engagement rates, available content formats, and examples of past partnerships.
Reference Section: What You'll Need (Prerequisites)
- ☐ **3. Produce a Sample Sponsored Post**
Create or update a sample sponsored post that demonstrates your integration style, includes disclosure placement, and showcases creative flexibility.
Reference Section: What You'll Need (Prerequisites)
- ☐ **4. Develop a Standard Disclosure Statement**
Draft an FTC-compliant disclosure statement to place at the top of your sponsored posts, ensuring legal adherence.
Reference Section: What You'll Need (Prerequisites)
- ☐ **5. Set Up Analytics Tracking**
Implement UTM parameters and GA4 events to track conversions and attributions tied to your sponsored content campaigns.
Reference Section: What You'll Need (Prerequisites)
- ☐ **6. Research Potential Brands**
Identify brands that align with your audience by analyzing top-performing posts and extracting audience intent, while using competitor lists for inspiration.
Reference Section: Step-by-step: Finding and Pitching Brands
- ☐ **7. Craft Personalized Pitches**
Write tailored pitches for each brand, highlighting your metrics and the specific campaign value you offer, incorporating compelling subject lines and clear calls to action.
Reference Section: Step-by-step: Finding and Pitching Brands

☐ **8. Establish Follow-Up Cadence**

Plan a follow-up schedule with specific intervals (3 days, 1 week, 2 weeks) to re-engage brands with fresh ideas and reminders.

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

☐ **9. Track Responses and Optimize**

Create a response tracking sheet to monitor outreach performance, noting successful messaging and refining your approach based on data.

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