



# 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 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