

DIY Instagram Influencer Campaign Manager

Spreadsheet
Directions



Purpose

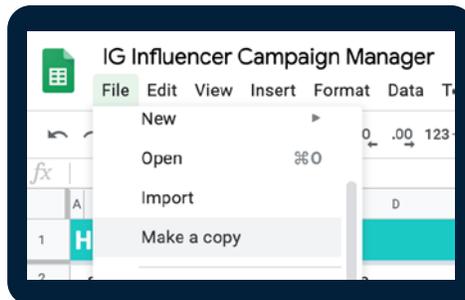
Use this spreadsheet to track your self managed Instagram influencer product gifting campaign. The spreadsheet is set up to track one campaign at a time. To track more than one campaign, simply make multiple copies of the spreadsheet.

[CLICK HERE TO GET YOUR SPREADSHEET](#)

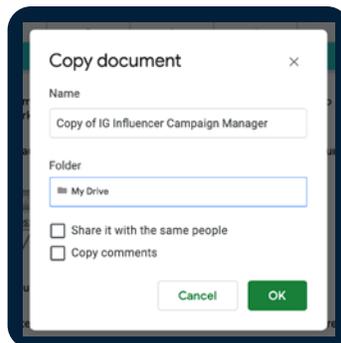
Before you begin

► Make a copy of this spreadsheet into your own drive. (You must be signed into Google.)

Go to File >> Make a Copy.



Make sure the Folder you are copying to is in your "My Drive"



Your new version will open automatically after hitting OK.

► Please note that columns with a gray header are automatically populated, columns with a teal header require your input. All columns are optional, fill in only what you need!

A screenshot of a spreadsheet table with two rows of data. The first row has a teal header for 'First Name' and 'Last Name', and a gray header for 'Profile Link'. The second row has a gray header for 'ID'. The data in the teal columns is 'Example1' and 'Example2'. The data in the gray columns is '@example1' and '@example2'. The 'Profile Link' column contains URLs like 'https://www.instagram.com/example1/'.

ID	First Name	Last Name	IG Handle	Profile Link
1	Example1	Example1	@example1	https://www.instagram.com/example1/
2	Example2	Example2	@example2	https://www.instagram.com/example2/

↑
Teal, requires user input

↑
Gray, no input required, automatically populated

► The data currently listed on each tab is for example purposes only. You will want to clear these before starting. Remember, only clear the teal columns and make sure to uncheck the checkboxes, not delete them.

Start Tracking Influencers

1. Start with the “Outreach” tab, here you’ll list all of the influencers you’ve contacted and mark which ones have agreed to be part of your campaign.
2. Move to the “Agreement” tab once a sufficient number of influencers have agreed to be part of your campaign. On this tab, you will track the agreement specifics. **Influencers who have been marked as interested in the “Outreach” tab will automatically show up on the “Agreement” tab.**
3. Finally, monitor the influencers’ product gifting posts on the “Posts” tab. **Influencers who have been marked as product received in the “Agreement” tab will automatically show up on the “Posts” tab.**

There you have it!

A quick and easy way to manage your Instagram influencer product gifting campaigns!

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Tips

You can filter any column with the three-lined arrow pointing down. Just click the arrow and choose your option.

For example, if you wanted to sort all influencers who have responded to your outreach you’d select “TRUE” for the drop down on the “Responded?” column.

If you see a column header with a small black triangle in the upper right-hand corner.

Responded?

Filter dropdown for 'Responded?' column. Options include: Sort A → Z, Sort Z → A, Filter by condition, Filter by values, Select all - Clear, FALSE, and TRUE (checked). Buttons for Cancel and OK are at the bottom.

Agreement Sent

Hover over for a helpful tip.

Tooltip for 'Agreement Sent' column: Don't have an agreement for them to sign? Check out our legal guide here! (Copy + paste link into browser) <https://brands.joinstatus.com/the-influencer-marketing-legal-checklist-that-could-save-your-job>

This campaign manager was created by Statusphere, a fully managed Instagram influencer campaign service provider.

[For more information visit \[joinstatus.com\]\(https://www.joinstatus.com\).](https://www.joinstatus.com)