

Pitching Stage

1. **KOL Review for influencer work ethics, response rate and risk/scandals before pitching**
 - a. *Problem: I'm not sure if the KOL I'm pitching is brand safe, responsive, or has good work ethics*
 - Better to check with the respective local IMs regarding their work ethics and response rate if you're proposing new KOL
 - b. Reviewing for Issues, Gossip, and risks
 - Make sure you follow your local news/entertainment outlet for updates. It's easy to spot celebrity scandal but a bit difficult for Influencer scandals
 - Run it through Chat GPT, then check the news link outlet if its legit
 - TIP: Getting connected with influencers socially creates a faster way of getting in the news

2. **KOL Pitching**
 - a. *Problem: KOLs are difficult to reach out to when clients have approved them. (unresponsive, no social contacts, email, and phone)*
 - Check all social channels to reach them out to
 - Initial contact: Email
 - Secondary contact: Social channels (FB, IG, TG, Viber, Whatsapp)
 - Check with the local IM if they have worked with the KOL/s, ask for their favor to reach out in favor for you

3. **KOL Fees and Negotiations**
 - a. *Problem: KOLs have rates that are high and not aligned with the budget*
 - TIP: Leverage on long term partnerships with KOLs who are okay to work with, make them believe or feel that the brand is excited to work with them
 - Foster good working relationship with them to easily onboard them on campaigns
 - Negotiate for the best rate for both parties (PH)
 - TIP: Setup a call with KOL/ Management if needed

Approval and Implementation

1. **KOL Quality of work**
 - *Problem: KOLs script is of poor quality, uncreative, substandard (before video production)*
 - Create Briefing Slides for visual aid to support KOLs in creating concepts ([SAMPLE BRIEF](#))
 - Template ready document to support KOLs in submitting concepts ([FULL SCRIPT SAMPLE LINK](#))
 - Be detail-oriented with reviewing scripts, visualize if needed
 - Share insights to KOL on how to improve the output

- NOTE: Before submitting everything to sales, make sure you have full detailed script, caption, and music proposal

2. KOL Draft Submissions/Revisions

a. *Problem: KOL not following the Brief, script outline, branded guidelines*

- Once we receive videos from KOL, Review scripts and video output side-by-side twice or more
- Consider the type of revision KOL needs to be done
 1. Minor Revision - Text, Music choice, VO, B-Rolls, Product Shot
 2. Major Revision - Reshoot
- Be specific with the revisions KOL missed.
 1. Create bulleted list of missed minor revision items
 - a. Timestamps of Text
 - b. Voice Over, B-Rolls, Product Shot
 - c. Exact words missed to revise/edit
 - d. Music choice (should be from commercial library)
 2. Reshoot applicable conditions
 - a. KOL missed to deliver a quality output, 50% missed approved script application
 3. NOTE: Review the no. of revisions allowed aligned in the contract
- **When dealing with difficult KOLs to have them revise**, Be easy to talk to, but assertive, can drop corporate formality once in a while,

3. KOL Unresponsiveness during Implementation Phase

a. *Problem: KOLs suddenly becomes out of reach due to work schedule or trips, or ghosting*

- Initial contact: Email
- Secondary contact: Social channels (FB, IG, TG, Viber, Whatsapp)
- If KOL is unresponsive, can tap local IM to support in reaching out or following up
- Escalate to Managers
- Escalate to Legal Team, check clauses on contract for delays on KOL's end