Influencer Collab Management Process

Flowchart

Start

1

SALES TEAM NOTIFICATION

Sales informs the Marketing Team 1 month prior to influencer arrival.

OR

MARKETING SOURCES INFLUENCER

Marketing sources influencer and checks availability with sales atleast 1 month prior to influencer arrival.

2

MARKETING PREPARATION

Marketing prepares Content Plan & Agreement Contract

3

CONTRACT FINALIZATION

Once the contract is signed, inform Operations.

4

ROOM PREPARATION

Prepare the room based on the item checklist

5

ROOM APPROVAL

An Operations and Marketing member must confirm all checklist items are provided and ensure visual appeal.

6

ARRIVAL & WELCOME

- Confirm arrival time with the influencer.
- Assign a team member (Joyce) to meet the influencer at the residence for a welcome tour.

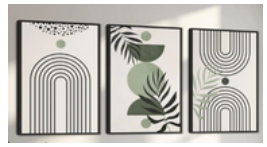
7

POST-STAY PROCESS

After check-out, ensure all items are returned to the warehouse

End

Item Check List

REQUIRED ITEMS							OPTIONAL
Full bedding set (in stock)		Kettle (in stock)		Diffuser (to buy)		Air fryer (in stock)	
Bathroom set (in stock)		Water bottle (in stock)		Frames/ posters (to buy)		Smothie blender (in stock)	
move in pack (in stock)	 	3 cushions (to buy)		Rug (to buy)			
Hair Dryer (in stock)		Throws (to buy)					
Coat hangers (in stock)		3-7 small to medium sized plants (to buy)					
Trash can (in stock)		Decorative books (to buy)					
Smart alarm clock (in stock)		DMC umbrella (to buy)					
Desk lamp (in stock)		Welcome Card (to be designed)					