

## Initial Direct Message Template

Hi [Insert Creator's name] 🙌

I'm [Insert your full name] the Marketing Manager at the global [Insert the industry, ie: Beauty, Fashion, Baby Product] brand [Insert your brand's name]!

Your account really caught my attention, especially the posts about taking care of a newborn 🧒, and I think you'd be the perfect fit for our next campaign!

Please let me know how you want to take the conversation forward.

Thank you and best regards,

## Direct Message Reminder Template (when no reply)

Hi (Insert Creator's name)! 🙌

Just wanted to make sure you received my message, as we are highly excited to collaborate with you on our upcoming campaign, knowing that we'll do a great job together! 😊

I'm only a message away!

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