

LinkedIn Creator Marketplace Campaign Starter Template

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Legal notice: Payment terms, contract language, and rate guidance in this template are starting points only. Have your legal and finance teams review all sections before use in an active campaign.

This template covers every operational step from readiness check to post-campaign reporting. Work through each section in order the first time. After that, individual sections can stand alone.

Section 1: Brand Readiness Scorecard

Answer each question honestly before requesting LinkedIn Creator Marketplace alpha access. One point per "Yes."

#	Question	Yes	No
1	Vetting process: Do you have a documented creator vetting process that covers audience quality and brand safety, not just follower count?	☐	☐
2	Discovery discipline: Has your LinkedIn creator work used a repeatable discovery process, rather than defaulting to familiar names each cycle?	☐	☐
3	Mention tracking: Do you actively monitor which creators and employees already mention your brand organically, so you know who's ready for related ads amplification on day one?	☐	☐
4	Pipeline measurement: Can you report creator-content performance to leadership in pipeline or revenue terms, not impressions, before a campaign launches?	☐	☐
5		☐	☐

#	Question	Yes	No
	Clear ownership: Is one person or team accountable for creator partnerships, with dedicated budget and decision authority?		

Your score: ____ / 5

Scoring Guide

Score	What it means	Recommended next step
5	Ready to move	Request alpha access. Start with brand-mention discovery and one related ads test. Report in pipeline terms from day one.
3-4	Close, with gaps	Identify the "No" answers. Most gaps close in two to four weeks with internal alignment. Fix them before outreach.
0-2	Build foundations first	Wait on access. Prioritize a vetting framework, clear ownership, and a basic attribution model. The tool amplifies your existing process; it won't replace a missing one.

Note: Each "No" is a workflow gap, not a judgment. LinkedIn Creator Marketplace surfaces creators efficiently; it does nothing to fix an unclear brief, an absent owner, or a measurement approach that stops at impressions.

Scoring low? If you land in the 0-2 range and don't have the internal team to close these gaps alone, an agency partner can build the foundations with you. See Sociallyin's [Top 5 LinkedIn Content Agencies](#) and [Top 5 Influencer Marketing Agencies](#) for options.

Section 2: Creator Vetting Scorecard

Complete one row per creator under consideration. Score fields are for your internal weighting; adjust thresholds to match your campaign's ICP before outreach begins.

On eligibility criteria: Any specific creator-eligibility thresholds attributed to LinkedIn (such as minimum 90-day impressions or posting-frequency floors) have not

been confirmed against LinkedIn's current documentation. Treat the profile fields below as your own internal vetting benchmarks, and verify any platform-imposed requirements directly with LinkedIn before relying on them.

Creator Profile Fields

Field	Creator A	Creator B	Creator C
Creator name / LinkedIn URL			
Follower count			
90-day impression volume			
Engagement rate (90-day avg)			
Post frequency (posts/month)			
Primary content topics			

Audience Quality Fields

Field	Creator A	Creator B	Creator C
Top 3 audience industries (% each)			
Top 5 audience job titles (% each)			
Top 3 audience locations (% each)			
% audience matching target ICP			
Audience ICP match score (1-5)			

Brand Safety & History Fields

Field	Creator A	Creator B	Creator C
Existing brand mentions found in-platform? (Y/N)			
Past paid brand work identified (Y/N)			

Field	Creator A	Creator B	Creator C
Competing brand mentions in last 90 days? (Y/N)			
Brand safety flags (list any)			
Overall brand safety rating (Pass / Review / Fail)			

Vetting Decision

Field	Creator A	Creator B	Creator C
Proceed to brief? (Y/N)			
Rationale (1-2 sentences)			
Reviewer name & date			

What counts as a brand safety flag: Active promotion of a direct competitor, content that conflicts with your brand values, prior controversy with documented evidence, or unusually low engagement relative to follower count (which can signal inflated numbers).

Section 3: Creator Brief Template

Complete this before sending the first in-app message. Creators who receive a clear brief close faster and renegotiate less. Send the full brief as a PDF or shared document, not pasted into a Campaign Manager message.

Campaign name: _____

Brand / client: _____

Brief version: __ **Date issued:** __

Primary contact (brand side): _____

Campaign Objective

State the single primary goal. Tie it to a business outcome, not a content metric.

Example: Build awareness of [Product] among VP-level buyers in enterprise SaaS during Q3, measured by related ads CTR and downstream CRM touches.

Objective: _____

Target audience (ICP): _____

Campaign dates: Start: __ End: __

Key Messages

List two to four messages the creator should convey. These are guardrails, not a script.

1. _____
 2. _____
 3. _____
 4. _____
-

Content Guardrails

Must include:

Must avoid:

Tone guidance: _____

Brand assets provided (Y/N): _ **Asset link/location:** ____

Brand review required before posting (Y/N): _ **Review turnaround time:** _

Disclosure Requirements

Important: FTC guidelines require clear and conspicuous disclosure of paid partnerships. The creator is responsible for compliance, but your brief should spell out the exact language and placement you require.

Required disclosure language: _____

Example: "#ad" or "Paid partnership with [Brand]", placed at the start of the post caption, not buried after a "see more" break.

Platform-specific placement instruction: _____

Deliverables

Deliverable	Format	Quantity	Due date	Notes

Content formats to specify: Single post, newsletter feature, newsletter mention, short-form video (native), long-form video, LinkedIn Live, carousel, document post.

Related ads amplification permission required (Y/N): _

Exclusivity Terms

Exclusivity window: From __ to __

Restricted categories (creator may not promote during window):

:

Exclusivity scope: ☐ Direct competitors only ☐ Full category ☐ Custom (define below)

Custom scope: _____

Revision & Approval Process

Number of rounds included: _

Approval contact: _____

Final approval deadline (before go-live): _____

Section 4: Rate Negotiation Reference

Disclaimer: these are Sociallyin's internal estimates, not a market survey.
The rate ranges below reflect Sociallyin's own working assumptions for planning

purposes. They are not verified market data and were not drawn from any published rate survey or named industry source. Actual rates vary significantly by creator, industry niche, audience quality, deliverable complexity, and exclusivity scope. Confirm current market rates through direct creator proposals, your agency, or a rate benchmarking platform before finalizing any budget. Have finance and legal review payment terms.

LinkedIn Creator Tier Definitions

Tier	Follower range	90-day impression range	Typical engagement rate
Nano	1,000 – 10,000	10,000 – 100,000	3% – 8%
Mid-tier	10,001 – 100,000	100,001 – 1,000,000	2% – 5%
Established	100,001+	1,000,000+	1% – 3%

These tier definitions are Sociallyin's internal planning framework, not LinkedIn's published categories. LinkedIn's invite-only alpha appears to favor mid-tier and established creators, so nano-tier availability inside Creator Marketplace may be limited during the alpha window.

Estimated Rate Ranges by Tier & Format (Sociallyin internal estimate, not a market survey)

The figures below are Sociallyin's directional estimates for internal budgeting only. They are not sourced from any market survey. Treat every number as a starting hypothesis to validate against real creator quotes, not as a verified benchmark.

Format	Nano	Mid-tier	Established
Single LinkedIn post	\$200 – \$800	\$800 – \$5,000	\$5,000 – \$25,000+
Newsletter feature (dedicated)	\$300 – \$1,000	\$1,000 – \$6,000	\$6,000 – \$30,000+

Format	Nano	Mid-tier	Established
Newsletter mention / inclusion	\$100 – \$400	\$400 – \$2,500	\$2,500 – \$10,000+
Short-form video (native LinkedIn)	\$400 – \$1,200	\$1,200 – \$7,500	\$7,500 – \$35,000+
Long-form video	\$600 – \$2,000	\$2,000 – \$12,000	\$12,000 – \$50,000+
LinkedIn Live appearance	\$500 – \$1,500	\$1,500 – \$8,000	\$8,000 – \$40,000+
Package (3-post series)	\$500 – \$2,000	\$2,000 – \$12,000	\$12,000 – \$60,000+

Format Notes (LinkedIn-Specific)

- **Single posts** are the fastest to produce and easiest to amplify via related ads. Best for testing a creator relationship before committing to a package.
- **Newsletter features** reach a subscriber list that opted in, often higher-intent than a feed post. Ask for subscriber count and open rate, not just follower count.
- **Short-form video** is a fast-growing format on LinkedIn. Where you run video-based related ads, watch CTR against your own static-ad baseline rather than assuming an uplift.
- **Long-form video** requires more production alignment but suits complex B2B narratives (demos, case studies, roundtables).
- **Related ads amplification rights** commonly add a premium to base rates. Negotiate this upfront; retrofitting it after posting is slower and sometimes declined.

Rate Negotiation Fields

Field	Creator A	Creator B	Creator C
Quoted rate			
Negotiated rate			
Deliverables included at rate			
Related ads amplification included? (Y/N)			
Usage rights duration			

Field	Creator A	Creator B	Creator C
Exclusivity window priced in? (Y/N)			
Payment terms agreed			
Invoice due date			

Payment Terms Field

Standard options to propose:

- 50% on signed contract, 50% on content approval
- 100% net-30 from content delivery
- Milestone-based: deposit / draft approval / go-live

Terms agreed: _____

Invoice contact (creator): _____

Internal PO or budget line: _____

Section 5: External Contract Checklist

Legal review required. This checklist identifies terms to cover; it is not a contract. Have your legal team draft or review the actual agreement before any creator signs.

Mark each item as Included, Not Applicable, or Needs Legal Review before sending the contract for signature.

IP & Content Ownership

Term	Status	Notes
Content ownership: who holds IP after publication	☐ Included ☐ N/A ☐ Legal review	
Work-for-hire language (if brand retains full ownership)	☐ Included ☐ N/A ☐ Legal review	
Creator retains ownership with license granted to brand	☐ Included ☐ N/A ☐ Legal review	

Term	Status	Notes
License scope defined (platforms, formats, duration)	☐ Included ☐ N/A ☐ Legal review	

Usage Rights & Amplification

Term	Status	Notes
Related ads amplification rights explicitly granted	☐ Included ☐ N/A ☐ Legal review	
Platforms where brand may reuse content (LinkedIn, email, paid, website)	☐ Included ☐ N/A ☐ Legal review	
Duration of usage rights	☐ Included ☐ N/A ☐ Legal review	
Right to edit or repurpose content (or prohibition thereof)	☐ Included ☐ N/A ☐ Legal review	
Approval required before repurposing (Y/N)	☐ Included ☐ N/A ☐ Legal review	

Exclusivity Window

Term	Status	Notes
Exclusivity start and end dates specified	☐ Included ☐ N/A ☐ Legal review	
Restricted competitor categories listed explicitly	☐ Included ☐ N/A ☐ Legal review	
Consequences for exclusivity breach defined	☐ Included ☐ N/A ☐ Legal review	

Performance Bonus Triggers

Term	Status	Notes
Bonus structure included (Y/N)	☐ Included ☐ N/A ☐ Legal review	

Term	Status	Notes
Metric trigger defined (e.g., impressions $\geq$ X, CTR $\geq$ X%)	☐ Included ☐ N/A ☐ Legal review	
Measurement source and timeframe agreed	☐ Included ☐ N/A ☐ Legal review	
Bonus payment timeline specified	☐ Included ☐ N/A ☐ Legal review	
Cap on bonus payout included	☐ Included ☐ N/A ☐ Legal review	

Cancellation & Kill Fee Terms

Term	Status	Notes
Brand cancellation notice period	☐ Included ☐ N/A ☐ Legal review	
Kill fee structure (% of contracted rate if brand cancels)	☐ Included ☐ N/A ☐ Legal review	
Creator cancellation / non-delivery remedies	☐ Included ☐ N/A ☐ Legal review	
Force majeure clause	☐ Included ☐ N/A ☐ Legal review	
Dispute resolution process	☐ Included ☐ N/A ☐ Legal review	

Disclosure & Compliance

Term	Status	Notes
Creator responsible for FTC/ASA compliance confirmed in writing	☐ Included ☐ N/A ☐ Legal review	
Required disclosure language specified	☐ Included ☐ N/A ☐ Legal review	

Term	Status	Notes
Brand right to request removal if disclosure is absent	☐ Included ☐ N/A ☐ Legal review	

Contract reviewed by legal (name & date): _____

Contract signed date: _____

Section 6: Campaign Measurement Tracking Table

One row per post. Tag related ads campaigns separately in LinkedIn Campaign Manager before launch so organic and paid attribution stay clean.

Tracking Table

Field	Post 1	Post 2	Post 3	Post 4	Post 5
Creator name					
Post URL					
Post format (single / video / newsletter / other)					
Post live date					
Organic impressions					
Organic engagement rate					
Organic clicks					
Organic comments					
Related ads amplification (Y/N)					
Related ads spend (\$)					
Related ads impressions					
Related ads CTR (%)					
Related ads clicks					

Field	Post 1	Post 2	Post 3	Post 4	Post 5
Related ads cost per click (\$)					
Downstream CRM touches (# contacts influenced)					
Pipeline opportunities influenced					
Attributed revenue (where available)					
Notes					

Campaign Totals Row

Metric	Total / Average
Total organic impressions	
Average organic engagement rate	
Total related ads spend	
Average related ads CTR	
Total CRM touches	
Total pipeline opportunities influenced	
Total attributed revenue	
Blended ROAS (attributed revenue ÷ total spend)	

Attribution Notes

- **CRM touches:** Count a contact as "influenced" if they engaged with the creator's post (liked, commented, clicked) and appear in an active pipeline opportunity within 90 days. Adjust the window to match your average sales cycle.
- **Pipeline attribution:** Use a first-touch, last-touch, or multi-touch model, but pick one and document it. Switching models mid-campaign makes comparisons meaningless.
- **Set your own CTR benchmark:** Establish a related ads CTR baseline from your first campaign wave and measure later waves against it. Use vendor-published averages only as loose directional context, never as a guaranteed result.

Section 7: Reporting Summary Template

One page. Designed for leadership review. Fill in bold fields. Delete guidance text before sending.

Campaign Name: _____

Reporting period: __ to __

Prepared by: __ **Date:** __

Investment Summary

Line item	Amount
Creator fees (total)	\$
Related ads spend	\$
Production / asset costs	\$
Agency / management fees	\$
Total campaign investment	\$

Reach & Engagement

Metric	Result	Benchmark / Target	vs. Target
Total organic impressions			
Average organic engagement rate			
Total related ads impressions			
Average related ads CTR		Your internal baseline	
Total unique accounts reached			

Pipeline Impact

Metric	Result
CRM contacts influenced	
Open pipeline opportunities touched	
Pipeline value influenced (\$)	
Attributed revenue (closed/won, where tracked) (\$)	
Blended ROAS	

Attribution model used: _____

Creator Performance Snapshot

Creator	Format	Organic impressions	Related ads CTR	CRM touches	Top insight

Key Findings (3 bullets max)

- _____
- _____
- _____

Next-Step Recommendation

Select one and add specifics.

☐ **Scale:** Continue with top-performing creator(s). Increase related ads budget by \$__.

Rationale: _____

☐ **Test:** Run a second wave with __ format change or __ new creator tier. Rationale:

☐ **Pause:** Hold further spend until __ gap is addressed. Required action: _____

☐ **Custom:** _____

Quick-Reference: Template at a Glance

Section	What it does	Who owns it
1. Brand Readiness Scorecard	Go / fix / wait decision before outreach	Strategy lead or agency account lead
2. Creator Vetting Scorecard	Evidence-based creator selection	Social media manager or agency planner
3. Creator Brief	Alignment document sent to creator before contract	Campaign manager
4. Rate Negotiation Reference	Internal budget estimates and payment terms	Account lead + finance
5. Contract Checklist	Legal coverage before signature	Legal team (required review)
6. Measurement Tracking Table	Live performance log across organic + paid	Analytics lead
7. Reporting Summary	One-page leadership read-out	Account lead or agency strategist

Final reminder: LinkedIn Creator Marketplace handles discovery and in-app contact only. Contracts, payment, and invoicing happen entirely outside the platform. Sections 4, 5, and payment fields in Section 3 require legal and finance review before use in an active campaign.

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