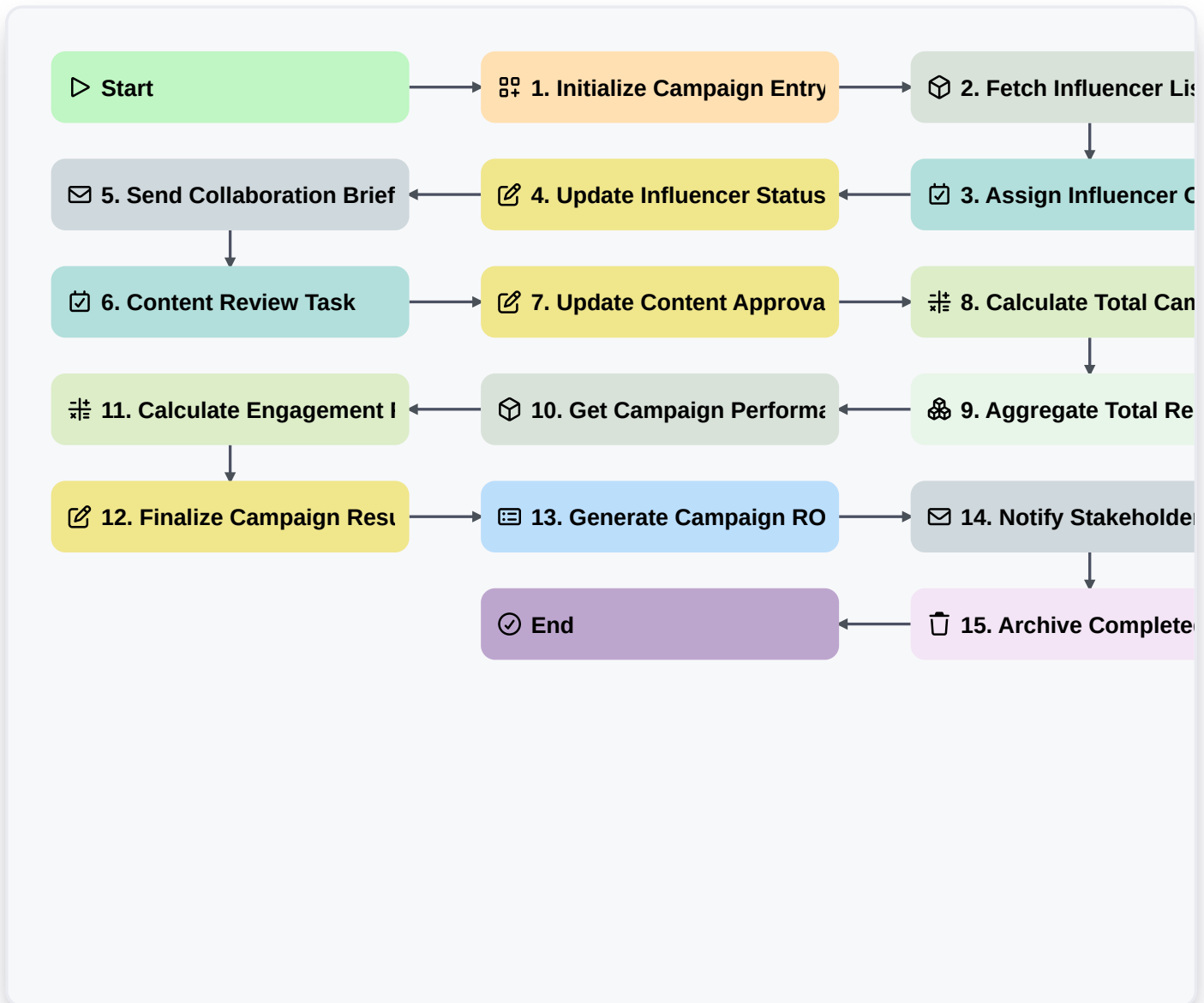


Influencer Marketing Campaign Workflow



Start

Start of the Workflow/Process.

1. Initialize Campaign Entry

Create a new entry in the 'Campaigns' data model to track the start of the influencer campaign.

2. Fetch Influencer List

Retrieve available influencers from the 'Influencer Database' model based on niche and follower count.

3. Assign Influencer Outreach Task

Create a task for the Marketing Manager to contact selected influencers and negotiate terms.

4. Update Influencer Status

Update the status of the selected influencers in the database to 'Contacted'.

5. Send Collaboration Brief

Send an automated email to the influencer containing the campaign requirements, timelines, and deliverables.

6. Content Review Task

Create a task for the Content Specialist to review the draft content submitted by the influencer.



7. Update Content Approval Status

Update the 'Campaign Deliverables' entry with the approval or rejection status of the content.

8. Calculate Total Campaign Cost

Sum the individual influencer fees and shipping costs to calculate the total projected budget spend.

9. Aggregate Total Reach

Sum the 'Follower Count' from all selected influencer entries to determine the total campaign potential reach.

10. Get Campaign Performance Metrics

Retrieve engagement data (likes, comments, clicks) from the 'Campaign Results' data model.

11. Calculate Engagement Rate

Execute a formula ($\text{Total Engagements} / \text{Total Reach} * 100$) to measure campaign efficiency.

12. Finalize Campaign Results

Update the master Campaign entry with the final calculated engagement rates and ROI.

13. Generate Campaign ROI Report

Create a performance report summarizing the campaign success against the initial budget and goals.

14. Notify Stakeholders

Send an email to the Marketing Director with the final campaign report and results summary.

15. Archive Completed Campaign

Remove the campaign from the 'Active Campaigns' view (or move to archive) once the process is finished.

End

End of the Workflow/Process.