

How To Be The Influencer Brands *Actually* Call Back

The ultimate dos & don'ts for landing repeat collabs.



When a brand books you for a campaign, you're not just delivering content - you're building a reputation. The influencers who get invited back aren't always the ones with the biggest following. They're the ones who make a brand's job easier, deliver quality, and bring ideas that feel fresh and authentic. Here's the inside scoop on what brands love (and what makes them roll their eyes).

DON'T MAKE US CHASE YOU.

- ☒ Reply quickly, keep your communication clear, and hit deadlines. Brands notice when you're organized, responsive, and easy to work with. Professionalism in comms makes them feel confident rebooking you.
- ☐ Ghost mid-campaign, send sloppy or half-finished drafts, or drag your feet on edits. Nothing frustrates a brand more than chasing down an influencer for assets that should've been sent days ago.

SHOW US THE REAL NUMBERS.

- ☒ Share real data about your audience and engagement. Go beyond follower counts: saves, shares, and quality comments matter. Deliver screenshots of your performance promptly after the campaign wraps; it shows you care about results and positions you as a true partner. Transparency = trust.
- ☐ Inflate stats or buy fake followers. Brands can spot sketchy engagement a mile away, and once they lose trust in your numbers, it's game over for repeat work.

MAKE THE BRIEF YOUR OWN.

- ☒ Put your own spin on briefs. Brands love when influencers pitch ideas, experiment with multiple formats (Reels, TikToks, behind-the-scenes extras), and show they understand both the brand and their community. Authenticity is everything - your unique voice is what makes you valuable.
- ☐ Phone it in with cookie-cutter ads or content that looks like AI slop. AI tools are great for brainstorming or editing, but if your content feels robotic, disconnected, or like every other #ad, your audience (and the brand) will notice. Brands want you, not Chat, as the influencer.

THINK RELATIONSHIP, NOT ONE-NIGHT STAND.

- ☒ Treat every campaign like the start of a relationship. Go the extra mile with thoughtful touches like optional B-roll, extra captions, or post-campaign insights. And when you're genuinely excited about a brand - with real stories or personal connections - it shows. That kind of authenticity makes content shine and keeps brands coming back.
- ☐ Treat collabs like one-and-done gigs. If you only do the bare minimum and don't think about long-term potential, brands will move on to someone who does.



TIP

Reply quickly & meet deadlines

Share real engagement data

Add your own creative spin

Provide timely campaign results

Treat it like a long-term relationship

Ghost or ignore edits

Inflate or fake stats

Phone in cookie-cutter ads

Forget FTC-required disclaimers

Act like it's one-and-done

Pro Tip: Want even more opportunities? Check out platforms like [CreatorIQ](#), [Aspire](#), and [#Paid](#) - These tools help connect creators with campaigns, track performance, and keep you top of mind for repeat collabs.