

## Post Campaign Reports Best Practices & Email Templates

### Best Practices

1. Set clear goals and objectives: Before creating the post-campaign report, ensure that you have a clear understanding of the goals and objectives of the collaboration. This will help you measure the right metrics and present the relevant data.
2. Focus on key performance indicators (KPIs): Identify the most relevant KPIs that align with the brand's campaign goals. These could include engagement rate, reach, impressions, conversions, or other metrics that demonstrate the success of the collaboration.
3. Provide a comprehensive overview: Offer a summary of the campaign, including the content created, platforms used, and the duration of the collaboration. This will help provide context for the rest of the report.
4. Use visuals: Include graphs, charts, and other visual aids to make the data more digestible and engaging. Visuals can help highlight the most important insights and make the report more compelling.
5. Highlight audience engagement: Showcase the audience's response to the collaboration by including comments, shares, and other interactions that demonstrate a positive reception. This can help emphasize the value of the partnership.
6. Compare results to industry benchmarks: Put the campaign's performance into perspective by comparing it to industry benchmarks or previous collaborations. This can help demonstrate the effectiveness of the partnership relative to other campaigns.
7. Offer insights and analysis: Go beyond just presenting the data – provide insights and analysis that explain why certain results were achieved and what factors contributed to the campaign's success or areas for improvement.
8. Suggest areas for optimization: Identify areas where the campaign could have performed better and provide recommendations for future collaborations. This shows that you are committed to continuous improvement and interested in delivering even better results next time.
9. Include testimonials: If the brand provided any positive feedback during or after the collaboration, include quotes or testimonials in the report. This can help reinforce the value of the partnership and demonstrate the brand's satisfaction with the results.
10. Pitch future collaborations: Use the post-campaign report as an opportunity to pitch new ideas for future partnerships. Highlight how the data from the current collaboration can inform and improve the next project, and suggest specific ways to continue building on the success of the partnership.

## Post Campaign Reports Email Templates

### **Template #1: Comprehensive Post-Campaign Report**

Hi [Name],

I hope you're doing well! I've put together a detailed post-campaign report for our recent collaboration, which you'll find attached. The report includes performance metrics, valuable insights, and some suggestions for future partnerships.

If you could share a brief testimonial about your experience working with me, I'd greatly appreciate it. I'd love to include your feedback in my media kit.

Thank you for your time, and I look forward to our continued collaboration!

Best regards,  
[Your name]

### **Template #2: Highlighting Success**

Hi [Name],

I'm excited to share the post-campaign report from our recent collaboration! The attached document highlights the impressive results we achieved together and showcases the positive impact of our partnership.

I would be grateful if you could provide a short testimonial about your experience working with me. Your feedback will be a valuable addition to my media kit.

Thanks, and I'm eager to discuss future collaboration opportunities!

Best regards,  
[Your name]

### **Template #3: Continuous Improvement**

Hi [Name],

Please find the post-campaign report for our recent collaboration attached. This report outlines the key metrics, insights, and areas where we can optimize our partnership for even better results in the future.

I'd also like to request a brief testimonial about your experience collaborating with me. Your feedback will help me improve my services and would be a great addition to my media kit.

Thank you for your support, and I look forward to our next project together!

Best regards,  
[Your name]

### **Template #4: Appreciation and Next Steps**

Hi [Name],

I wanted to express my gratitude for the opportunity to collaborate with you on our recent campaign. Attached is the post-campaign report, which highlights our successes, key learnings, and a few ideas for our next collaboration.

If you could share a sentence or two about your experience working with me, I'd be thrilled to include your thoughts in my media kit.

Thank you once again, and I'm excited to see what we can accomplish together in the future!

Best regards,  
[Your name]

## **Template #5: Celebrating Results**

Hi [Name],

I'm delighted to share the attached post-campaign report from our recent collaboration. The document showcases the fantastic results we achieved and the positive impact our partnership had on the campaign.

I would be grateful if you could provide a short testimonial about your experience working with me. I'd love to feature your feedback in my media kit.

Thanks, and I can't wait to discuss the next steps in our partnership!

Best regards,

[Your name]