

Influencer Toolkit 2019 For Fine Art Brands

Dear all,

The Social team has worked closely with brands directors to create this document to provide overall guidance on how Colart should define and work with influencers.

[Click here](#) to download the Colart 2019 Influencer Toolkit for Fine Art brands.

You'll find a breakdown of the set up for Local vs Global influencer selection, gain direction on how to source influencers, see examples for types of content to be produced and understand the useful additions (such as contract terms and channel options) for essential negotiations.

Please note a section for Lefranc Bourgeois will be added by the Brand Team at a later date.

We hope you find this document to be useful as you plan your influencer activities.

Team Social