

The Global Influencer Marketing Readiness Checklist

30 Questions to Ask Before Scaling Influencer Marketing Across Markets

Global influencer programs create value when strategy, local execution, measurement, governance, and creator intelligence work as one system. Use this checklist before expanding into new markets, consolidating agency partners, or redesigning an existing multi-country influencer program.



How to Use This Checklist



Ready — Fully established and consistently applied



Partial — Exists, with gaps between markets or teams



Gap — Requires development before scaling



Readiness Score

2 points for Ready • 1 point for Partial • 0 points for Gap • Maximum score: 60

- **51–60:** Scale-ready
- **40–50:** Strong foundation
- **25–39:** Fragmented
- **0–24:** Rebuild before scale

1. Global Strategy and Governance

A multi-country program works best when strategy, ownership, and escalation are clearly defined before launch.



- ☐ We have one clearly defined global objective for the influencer program.
- ☐ Global and local teams have defined decision rights.
- ☐ Every priority market has a named owner.
- ☐ Local teams participate early enough to shape planning.
- ☐ The program has a clear escalation path.
- ☐ The operating model supports cross-market learning.



Leadership Check

Who owns the global outcome? _____

Who owns performance in each market? _____

Which decisions can local teams make independently? _____



Best practice: define decision rights across strategy, creator selection, creative approval, budgets, measurement, brand safety, and optimization.

2, Market and Creator Readiness

Local intelligence turns a global strategy into culturally relevant execution.



- ☐ **Creator selection** includes local-market validation.
- ☐ **Creator discovery** begins with the audience and campaign objective.
- ☐ **Creator pricing** can be compared within each market.
- ☐ **The platform strategy** reflects local audience behavior.
- ☐ **Creative direction** gives local teams room to adapt execution.
- ☐ **Creator knowledge** accumulates over time.



Ask Before Approving a Creator

- **Why this creator?** What audience, cultural, or performance evidence supports the choice?
- **Why this creator in this market?** What makes the partnership locally relevant?
- **Why this creator at this price?** How does the fee compare with expected value and local benchmarks?



A strong shortlist balances brand fit, audience quality, content quality, cultural relevance, performance history, and cost.

3. Measurement and Budget Intelligence

The goal is better cross-market decision-making.



Measurement and Budget Readiness Checklist

- ☐ Core KPIs have shared definitions across markets.
- ☐ Campaign objectives determine the measurement hierarchy.
- ☐ Performance can be viewed by market, platform, creator, and content.
- ☐ The program tracks operational performance.
- ☐ Teams can identify patterns across countries.
- ☐ Performance data can influence budget allocation while campaigns are active.



Your Executive Dashboard Should Answer

- ☐ Where are we creating the strongest business impact?
- ☐ Which markets are producing the greatest efficiency?
- ☐ Which creator profiles repeatedly perform?
- ☐ Which creative concepts travel successfully between markets?
- ☐ Where is localization materially improving results?
- ☐ Where should the next incremental budget go?



Track business outcomes, brand outcomes, campaign performance, and operational efficiency.

4. Contracts, Compliance, and Content Rights

Global scale requires clear contractual, disclosure, and rights governance.



- ☐ Every creator relationship has a defined contractual framework.
- ☐ Disclosure requirements are checked at market level.
- ☐ Content usage rights are agreed before publication.
- ☐ Paid amplification rights are clearly defined.
- ☐ Intellectual property responsibilities are clear.
- ☐ Market-specific compliance has a named owner and escalation process.



Rights Check

- | | |
|--|--|
| ☐ Organic creator post | ☐ Retail or marketplace use |
| ☐ Brand-owned social channels | ☐ Cross-market reuse |
| ☐ Paid social amplification | ☐ Editing or adaptation |
| ☐ Website and ecommerce use | ☐ Defined usage period |



Rights strategy should reflect the full commercial life of creator content, not just the original post.

5. Agency and Operating-Model Readiness

The right partner should support both global consistency and local execution.



- ☐ The agency can show who executes the work in every priority market.
- ☐ The agency can explain who validates creator cultural fit.
- ☐ Global and local responsibilities are clearly divided.
- ☐ Measurement is consolidated across markets.
- ☐ The agency demonstrates native capability on the platforms relevant to each market.
- ☐ The relationship generates proprietary knowledge over time.



6 Questions to Put Into the Agency RFP

1. Who physically executes our work in each priority market?
2. Who decides whether a creator is culturally right for each market?
3. Which decisions belong to the global team, local team, and agency?
4. How will we compare performance across countries?
5. Show us a situation where cross-market data changed a campaign decision.
6. What will our organization know after year two that it cannot know today?



The Five-Point Scale Test

1. One Strategy
2. One Local Owner
3. One Measurement Language
4. One Governance Framework
5. One Learning System

The strongest global programs make every market smarter.