



Suhas Bhairav

AI Influencer Outreach and Sponsor Script Builder

A practical, beginner-friendly workflow to scout influencers, evaluate fit, and auto-draft emails

Automate influencer fit scoring and personalized outreach while preserving human review

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suhasbhairav.com

Define Data & Criteria

Lay the groundwork by identifying data you will collect and the criteria that determine influencer fit. Establish guardrails before automation.

Key move **Action: lock in approval flow before automations run at scale**

PRACTICAL CHECKLIST

- 01** Define target audience segments aligned with product: demographics, interests, and buying intent.
- 02** Inventory current influencer data sources: profiles, engagement metrics, audience demographics, past partnerships.
- 03** Establish fit metrics: audience overlap, product relevance, engagement rate, and historical performance.
- 04** Data privacy & compliance guardrails: consent, disclosures, and data handling guidelines.
- 05** Tool selection: automation tools (Claude/ChatGPT), influencer database, templates, approvals.
- 06** Create initial risk register: fraud, misrepresentation, or legal issues.
- 07** Define weekly success metrics: latency, fit score accuracy, email quality, and response rate tracking.

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From Scan to Draft

Implement automated profile scanning and scoring, then generate personalized outreach drafts with built-in human review gates.

Key move **Action: require final human sign-off before sending any email**

PRACTICAL CHECKLIST

- 01** Create profile fetcher: pull public data from social profiles and bios.
- 02** Apply scoring model: compute fit score using audience overlap, relevance, engagement, and past brand alignment.
- 03** Personalization templates: generate email with references to recent content and product fit.
- 04** Internal approvals gate: require legal and brand clearance before sending.
- 05** Guardrails for privacy, disclosures, and compliance with influencer marketing rules.
- 06** Versioned templates and logging: maintain versioned templates and an activity log.
- 07** Pilot run: start with 5 influencers, monitor drafts' quality.

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Control, Compliance & ROI

Define ownership, targets, and governance to sustain a compliant, measurable influencer outreach program.

Key move **Action: freeze changes if a fraud signal triggers policy breach**

PRACTICAL CHECKLIST

- 01** Define owners and RACI: who approves, drafts, and measures.
- 02** Set targets for response rate, conversions, and cost per partnership.
- 03** Monitoring and audit logs: weekly checks of data sources and scoring drift.
- 04** Security and access controls: enforce least-privilege data and prompts.
- 05** Compliance reviews: quarterly reviews with legal and ethics.
- 06** Adoption tracking: monitor user satisfaction, time saved, and throughput.
- 07** Documentation: maintain living playbooks, version history, and change approvals.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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