

Sending Messages to Influencers

The Messages tool in Influence allows you to send custom emails to many influencers at once, personalizing and facilitating your communications. Send messages with custom formatting, personalized variables, and attachments to influencers you have added to your Influencers roster. Create email templates straight within the tool to simplify routine emails. In this article, learn how to use the Messages tool to send bulk emails to your influencers.

Note:

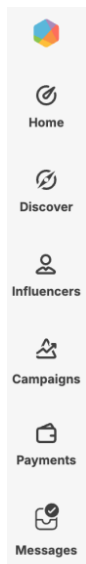
The Messages tool is available to Pro and Premium Influence clients. If you are interested in Influence's full suite, please contact your Customer Success Manager (CSM) for details.

Using the Messages tool

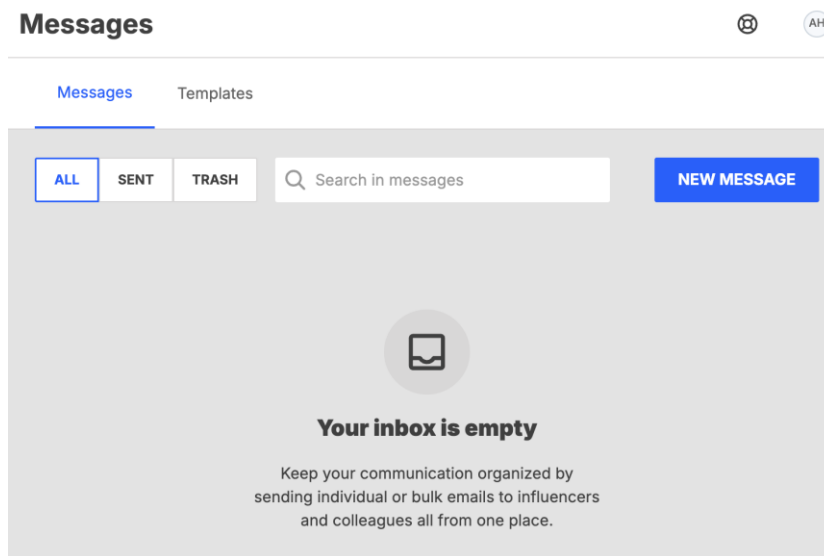
Note:

The Messages tool can be used for sending general email communications to your influencers. For information on sending influencers campaign messages, such as campaign proposals, briefs, or contracts, please visit our [Campaigns](#) article.

1. Click **Messages** in Influence's left-hand navigation sidebar.




2. Click **New Message** in the top-right corner of the screen.




3. If you have set up a company outbound email domain, your email address will display in the **From** field. If you have not set up an outbound email domain, we will generate a Brandwatch email alias for you to send your messages. (Visit our help center article on [setting up an outbound email domain](#) to learn more).
4. In the **To** field, search for an influencer in your influencers roster and select them, or click the **Search influencers** icon to the right of the To field to open the search influencers side panel. You can add multiple influencers to send a mass email to multiple influencers at once.

New message

From:  Alanna Marwyn via paladinsoftware.com <support@paladinsoftware.com>

To: cristiano

Subject:  **Cristiano Ronaldo**
alanna.hollyway@brandwatch.com

New message

DISCARDSEND

From:

AP

Alanna Marwyn via paladinsoftware.com <support@paladinsoftware.com>

To:

Cristiano Ronaldo X

LM Leo Messi X

Dwayne Johnson X

Search influencers

Add influencer

messages.influence.brandwatch.com/new-message

Messages

Send messages to multiple recipients at once!

Each recipient receives a separate message that appears as an individual thread in your inbox, allowing for personalization.

New message

From:

Lara Perez via paladinsoftware.com <support@paladinsoftware.com>

To:

Add influencer

Subject:

Add subject

Personalize with variables

Use variable `{}` to personalize your message. It dynamically inserts the recipient's first name when the email is sent, customizing each message.

Type your message

318 influencers

Search by name, display name or email

Name

☐

Mbali Zondi

mbalenhle.jeezy@gmail.com

☐

Brunna Torres

This influencer's profile has no email.

☐

LH Lara Hotmail

larapereztapia@hotmail.com

☐

pp Patricia

This influencer's profile has no email.

☐

Kaufland

facebook@kaufland.de

☐

Elijah Wang Chen

elijahwangchen45@gmail.com

☐

LZ Letizia Zappa

This influencer's profile has no email.

CLEAR ALL

DISCARD

ADD INFLUENCERS

Note:

If you put multiple email addresses in the “To” field, your email will become a bulk email, sending each influencer added an individual thread of the email. If you would like to send an influencer a message and copy someone else on the email, such as their agent or your manager, use the CC field to ensure all parties are included on the same email. See our section on [bulk emailing influencers](#) below to learn more about the available mass emailing options.

5. Add a subject line to your email.
6. Type your email message in the message text box. You can write your message using the formatting options provided or click **Templates** to create or use an existing template. Click the **Add Attachments** button to upload files up to 25MB total.

Messages



Send messages to multiple recipients at once!

Each recipient receives a separate message that appears as an individual thread in your inbox, allowing for personalization.

New message

DISCARD

SEND

From: Alanna Hollyway via paladinsoftware.io <messages@staging.paladinsoftware.io>

To: Lara Perez Jane Doe Add influencer

Subject: We're interested in working with you!



Personalize with variables!

Use variables

Dismiss

to personalize your message. It dynamically inserts the recipient's first name when the email is sent, customizing each message.

Hi influencer_first_name),

We're interested in working with you! Can we set up a time to discuss your contract?

Regards,
Alanna



ATTACH FILES



TEMPLATES



Tip:

If sending your message to multiple influencers at once, we recommend inserting the “influencer_first_name” variable into your message greeting so you can personalize your email for each influencer you send your email to.

Click (**insert variables**) in the formatting options.

Insert variables



ATTACH FILES



TEMPLATES



Then, select **influencer_first_name** to insert the variable in your message greeting (e.g. “Hi influencer_first_name)!”).



Personalize with variables!

Use variables

Dismiss

to personalize your message. It dynamically inserts the recipient's first name when the email is sent, customizing each message.

Hi influencer_first_name)!|

7. Review your message, then click **Send** in the top-right corner when ready.

Your message will be sent to your influencers' email addresses and visible in your Sent messages in the tool.

Messages

< We're interested in working with you! ☆
1 message in thread

AH Alanna Hollyway <alanna.hollyway@brandwatch.com> 10:14 AM, Today

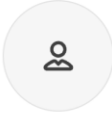
Hi Alanna,

We're interested in working with you! Can we set up a time to discuss your contract?

Regards,

Alanna

(Thread-ID: 3978a47b-a8e6-4e74-9379-715554383838)



Alanna Hollyway
alanna.hollyway@gmail.com
[OPEN PROFILE](#)

Bulk emailing influencers

Bulk email from new message

If you put multiple email addresses in the "To" field when sending an email, your email will become a bulk email, sending each influencer added an individual thread of the email.

Messages

 **Send messages to multiple recipients at once!**
Each recipient receives a separate message that appears as an individual thread in your inbox, allowing for personalization.

New message

DISCARD

SEND

From: AP Alanna Marwyn via paladinsoftware.com <support@paladinsoftware.com>

To: Cristiano Ronaldo X Dwayne Johnson X Will Smith X Add influencer

Subject: Add subject

Bulk email from Influencers CRM

For easier selection of a specific group of influencers to mass email, you can alternatively use the Influencers CRM to filter a group of influencers, (for example,

influencers with authenticated TikTok accounts), then select all and click the email button to be redirected to the Messages tool with your selected influencers.

Influencers Influencers Onboarding 318 / 1000

Select all Search by name, display name or email

Filters

- Influencer
- YouTube
- Facebook
- Instagram
- Twitch
- X
- TikTok

APPLY FILTERS

Selected 3 influencers

Cristiano Ronaldo
ID 1285236
[Define rate](#)

[Add](#) [Add](#) [Add](#) 652.2M

[Add](#) [Add](#) [Add](#)

Recent Posts

Dwayne Johnson
M • ID 1276404
United States • 750.00 EUR - 1,000.00 EUR

244 [Add](#) 65.2M [Add](#) 394.4M

N/A [Add](#) 17M

Recent Posts

Leo Messi
ID 1285234
[Define rate](#)

[Add](#) [Add](#) [Add](#)

[Add](#) [Add](#) [Add](#)

Recent Posts

No Posts

Select influencers to send mass email.

Redirect confirmation

You're about to be redirected to the **Messages** area of the application to send messages.
Do you want to proceed?

☐ Don't show again CANCEL **PROCEED**

Messages

Send messages to multiple recipients at once!
Each recipient receives a separate message that appears as an individual thread in your inbox, allowing for personalization.

New message DISCARD SEND

From: AP Alanna Marwyn via paladinsoftware.com <support@paladinsoftware.com>

To: Cristiano Ronaldo X LM Leo Messi X Dwayne Johnson X Add influencer

Subject: Add subject

Bulk email from Campaigns

You can also message influencers within the Campaign module, making it easier to communicate with all influencers assigned to a campaign.

To email all influencers in a campaign at once, open the campaign, select all the influencers you want to communicate with, and click the **Messages** button. This will redirect you to the Messages tool with all campaign influencers pre-selected. From there, you can use a template or a brand new message. This is ideal for sharing campaign updates, new requirements, or asking questions.

< Campaigns
Thai Campaign

Discover
Influencers
Campaigns
Payments
YouTube Payments
Messages
Settings
Log Out

Review Content (0) Published Posts (4) Report Settings E-Commerce

Accounts & Followers
2 11M+ 2 181M+ 3 1B+ 2 79M+ N/A 4 245M+

Media cost 0.00 USD
Client budget 0.00 USD
Payments to date 0.00 USD

You added TikTok accounts to the campaign. Invite them to the campaign by sending orders to track their posts and performance.

Cristiano Ronaldo
ID 1285236

Dwayne Johnson
M • ID 1276404
United States

Elon
ID 1323702

Jada Smith
28 y/o • M • ID 1134451
United States

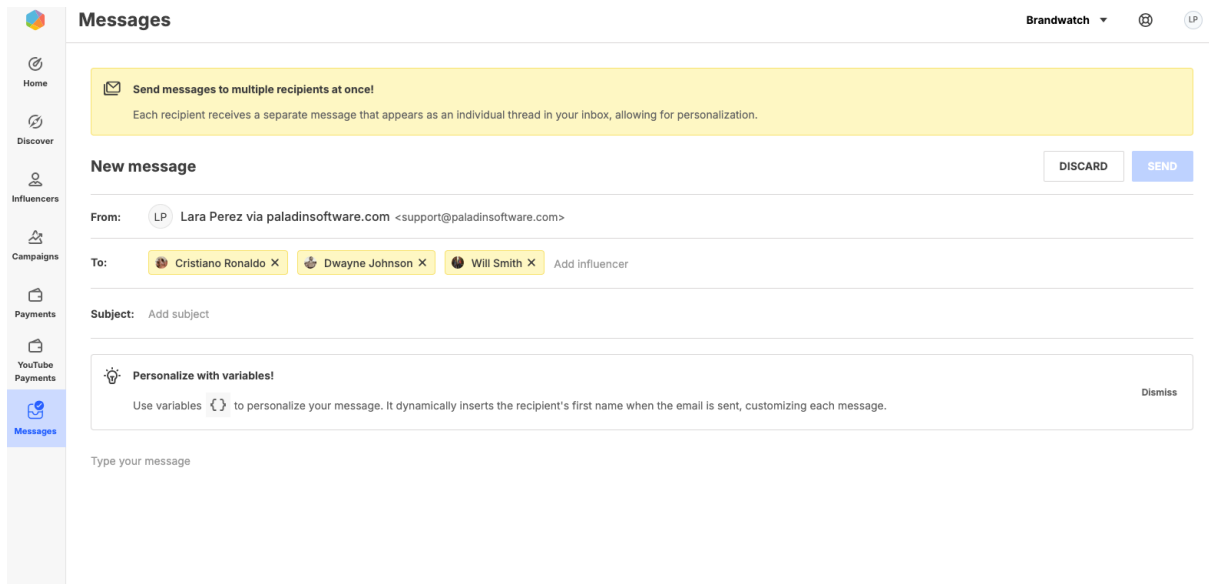
Campaign posts ...
No Posts

Redirect confirmation

You're about to be redirected to the **Messages** area of the application to send messages.
Do you want to proceed?

☐ Don't show again

CANCEL PROCEED

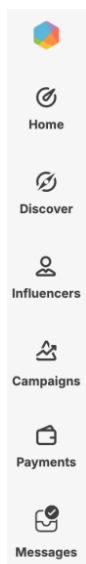


All messages sent through Influencers and Campaigns are also stored in the Messages app. This allows your team to view the full message history with each influencer, helping maintain context and continuity across conversations.

Creating message templates

You can create message templates within the Messages tool to make emailing your influencers quick and easy.

1. Click **Messages** in Influence's left-hand navigation sidebar.



2. Click the **Templates** tab at the top and click **New Template** in the top-right corner.

Messages



Messages

Templates

ALL

Search templates by name or subject

NEW TEMPLATE

Name	Subject	Created	Updated	
Lorem Ipsum	Lorem Ipsum - Brandwatch	21 Feb 2025 by Thai Staging	21 Feb 2025 by Thai Staging	
Template Michal	Wishing you a good day	21 Feb 2025 by Michał Kuncio	21 Feb 2025 by Michał Kuncio	
example template	example template subject	20 Feb 2025 by Rafat Sulowski	20 Feb 2025 by Rafat Sulowski	
Lorem Ipsum dolor sit amet	Lorem Ipsum dolor sit amet	20 Feb 2025 by Tomasz Kowalewski	20 Feb 2025 by Tomasz Kowalewski	
Honey Shampoo Launch	Collaboration Opportunity – Exclusi...	12 Feb 2025 by Leti	12 Feb 2025 by Leti	
test attachments	test attachments	17 Jan 2025 by Jakub Lorc	17 Jan 2025 by Jakub Lorc	
test	test	17 Jan 2025 by Jakub Lorc	17 Jan 2025 by Jakub Lorc	
		17 Jan 2025	17 Jan 2025	

3. In the panel that opens, name your template, enter the subject line, and format your message and add any attachments.

New template

Template name

Enter a template name

Subject

Enter a subject

Body

Type your message

ATTACH FILES

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CANCEL

SAVE

4. Click **Save** when you are satisfied with your message.

You can view your saved templates in the Templates tab at any time and edit a template by clicking the **pencil icon** to the right of a template.

Reviewing your messages

At any time, you can see all your sent messages under the Messages tab in the tool. You can access both your own messages and all company-wide conversations with your influencers, ensuring there won't be any gaps in your team's communications, even if a team member is on leave or leaves the company.

Replying to influencers

You can choose to reply to influencer messages directly from email notifications or within Influence. You and your team's responses will stay centralized within the Messages tool.