stack influence

PITCH STRATEGY

How to pitch brands *in your category*

Staying in your lane is the single fastest way to a yes — brands want creators whose audience is already their target customer, not the biggest audience available.

3x

more responses for pitches personalized to the brand's exact category, vs. generic outreach

5x

more positive replies for a short video pitch (45–90 sec) than email alone

Stay adjacent

pitch your niche and closely related categories only — not whatever brand happens to reply

THE 4-STEP PROCESS

1 **Get specific about your category**

Not "fitness" — "at-home strength training for busy beginners." The narrower the category, the easier you are to match.

2 **Find brands already active there**

Search your category + "gifting" or "ambassador," and check who other creators in your niche are already tagging.

3 **Match brand size to your following**

Under 10K followers, target DTC startups and small category brands. 10K–100K, mid-size brands and category leaders will engage too.

4 **Personalize around the category**

Reference your content pillars, show a past post in this exact category, and name your audience specifically — not just follower count.

LEAD WITH THIS, BY CATEGORY

Beauty & Skin Care

Your skin type or concern match, plus a real routine or before/after clip.

Food & Beverage

A taste-test or recipe video — brands in this category rarely respond to a photo alone.

Fitness & Wellness

Your training style and a quick clip of you actually using the product.

Home & Lifestyle

An aesthetic match — show your space fits the brand's visual style.

Pet

Your pet's personality and engagement on pet content, not just your own follower count.

Fashion & Accessories

Your specific styling niche (capsule wardrobes, thrifting, workwear) — not "I like clothes."

Skip the category research, *too*

Stack Influence sorts every open campaign by category — so you only see brands built for your niche.

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