

Influencer Marketing Media Planning Sample

Campaign Overview

Brand: Sample Company

Campaign Name: Summer Product Launch 2024

Campaign Goals:

- Create awareness for new summer collection
- Drive traffic to product landing page
- Generate user engagement and authentic testimonials

Target Audience

- **Age:** 18-35
- **Location:** Urban US cities
- **Interests:** Fashion, lifestyle, travel
- **Platforms:** Instagram, TikTok, YouTube

Influencer Selection

Influencer	Platform	Followers	Content Type	Estimated Budget
Jane Doe	Instagram	150k	IG Reels, Stories	\$2,000
@travellinda	TikTok	320k	Short-form video	\$2,500
StyleBro	YouTube	500k	Product review, Unboxing	\$3,000

Content Plan & Deliverables

1. 3x Instagram Reels showcasing key product features
2. 2x YouTube video integrations with authentic reviews
3. 6x TikTok videos (2 per influencer) with creative storytelling
4. Instagram Stories with swipe-up links to landing page

Media Schedule

Week	Activity	Channels
1	Briefing & Contracting	All Influencers
2-3	Content Creation	Instagram, TikTok, YouTube
4-5	Posting & Engagement	Instagram Reels, Stories
6	Performance Review & Reporting	All Platforms

KPIs & Measurement

- Reach & Impressions
- Engagement Rate (likes, shares, comments, saves)

- Clicks to Landing Page
- Use of Brand Hashtag (#SampleSummer24)
- Influencer content sentiment analysis