

Influencer Collaboration Proposal for Digital Initiatives

1. Proposal Overview

This proposal outlines an opportunity for collaboration between [Your Brand/Organization Name] and [Influencer Name] for upcoming digital initiatives. The goal is to leverage influencer marketing to expand reach, drive engagement, and promote our digital campaigns.

2. Objectives

- Enhance brand awareness and credibility.
- Drive targeted audience engagement.
- Promote new digital initiatives and campaigns.
- Foster a strategic partnership with a key influencer.

3. Collaboration Scope

- Co-created content (posts, stories, blogs, or videos)
- Product reviews, unboxings, or demonstrations
- Giveaways and contests
- Live sessions or AMAs (Ask Me Anything)
- Event promotions (if applicable)

4. Deliverables

- Number of posts/stories: [Specify frequency/dates]
- Mention of branded hashtags or tags
- Integration of campaign key messages and CTAs
- Tracking and sharing engagement metrics

5. Timeline

- Proposal sent: [Date]
- Campaign kick-off: [Date]
- Content live: [Date]
- Report and review: [Date]

6. Compensation

Compensation details for the influencer partnership, including payment terms, product sponsorships, or other perks, will be mutually agreed upon prior to campaign launch.

7. Next Steps

- Review and confirm interest in collaboration
- Finalize agreement and deliverables
- Define content calendar and approval process

- Initiate collaboration as per agreed timeline

Contact Information

[Your Name]

[Your Position]

[Email Address]

[Phone Number]