

Influencer Outreach Plan for Brand Awareness

1. Objectives

- Increase brand visibility among target audience
- Grow social media following and engagement
- Establish brand credibility through influencer partnerships

2. Target Audience

- Demographics: [Blank]
- Interests: [Blank]
- Geographic Focus: [Blank]

3. Influencer Criteria

- Follower count: [Blank]
- Niche: [Blank]
- Engagement rate: [Blank]
- Content style: [Blank]
- Brand alignment: [Blank]

4. Influencer List

Name	Platform	Followers	Contact	Notes
[Blank]	[Blank]	[Blank]	[Blank]	[Blank]
[Blank]	[Blank]	[Blank]	[Blank]	[Blank]

5. Outreach Message Template

[Blank message template to reach out to influencers]

6. Timeline

- Week 1: Research & shortlist influencers
- Week 2: Send outreach messages
- Week 3&4: Negotiate and finalize collaborations
- Month 2: Launch campaigns & monitor results

7. Metrics for Success

- Reach & impressions
- Engagement rate
- Follower growth
- Clicks/Visits to website
- Brand mentions

