

Social Media Influencer Outreach Proposal

1. Introduction

[Brief introduction. Mention your company/brand, the campaign objective, and why you are reaching out to the influencer.]

2. Brand Overview

[Short description of your brand, mission, and values. Provide any relevant links.]

3. Campaign Summary

Campaign/Project Name:

[Insert name here]

Objectives:

[List the main goals you hope to achieve through this collaboration.]

4. Proposed Collaboration

- Deliverables: [e.g. 1 Instagram post, 2 stories, 1 TikTok video, etc.]
- Timeline: [e.g. Dates for content to go live]
- Key Messages or Hashtags: [List relevant hashtags or campaign messages]
- Any guidelines: [Briefly outline dos and don'ts, if any]

5. Compensation & Benefits

[Outline compensation, perks, affiliate opportunities, or other benefits for the influencer.]

6. Next Steps

1. Let us know if you're interested
2. We schedule a call/meeting
3. Finalize details and agreement

7. Contact Information

[Your Name]

[Your Position]

[Company/Brand Name]

[Email Address]

[Phone Number, optional]

Thank you for considering this proposal. Looking forward to your response!