

Influencer Marketing Campaign Proposal

1. Executive Summary

Brief overview of the campaign objectives and expected outcomes.

2. Campaign Objectives

- Objective 1
- Objective 2
- Objective 3

3. Target Audience

Demographic, psychographic, and geographic details of intended audience.

4. Influencer Selection Criteria

- Platform(s)
- Number of followers
- Content style and relevance

5. Campaign Strategy

1. Content themes
2. Posting schedule
3. Type of deliverables (posts, stories, videos, etc.)

6. Key Messages & Deliverables

Summary of main messages, hashtags, calls-to-action, and content formats expected.

7. Timeline

Start and end dates, important milestones, and content approval deadlines.

8. Budget

- Influencer compensation
- Production costs
- Other expenses (ads, giveaways, etc.)

9. Measurement & KPIs

Details on how success will be measured (reach, engagement, conversions, etc.).

10. Terms & Conditions

Key legal or contractual terms relevant to the campaign partnership.

11. Contact Information

Name, role, email, and phone number of project contact.