

Influencer Marketing Proposal

Date: _____

Prepared for: _____

Prepared by: _____

1. Project Overview

Brief description of the campaign objectives and what the client aims to achieve through influencer marketing.

2. Campaign Objectives

- Objective 1
- Objective 2
- Objective 3

3. Target Audience

Description of the demographic and psychographic profile of the target audience.

4. Influencer Selection Criteria

- Platform(s): _____
- Audience Size: _____
- Engagement Rate: _____
- Content Style: _____

5. Campaign Deliverables

Deliverable	Description	Quantity	Timeline
Sample Post	Type of content/post	—	—

6. Timeline

- Start Date: _____
- End Date: _____
- Key Milestones: _____

7. Budget

Item	Estimated Cost
Influencer Fees	—
Content Creation	—
Other Expenses	—
Total	—

8. Key Performance Indicators (KPIs)

- Impressions
- Engagement Rate
- Clicks
- Conversions
- Others: _____

9. Terms & Conditions

Brief outline of payment terms, usage rights, exclusivity, disclosure requirements, etc.

10. Approval

Signature: _____

Date: _____