

Influencer Marketing Campaign Budget Worksheet

Campaign Details

Campaign Name	<input type="text" value="e.g. Launch Campaign Q3"/>	Date	<input type="text" value="e.g. 2024-07-01"/>
Objective	<input type="text" value="e.g. Brand Awareness, Product Launch"/>		

Influencer Budget Breakdown

Influencer Name	Platform	Deliverables	Followers	Fee (\$)	Other Costs (\$)	Total (\$)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Subtotal				<input type="text"/>	<input type="text"/>	<input type="text"/>

Other Campaign Expenses

Description	Estimated Cost (\$)
<input type="text" value="e.g. Creative Assets"/>	<input type="text"/>
<input type="text" value="e.g. Paid Ads"/>	<input type="text"/>
<input type="text" value="e.g. Platform Tools"/>	<input type="text"/>
Total Expenses	<input type="text"/>

Grand Total

Total Influencer Fees (\$)	<input type="text"/>
Total Other Expenses (\$)	<input type="text"/>
Grand Total (\$)	<input type="text"/>