

Influencer Advertising Proposal Template

Created for:

Created by:

Date:

1. Overview

[Brief summary of the proposal and campaign objectives]

2. Campaign Details

Brand Name:

Influencer Name/Handle:

Platform(s):

Campaign Duration:

Target Audience:

3. Deliverables

- Number and type of posts (e.g., feed, stories, reels, videos, etc.)
- Content guidelines
- Hashtags and messaging
- Deadlines for each deliverable

4. Content Schedule

Deliverable	Platform	Date	Description

5. Compensation

[Outline of payment terms, rates, incentives, or other compensation.]

6. Reporting & Analytics

[Describe expectations for reports, metrics, and proof of performance. Example: reach, engagement, impressions, etc.]

7. Terms & Conditions

- Usage rights and ownership
- Disclosure requirements
- Exclusivity
- Termination terms
- Other relevant terms

Influencer

Date: _____

Brand/Agency

Date: _____