

# Influencer Advertising Proposal

Prepared For

Client Name	_____
Company	_____
Date	_____

Prepared By

Agency Name	_____
Contact	_____
Email	_____

## Overview

Briefly describe your agency and outline the scope and vision of the influencer marketing campaign.

## Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

## Target Audience

Describe the target demographics and psychographics for this influencer campaign.

## Strategy & Approach

Outline the influencer selection process, content themes, platforms, and proposed messaging.

## Deliverables

- [Type of content, e.g., Instagram Stories, YouTube Videos]
- [Number of influencer posts]
- [Additional campaign elements]

## Timeline

Kickoff	_____
Content Live	_____
Reporting	_____

## Budget

[Insert budget and cost structure here.]

## Measurement & Reporting

Define key metrics and reporting cadence for tracking campaign results.

## Approval & Next Steps

Please sign below to confirm acceptance of this proposal and initiate the campaign process.

\_\_\_\_\_

Client Signature

Date: \_\_\_\_\_

\_\_\_\_\_

Agency Signature

Date: \_\_\_\_\_