

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: _____