

Social Media Influencer Proposal Template

Try  smartsheet for free

Prepared By:

Date:

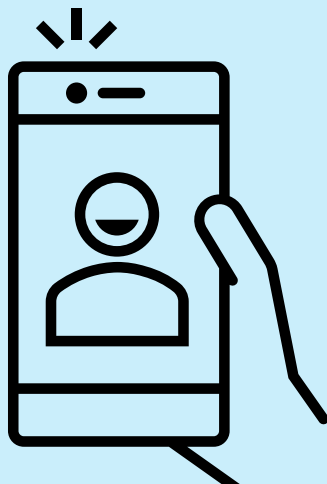


Table of Contents

Executive Summary	3
Campaign Objectives	4
Influencer Selection Strategy	4
Content Creation & Collaboration Plan	5
Budget	5
Service	5
Cost	5
Description	5
Campaign Timeline	6
Performance Metrics	7
About Us	8
Past Successes	9
Terms and Conditions	10
Next Steps	10
Contact Us	10

Executive Summary



Campaign Objectives

Influencer Selection Strategy

Influencer	Platform(s)	Follower Count	Engagement Rate	Content Style	Relevance to Brand



Content Creation & Collaboration Plan

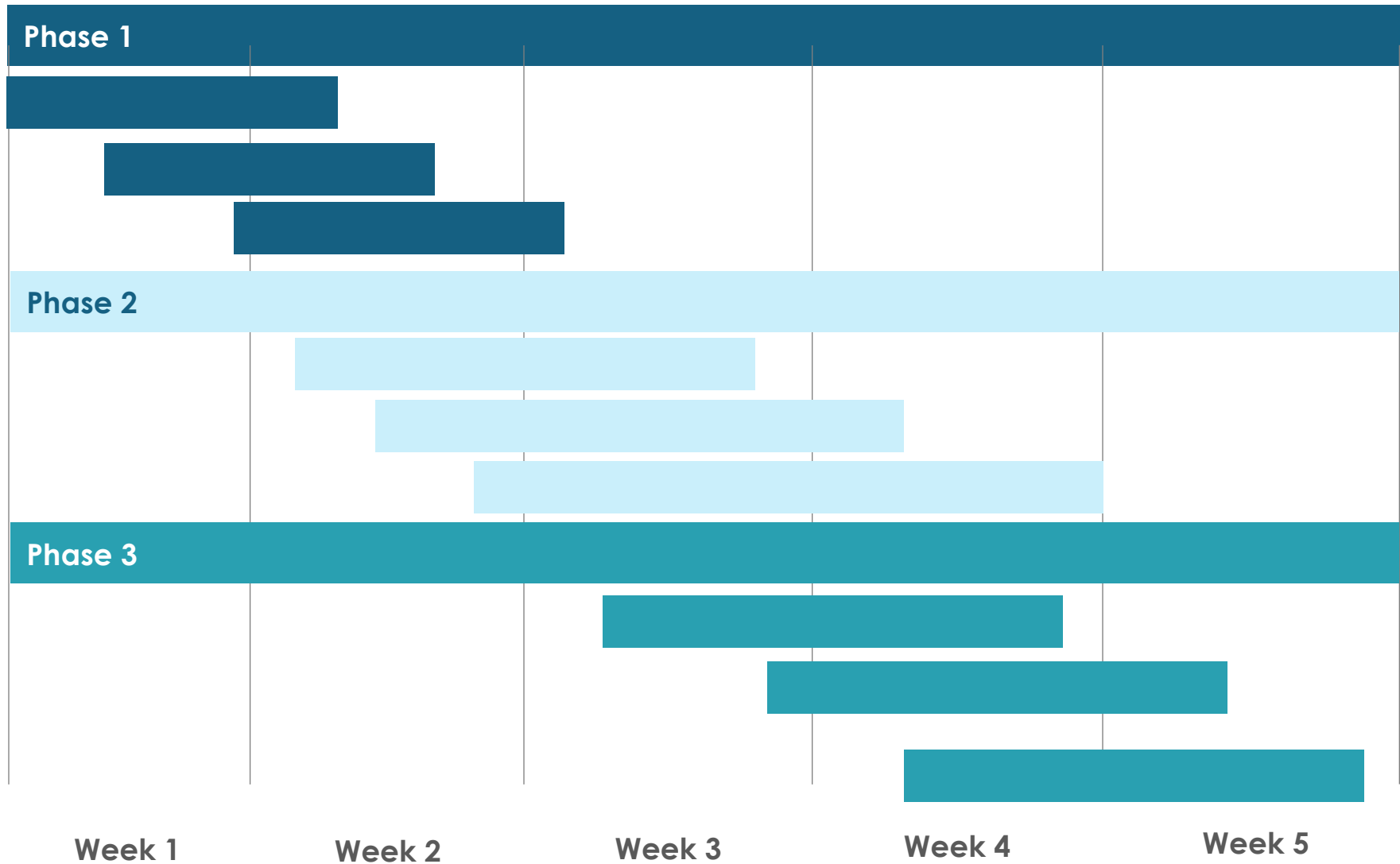
Content Type	Platform	Description	Posting Schedule	Goal
Sponsored Post				
Story Series				
Product Review				
TikTok Challenge				

Budget

Service	Cost	Description

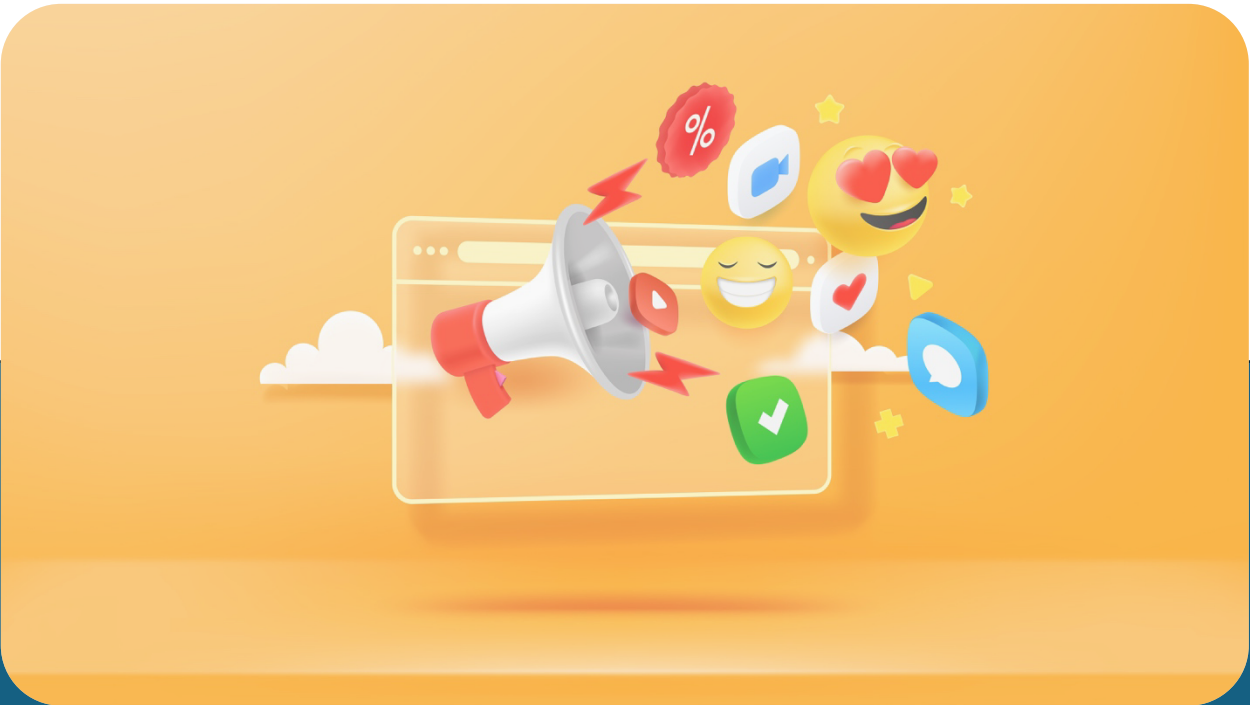


Campaign Timeline

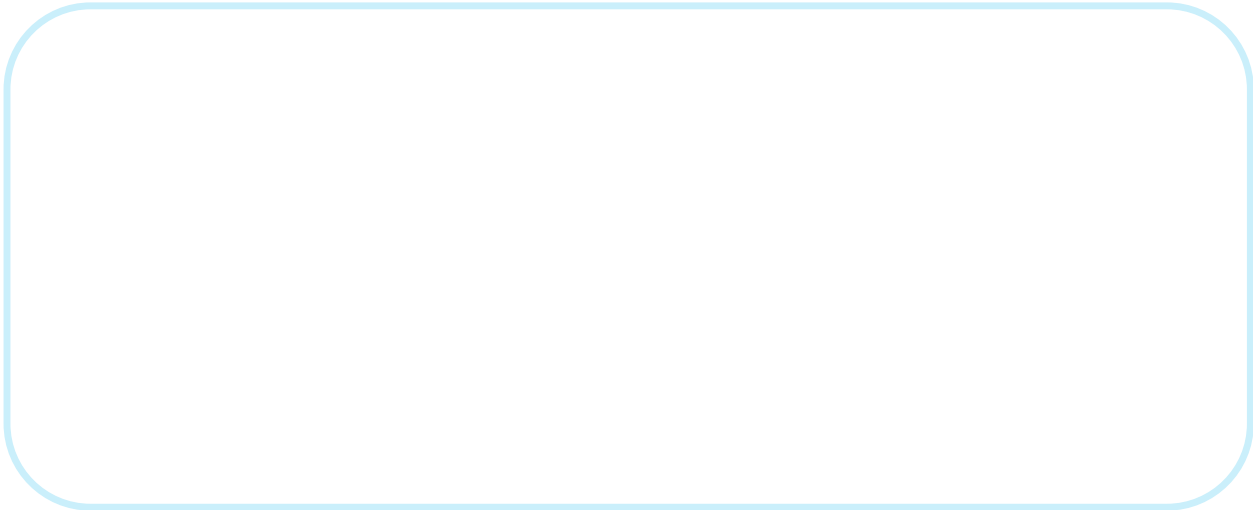


Performance Metrics

Metric	Definition	Target	Reporting Frequency
Engagement Rate			
Click-Through			
Rate (CTR)			
Impressions			
Conversion Rate			



About Us



Agency Overview

Core Values & Mission



Team Expertise



Past Successes

Case studies

Enter
Headshot
Here

Enter
Headshot
Here

“

”

Terms and Conditions



Next Steps



Contact Us

Phone:

Email:

Website:

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.