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**Social Media Influencer
Proposal Template**

**Prepared By:**

****

**Date:**

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## Executive Summary

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## Campaign Objectives

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## 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

**Phase 1**

Task Name

Task Name

Task Name

**Phase 2**

Task Name

Task Name

Task Name

**Phase 3**

Task Name

Task Name

**Week 5**

**Week 4**

Task Name

**Week 3**

**Week 2**

**Week 1**

## Performance Metrics

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



## About Us

Enter Text

Agency Overview

Enter Text

Team Expertise

Core Values & Mission

Enter Text

Enter Text

## Past Successes

Case studies



Enter Testimonial

Enter Headshot Here

Enter Text

Enter Headshot Here

Enter Text

## Terms and Conditions

## Next Steps

## Contact Us

Email:

Website:

Phone:

|  |
| --- |
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