

Influencer Budget Template

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BUDGET OVERVIEW

Tier	Average Cost per Tier	Rights Usage Costs and Agency Fees	Number of Influencers	Number of Posts	Average Views per Video	Total Estimated Views	Total Cost
Totals:							

Total Estimated Views = Number Of Influencers X Number Of Posts X Average Views Per Video

Total Cost = Average Cost per Tier X Rights Usage Costs and Agency Fees X Number of Influencers X Number of Posts

1. INFLUENCER FEES

Expense Category	Description	Estimated Cost	Actual Cost	Notes

2. CONTENT PRODUCTION

Expense Category	Description	Estimated Cost	Actual Cost	Notes

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