YOUR  
LOGO

**COMPANY NAME**

INFLUENCER MARKETING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your influencer marketing campaign. We connect brands with relevant influencers to create authentic content that drives awareness, engagement, and conversions.  
  
This proposal outlines how we can help [Client Name] amplify your reach and reputation through trusted voices in your industry.

# Problem or Opportunity

[Client Name] wants to expand visibility and build credibility among target audiences. Influencer marketing presents a powerful opportunity to reach potential customers through trusted, social-first content.

# Proposed Solution

We propose a full-service influencer marketing strategy, from campaign design and influencer outreach to content approval and performance reporting.  
  
Key Benefits:  
- Increased brand awareness and reach  
- Authentic user-generated content  
- Engagement from highly relevant audiences

# Scope of Work

Our influencer marketing services include:  
  
- Influencer discovery and vetting  
- Campaign strategy and creative brief development  
- Outreach and contract negotiation  
- Content coordination and approvals  
- Tracking, analytics, and performance reporting

# Timeline

Estimated timeline for campaign planning, execution, and review:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Strategy Development | Audience research and campaign planning | [Start Date] |
| Influencer Outreach | Identify and engage potential influencers | [Date] |
| Content Creation | Content produced and approved | [Date] |
| Campaign Launch | Posts go live | [Date] |
| Reporting & Review | Analyze results and optimize future strategy | [Completion Date] |

# Pricing

Project-based or monthly pricing structure for influencer marketing:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Campaign Strategy | Planning, creative briefs, influencer list | [Amount] |
| Influencer Coordination | Outreach, negotiation, approvals | [Amount] |
| Performance Reporting | Analytics, engagement, ROI tracking | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a marketing agency that specializes in social-first brand growth through influencer partnerships.  
  
- Experience: [X] years in influencer marketing  
- Network: [X]+ vetted influencers across niches  
- Mission: To drive authentic engagement and conversions through trusted voices

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Influencer campaign for product launch  
- Outcome: 2M+ impressions, 25K engagements, and 12% increase in sales  
  
Testimonial:  
“[Your Company Name] delivered a smooth and effective influencer campaign that exceeded our expectations.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon campaign completion.  
Influencer Fees: Paid directly or through agency depending on contract.  
Cancellation Policy: 14-day notice required to cancel prior to launch.

# Acceptance

To launch your influencer marketing campaign with us, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_