

Influencer Marketing Campaign Service Plan

Client & Campaign Information

Client Name

Brand/Product

Campaign Name

Campaign Description

Objectives & KPIs

Primary Goals

Key Performance Indicators (KPIs)

Target Audience

Demographics

Interests & Behaviors

Influencer Criteria

Platform(s)

Follower Range

Key Values/Attributes

Tactics & Deliverables

Type of Content

Number of Posts/Stories/Videos

Timeline & Deadlines

Budget & Compensation

Total Budget

Compensation Structure

Measurement & Reporting

Reporting Frequency

Metrics to Track

Notes
