

Influencer Promotional Effectiveness Evaluation

Date: [Date]

To: [Influencer Name]

From: [Your Name]

Subject: Evaluation of Promotional Effectiveness

Dear [Influencer Name],

We hope this message finds you well. We would like to take this opportunity to evaluate the effectiveness of your recent promotional campaign for our brand, [Brand Name].

Campaign Overview

Campaign Period: [Start Date] to [End Date]

Platforms Used: [Platforms]

Performance Metrics

- Engagement Rate: [Percentage]
- Reach: [Number]
- Sales Generated: [Number]
- Follower Growth: [Number]

Key Insights

[Brief analysis of the campaign performance, strengths, and areas for improvement.]

Next Steps

We appreciate your collaboration and would love to discuss how we can enhance our future campaigns together. Please let us know your availability for a call or meeting.

Thank you for your continued partnership.

Best Regards,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]