

Influencer Giveaway Strategy Outline

Date: [Insert Date]

To: [Influencer's Name]

From: [Your Name / Your Company Name]

Introduction

We are excited to collaborate with you for an upcoming giveaway that aims to engage our audience and promote our brand. Below is a strategy outline for the collaboration.

Objectives

- Increase brand awareness
- Grow our social media following
- Engage with potential customers

Target Audience

Our target audience includes [Describe Target Demographic].

Giveaway Details

Prize: [Description of the giveaway item(s)]

Duration: [Start Date] to [End Date]

Entry Requirements:

- Follow our social media accounts
- Like the giveaway post
- Tag [Number] friends in the comments
- Share the post in their stories

Promotion Plan

We propose the following promotional activities:

- Influencer dedicated post announcing the giveaway
- Daily reminders in stories
- Engagement with followers in comments

Measurement and Success Metrics

Success will be measured by:

- Total entries received
- Increase in followers
- Engagement rates on posts

Next Steps

Please let us know if you would like to discuss this proposal further, and we can schedule a meeting to go over the details.

Thank you for considering this collaboration!

Best regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]