

Influencer-Led Social Media Campaign Proposal

From: Your Name

Email: your.email@example.com

Date: [Insert Date]

Dear [Influencer's Name],

I hope this message finds you well. My name is [Your Name], and I represent [Your Brand/Company]. We are excited about the possibility of collaborating with you on a social media campaign that aligns with both our values and your personal brand.

Campaign Overview

We propose an influencer-led campaign focusing on [briefly describe the campaign theme, e.g., sustainability, health, beauty, etc.]. Our goal is to [state goals, e.g., raise awareness, increase engagement, drive sales].

Proposed Collaboration

We envision the following elements for the campaign:

- Platform: [e.g., Instagram, TikTok, YouTube]
- Content Type: [e.g., posts, stories, videos]
- Timeline: [e.g., start date, duration]
- Expected Reach: [insert metrics/targets]

Compensation

We are more than happy to discuss compensation that reflects your expertise and audience size. We believe this partnership will be mutually beneficial and impactful.

Next Steps

If you are interested, we'd love to schedule a time to discuss this campaign in further detail. Please let us know your availability for a call or meeting over the next few days.

Thank you for considering this opportunity. We look forward to the possibility of working together!

Best regards,
[Your Name]
[Your Position]
[Your Brand/Company]
[Your Contact Information]