

# Influencer Video Campaign Plan

Date: [Insert Date]

To: [Influencer's Name]

From: [Your Name/Your Company]

Subject: Collaboration Opportunity for Video Campaign

Dear [Influencer's Name],

We are excited to propose a collaboration for an upcoming video campaign promoting our [Product/Service]. After reviewing your content and audience engagement, we believe that you would be a perfect fit for this project.

## Campaign Overview

Our goal is to reach a wider audience and showcase the benefits of [Product/Service] through your unique storytelling abilities. The campaign will run from [Start Date] to [End Date].

## Key Deliverables

- 1 x 60-second promotional video featuring [Key Messages]
- 2 x Instagram Stories highlighting your genuine experience with our brand
- 1 x Blog Post or IGTV discussing the product in detail

## Compensation

We are offering [Compensation Details] for your participation in this campaign.

## Next Steps

Please let us know if you're interested in collaborating on this campaign. We would love to discuss this further and explore creative ideas with you.

Thank you for considering this opportunity. We look forward to your reply!

Best,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]