

Influencer Engagement Plan

Date: [Insert Date]

To: [Influencer's Name]

From: [Your Name]

Company: [Your Company Name]

Email: [Your Email Address]

Phone: [Your Phone Number]

Introduction

Dear [Influencer's Name],

We are excited about the possibility of collaborating with you to promote our brand, [Your Brand Name]. Your unique style and influence in the [specific niche] aligns perfectly with our vision.

Goals and Objectives

- Increase brand awareness among [target audience]
- Drive traffic to our website and social media channels
- Enhance engagement with our products/services

Proposed Collaboration Strategy

1. Product Reviews
2. Social Media Posts
3. Giveaways/Contests

Deliverables

We would love for you to create:

- [Number] Instagram posts
- [Number] Stories on TikTok
- A dedicated blog post on your website

Compensation

We offer [details of compensation], and we are open to discussing additional arrangements based on our mutual needs.

Next Steps

Please let us know your thoughts on this proposal by [insert date]. We look forward to the opportunity to work together and create something amazing!

Best regards,

[Your Name]

[Your Position]

[Your Company Name]