



MARKETING AND BRAND CONSULTANT

# Influencer Marketing Campaign Planner

## CAMPAIGN INFORMATION

Collect and record information about the campaign to stay on track to achieve your goals.

CAMPAIGN NAME: \_\_\_\_\_ MANAGER: \_\_\_\_\_

DATE(S): \_\_\_\_\_ CAMPAIGN TYPE:  Paid  Gifted  Other

PRODUCT PROMOTION: \_\_\_\_\_

## CAMPAIGN GOAL

Determine what you want to achieve and how you will measure that achievement.

GOAL:  Grow Audience  Engagement  Sales Generation  Brand Awareness  Other

\_\_\_\_\_

GOAL MEASUREMENT:  Followers Gained \_\_\_\_\_

Engagement Rate \_\_\_\_\_

Sales Generated \_\_\_\_\_

Website Visits \_\_\_\_\_

Other \_\_\_\_\_

## INFLUENCER CRITERIA

Note the criteria your influencers must achieve in order to qualify for your campaign partnership.

FOLLOWERS:  < 5k  5k-10k  10k-20k  20k-50k  50k-150k  150k+  Other

ENGAGEMENT RATE:  <1%  1-1.5%  1.51-2%  2.01-2.5%  2.51-3%  3%+  Other

PLATFORMS:  Instagram  Facebook  TikTok  Snapchat  YouTube  Other

OTHER CRITERIA: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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## INFLUENCER INFORMATION

Collect and record information about the influencers for easy reference.

NAME: \_\_\_\_\_ PLATFORM(S): \_\_\_\_\_

HANDLE/URL: \_\_\_\_\_

CAMPAIGN TYPE:  Paid  Gifted  Other EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

OTHER INFORMATION: \_\_\_\_\_

NAME: \_\_\_\_\_ PLATFORM(S): \_\_\_\_\_

HANDLE/URL: \_\_\_\_\_

CAMPAIGN TYPE:  Paid  Gifted  Other EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

OTHER INFORMATION: \_\_\_\_\_

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OTHER INFORMATION: \_\_\_\_\_