

Social Media Influencer Marketing Planning Template

Social Media Influencer Marketing Planner			Total Budget \$X,XXX	
Choose Influencer				
	Mega Influencer	Macro Influencer	Micro-Influencer	Audience Demographics
	1,000,000+ followers	100,000 - 1,000,00 followers	1,000 – 100,000 followers	
	Average Cost	Average Cost	Average Cost	Interests
	\$X,XXX - \$X,XXX	\$X,XXX - \$X,XXX	\$XXX - \$X,XXX	
				Social Platforms
Select Strategy				
	Affiliate Marketing	Giveaway	Social Media Takeover	Branded Content
Negotiate Offer				
	Amount Per Post	Number of Posts	Total Compensation	
	\$X,XXX	\$X,XXX	\$X,XXX	

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