

Cost

Campaign



Budget Breakdown

Phyllo 

Influencer Marketing Budget Planner

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01. Introduction

This planner provides a clear framework for managing your influencer marketing campaign's finances. It helps you allocate resources effectively, ensuring you have the right balance between influencer fees, content production, and ad spend.

By using a structured approach, you can avoid overspending, track your expenses in real-time, and ensure your campaign stays within budget. Additionally, it offers transparency into where your money is going, making it easier to measure the campaign's effectiveness and optimize future strategies. This way, you can focus on driving results without the risk of financial surprises.

02. Campaign Overview

The campaign overview outlines the foundational elements of your influencer marketing campaign. It includes details like the campaign name, objectives, target audience, and duration, helping you stay focused on your goals.

- ◆ **Campaign Name**
- ◆ **Campaign Objectives:** Define the primary goals, such as brand awareness, lead generation, or sales.
- ◆ **Target Audience:** Specify the demographics and psychographics of the audience.
- ◆ **Campaign Duration:** Start and end dates.

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- ◆ **Target Audience:** Specify the demographics and psychographics of the audience.
- ◆ **Campaign Duration:** Start and end dates.

Field	Example
Campaign Name	Spring Fashion Launch
Campaign Objectives	Increase brand awareness and drive website traffic
Target Audience	Women aged 18-35, interested in fashion and lifestyle
Campaign Duration	March 1, 2024 - March 31, 2024

03. Budget Breakdown

This section ensures that your total budget is distributed strategically across different platforms and influencer types. It also accounts for content creation, ad spend, and a contingency fund to cover unexpected costs.

◆ **Total Budget:** A field to enter the overall budget allocated for the campaign.

◆ **Budget Allocation by Channel:**

- **Social Media Platforms:** Breakdown for each platform (e.g., Instagram, YouTube, TikTok).
- **Influencer Types:** Allocate budget based on influencer tiers (e.g., Nano, Micro, Macro, Mega).
- **Content Creation Costs:** Budget for creative production, including photography, videography, and editing.
- **Ad Spend:** If running paid promotions in addition to organic influencer posts.

- ◆ **Contingency Fund:** A section to set aside a percentage of the budget for unexpected costs.

Budget Category	Allocation (USD)	Notes
Total Budget	\$50,000	Overall campaign budget
Budget Allocation by Channel		
Instagram	\$15,000	Largest audience base
YouTube	\$10,000	For long-form video content
TikTok	\$8,000	To target younger demographic
Influencer Types		
Nano (1k-10k followers)	\$3,000	3 influencers
Micro (10k-100k followers)	\$7,000	5 influencers
Macro (100k-1M followers)	\$10,000	2 influencers
Mega (1M+ followers)	\$15,000	1 influencer
Content Creation Costs		
Photography/Videography	\$5,000	For high-quality visuals
Editing)	\$2,000	Editing services

Ad Spend	\$3,000	Boosting posts on Instagram & YouTube
Contingency Fund	\$2,000	4% of the total budget

04. Influencer Fees

This section allows you to track and manage the fees paid to influencers based on their output. Record each influencer's negotiated fee, the number of deliverables, and the total cost for each collaboration.

◆ Influencer Name

◆ **Fee per Post/Collaboration:** Record the negotiated fee per post or campaign.

◆ **Number of Posts/Deliverables:** Specify the expected output.

◆ **Total Cost per Influencer:** Automatically calculate based on the number of posts and fee.

Influencer Name	Fee per Post/ Collaboration	Number of Posts	Total Cost per Influencer
@FashionistaJane	\$2,000	2	\$4,000
@StylishMike	\$1,000	3	\$3,000
@TrendSetterJen	\$500	5	\$2,5000

05. Content Production Costs

Track the costs associated with content creation, such as agency fees, design, photography, and videography. This helps ensure you don't overlook any costs related to producing high-quality content for your campaign.

- ◆ **Creative Agency Fees:** If an agency is involved in creating content.
- ◆ **Design Costs:** For graphics, thumbnails, etc.
- ◆ **Copywriting:** For scripts, captions, and other written content.
- ◆ **Photography/Videography:** Costs associated with shooting content.

Content Category	Cost (USD)	Notes
Creative Agency Fees	\$3,500	Managing overall content creation
Design Costs	\$1,200	For graphics, post templates, and thumbnails
Copywriting	\$1,000	Scripts and social media captions
Photography/Videography	\$4,000	Costs for on-site shooting and editing

06. Ad Spend

This section helps you allocate your advertising budget across different platforms and ad types to amplify your campaign's reach. By tracking metrics such as CPM (Cost per Thousand Impressions) or CPC (Cost per Click), you can ensure your paid promotions complement your organic influencer efforts and maximize visibility.

- ◆ **Platform:** Breakdown by platform (e.g., Facebook Ads, Google Ads).
- ◆ **Ad Types:** Such as sponsored posts, display ads, or video ads.
- ◆ **Estimated CPM/CPC:** Cost per thousand impressions or cost per click.
- ◆ **Total Ad Spend:** Calculate the estimated ad spend.

Field	Example
Platform	Facebook Ads, Google Ads
Ad Types	Sponsored posts, Display ads, Video ads
Estimated CPM/CPC	CPM: \$15 (Facebook), CPC: \$0.50 (Google Ads)
Total Ad Spend	\$3,000

07. Management and Miscellaneous Costs

This section captures any additional costs related to managing your influencer marketing campaign. It includes platform subscription fees for influencer management tools, legal fees for contracts, and travel or logistics costs for events. Additionally, it provides space for tracking miscellaneous expenses to ensure you're prepared for any unexpected costs.

- ◆ **Platform Subscription Fees:** For tools like InsightIQ.ai or other influencer management platforms.
- ◆ **Legal Fees:** For drafting contracts, NDAs, and other legal documents.
- ◆ **Travel & Logistics:** If influencers or the team need to travel for shoots or events.
- ◆ **Event Costs:** Calculate the estimated ad spend.
- ◆ **Miscellaneous Expenses:** For any other unforeseen costs.

Field	Example
Platform Subscription Fees	\$500/month (InsightIQ.ai, Hootsuite)
Legal Fees	\$1,200 (Contracts, NDAs)
Travel & Logistics	\$2,000 (Flights and hotel for photoshoot)
Event Costs	\$3,500 (Venue, catering, equipment rental)
Miscellaneous Expenses	\$500 (Unforeseen expenses)

08. Expected ROI

This section is designed to help you measure the success of your influencer marketing campaign by tracking key performance indicators (KPIs) and estimating the financial return. By calculating metrics such as revenue projections and cost per acquisition (CPA), you can assess whether the campaign is meeting its goals and delivering a positive return on investment (ROI).

- ◆ **KPIs:** List the key performance indicators (e.g., reach, engagement, conversions).
- ◆ **Revenue Projections:** Estimate the potential revenue generated from the campaign.
- ◆ **Cost per Acquisition (CPA):** Calculate the cost of acquiring a customer through the campaign.
- ◆ **ROI Calculator:** A formula to automatically calculate the return on investment based on input data.

Field	Example
KPIs	Reach: 1M impressions, Engagement: 5%, Conversions: 1,000
Revenue Projections	\$50,000 (based on average conversion value of \$50 per sale)
Cost per Acquisition (CPA)	\$25 (total cost/number of conversions)
ROI Calculator	Formula: $[(\text{Revenue} - \text{Total Cost}) / \text{Total Cost}] \times 100 = \text{ROI}\%$

09. Post-Campaign Review

The post-campaign review helps you reflect on the overall success of your campaign by comparing your actual spend against the budget and evaluating performance against your objectives. This section is crucial for capturing insights and learnings that will inform and improve future campaigns.

- ◆ **Actual Spend vs. Budget:** Compare the estimated budget with actual spend.
- ◆ **Performance vs. Objectives:** Assess whether the campaign met its goals.
- ◆ **Learnings & Recommendations:** A section to document what worked, what didn't, and suggestions for future campaigns.

Field	Example
Actual Spend vs. Budget	Budget: \$50,000, Actual Spend: \$48,000
Performance vs. Objectives	Objective: 1M impressions, Actual: 1.2M impressions; Objective: 1,000 conversions, Actual: 950 conversions
Learnings & Recommendations	What Worked: High engagement on Instagram stories; What Didn't: Low conversions from TikTok. Recommendations: Allocate more budget to Instagram for future campaigns.

10. Visual Dashboard

The visual dashboard provides a clear, data-driven snapshot of your campaign's performance through graphs and charts. This section is designed to offer an at-a-glance summary of your budget allocation, actual vs. planned spend, ROI, and overall performance, making it easier to assess the campaign's effectiveness and share results with stakeholders.

- ◆ **Graphs & Charts:** include visual representations of budget allocation, actual vs. planned spend, and ROI.
- ◆ **Summary:** A quick overview of the total spend, remaining budget, and overall campaign performance

Field	Example
Graphs & Charts	Pie chart: Budget Allocation by Channel; Bar graph: Actual Spend vs. Planned Spend; Line graph: ROI Over Time
Summary	Total Spend: \$48,000, Remaining Budget: \$2,000, ROI: 120%

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