

INFLUENCER MARKETING FINANCIAL PLAN & TRACKER

CAMPAIGN NAME

DATE RANGE

ALLOCATED BUDGET

TOTAL PROJECTED COSTS

TOTAL ACTUAL COSTS

REMAINING BUDGET

INFLUENCER DIRECT COSTS

INFLUENCER NAME	PLATFORM	DELIVERABLE DETAILS	FOLLOWER COUNT	PROJECTED FEE	ACTUAL FEE	PAYMENT STATUS	CONTRACT STATUS
SUBTOTAL INFLUENCER FEES							

SUPPORTING & AUXILIARY COSTS

EXPENSE CATEGORY	DESCRIPTION	VENDOR / RECEIVER	PROJECTED COST	ACTUAL COST	PAYMENT METHOD	PAYMENT STATUS

EXPENSE CATEGORY

DESCRIPTION

VENDOR /
RECEIVER

PROJECTED
COST

ACTUAL
COST

PAYMENT
METHOD

PAYMENT
STATUS



SUBTOTAL AUXILIARY COSTS