**Social Media Marketing**

**Week 4: Influencer Marketing &**

**Collaboration.**

**Submitted by: Iqra Tariq**

**Objective: Learn how to work with influencers and manage collaborations.**

**Task 1:** Research and list **5 micro influencers** in your niche with follower counts and engagement rates.

1. **healthy.food-by.me**

**Followers:** 8360

**Engagement rate:** 3.09%

1. **Zohaib\_fitness\_official**

**Followers:** 202K

**Engagement rate:** 0.48%

1. **Fitnaofficial**

**Followers:** 16.8K

**Engagement rate:** 0.92%

1. **Kahdiaaa**

**Followers:** 30.3K

**Engagement rate:** 8.3%

1. **Heatherdyecoaching**

**Followers:** 56.4K

**Engagement rate:** 3.91%

**Task 2:** Draft a **collaboration e-mail/message template** to invite influencers for partnership.

**Subject:** Exciting Collaboration Opportunity with FitMentor

**Hi Neha,**

I hope you’re having a great day! I’ve been following your inspiring fitness content on Instagram, and I’m genuinely impressed by how you motivate your audience through your strength training videos and healthy lifestyle tips. Your authenticity and dedication really stand out.

I’m reaching out on behalf of FitMentor, a brand committed to empowering people through high-quality, stylish activewear designed for performance and confidence. We believe your passion for fitness and your connection with your community make you a perfect partner to help share our mission.

We’d love to explore a collaboration with you, such as:  
✅ Sponsored posts or stories  
✅ Product gifting  
✅ Giveaways for your followers  
✅ Or other creative ideas you’d like to explore

If this sounds interesting, I’d be happy to discuss further details, compensation, and next steps at your convenience. Please let me know if you’d like to jump on a quick call, or if you prefer to continue by email.

Looking forward to hearing from you, Neha!

Best regards,  
Iqra Tariq  
HR position  
Fitmentor  
iqratariq076@gmail.com

**Task 3:** Plan a **joint campaign idea** with influencer (post type, content idea, hashtag, CTA).

**Joint Campaign Plan with Neha**

**Post Type**

* Instagram Reel + 2 Instagram Stories

**Content Idea**

* Neha shows a **full-body HIIT workout** wearing your brand’s activewear
* She highlights how the fabric supports flexibility and breathability during intense training

**Hashtag**

* #ElevateYourWorkout

**CTA (Call to Action)**

* Reel caption: “Level up your workouts with Fitmentor! Grab yours now and use code NEHA10 for 10% off.”
* “Shop now and train like me!”

**Task 4:** Study and explain how **influencer marketing affects brand awareness** (200-250 words).

Working with experts and influencers continues to be a valued piece of the modern marketing puzzle for brands who seek to reach, engage and, ultimately, boost sales.

There are now millions of social media superstars talking about everything from fashion and lifestyle to wellbeing and gaming, and even the emergence of AI influencers.

As consumers spend more of their lives on social media, the amount of money companies is paying influencers is rocketing. The global influencer marketing market has more than tripled since 2019 and is estimated (by Statista) to reach a record spend of US $39.3 billion by 2025.

Yet with the number of influencers on the scene growing exponentially, particularly in the areas that are important to people such as health and wellbeing, it’s important to ensure that you want their audience. If their followers are not your target audience, you could be wasting valuable time and budget.

Finding influencers who will create stickiness for your brand through their authenticity as a regular person could be a more effective partnership than celebrity influencers with millions of followers. If the brand isn’t being used authentically as a solution to their daily lives or problems, it can be difficult to achieve cut through.

An influencer charting their wellbeing journey for example can be more engaging and are more likely to share their own thoughts and ask questions as part of the community. This can be a more authentic partnership for brands.

At the same time don’t ignore the potential risks of the association that some brand partnerships could bring.

**Task 5:** Make a **post collaboration report template** (reach, likes, comments, shares, link clicks, saves).

**Influencer Collaboration Report Template**

**Influencer Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Campaign Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Post Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Platform:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Post-Performance Metrics**

| **Metric** | **Value** |
| --- | --- |
| Reach | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Likes | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Comments | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Shares | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Saves | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Link Clicks | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Additional Notes:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Section** | **Notes** | | Top Comments / Feedback | (Summarize top or interesting comments here) | | Overall Sentiment | Positive / Neutral / Negative | | Suggestions for Next Time | (Lessons learned / improvements) | |  |
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