



International Training
Center Paris

TRAINING SCHEDULE

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INFLUENCER CAMPAIGN MANAGEMENT

Overview:

Influencer Campaign Management training is designed to provide participants with the skills and knowledge necessary to plan, execute and evaluate effective influencer marketing campaigns. The program aims to equip participants with the necessary tools and techniques to identify, engage and manage influencers to promote their brands, products or services. The training is structured over five days and includes the following objectives:

Influencer Campaign Management Training Objectives:

- Understand the concept and importance of influencer marketing.
- Learn how to identify and select suitable influencers for a campaign.
- Develop strategies for engaging and managing influencers.
- Learn how to create compelling content for influencer campaigns.
- Understand the legal and ethical considerations in influencer marketing.
- Measure the success of influencer campaigns.

By the end of the program, participants will have gained a comprehensive understanding of influencer marketing and will be equipped with the necessary skills and knowledge to plan, execute and evaluate effective influencer campaigns.

Targeted Groups:

- Influencer marketing managers
- PR professionals working with influencers
- Social media specialists
- Brand managers focusing on influencer collaborations
- Professionals involved in influencer campaigns

Planning:

Day 1: Introduction to Influencer Marketing

- Understanding the concept and importance of influencer marketing.
- The history and evolution of influencer marketing.
- The impact of influencer marketing on consumer behavior.

Day 2: Identifying and Selecting Influencers

- Identifying and selecting suitable influencers for a campaign.
- Understanding different types of influencers and their audiences.
- The role of micro and macro-influencers.

Day 3: Engaging and Managing Influencers

- Developing strategies for engaging and managing influencers.
- Setting clear expectations and guidelines for influencers.
- Compensation and negotiation.

Day 4: Creating Content for Influencer Campaigns

- Developing content strategies for influencer campaigns.
- Writing effective briefs and guidelines for influencers.
- Understanding the importance of authenticity and transparency.

Day 5: Measuring and Evaluating Success

- Measuring the success of influencer campaigns.
- Evaluating the effectiveness of influencer marketing strategies.
- Understanding the importance of continuous improvement.