



Unlock the Power of Influencer Marketing

(Full Day Workshop)

Workshop Description

Today's marketing landscape is challenging to say the least. Brands are competing now more than ever for the attention and engagement of their target markets online and off. Consumers are more educated than ever before and they don't trust brand messaging, brands themselves, and even the social platforms they spend significant time on. There has never been a more important time for brands to connect with your target audiences on a level that builds both trust, engagement, and ROI. Influencer marketing can do exactly that. Learn how influencer marketing is dramatically changing how brands of all sizes are attracting and reaching target audiences like never before.

In this course, you will learn how influencer marketing can transform your present marketing efforts. Led by an industry expert with over 20 years of marketing expertise and 10+ years of leading the social media and influencer strategy for Fortune 1000 brands. This course will walk you step-by-step through what influencer marketing is, the requirements to properly define and develop a campaign and best practices for identifying and engaging with influencers. This course will help you unlock the power of influencer marketing by providing you with the insight to create your own influencer campaign and ensure it delivers a return on investment for you and your brand.

This full day workshop also provides participants with breakout sessions that allow team members to develop influencer plans – including budget, target markets, types of influencers, tracking and measuring ROI – that they can begin executing immediately following the training.

Who is this workshop for?

This workshop is for marketing executives and professionals that want to be well versed in the influencer marketing landscape and gain a current understanding of the influencer marketing opportunity for their brands.

Workshop Benefits

The benefits of attending this workshop fall under the following key drivers of growth: improving marketing effectiveness and maximizing marketing ROI.

*This workshop helps attendees **improve marketing effectiveness** by teaching them:*

- What influencer marketing is and the different types of influencers
- How influencer marketing can build a greater level of trust with their target markets
- How to identify and engage the right influencer for their brand
- What the correct process is for a brand to create an influencer campaign from scratch

*This workshop helps attendees **maximize marketing ROI** by teaching them:*

- How to define and track specific Influencer Marketing success metrics and KPIs
- The best approaches to work with Influencers and types of campaigns that drive the best ROIs
- The necessary legal guidelines to ensure complete transparency with your brand and influencers

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#	Module	Time	Learning Experience Summary
1	Introduction & Agenda	15M	<ul style="list-style-type: none"> Welcome and expectations Agenda and workshop objectives
2	Current State of Marketing	15M	<ul style="list-style-type: none"> All the noise competing for target markets' attention today Lack of consumer trust
3	Influencer Marketing Basics	60M	<ul style="list-style-type: none"> Who and what is an influencer? How influencer marketing works The value of influencer marketing/trusted user Differences between fans, advocates, and influencers Authenticity in influencer marketing Case Study: Three similar industry brand examples of successful influencer campaigns
4	Defining Influencer Marketing Goals	60M	<ul style="list-style-type: none"> Identify target markets Define influencer marketing goals Determine how to measure influencer ROI Breakout session: Define target markets for an upcoming campaign, describe potential influencers to be used for the campaign, detail success measurements
	Q&A	15M	
	Lunch	60M	
5	Different Types of Influencers and Who is Right for Your Brand	30M	<ul style="list-style-type: none"> Understanding the different types of influencers: <ul style="list-style-type: none"> ○ Mega ○ Macro ○ Micro ○ Nano ○ Brand Ambassador
6	Identifying and Finding the Right Influencers	60M	<ul style="list-style-type: none"> The process to identify potential influencers Online tools available to help Important questions to ask influencers Ways influencers are compensated Breakout session: Take defined target markets completed during last breakout session and update based on what has been learned. Add the recommended type of influencers, questions needed to be asked to influencers
	Break	15M	
7	Creating an Influencer	60M	<ul style="list-style-type: none"> Brand control Which social channels Campaign checklist

	Marketing Campaign		<ul style="list-style-type: none"> • What not to do when working with influencers • How to set up, launch and manage influencer campaigns
8	Tracking Influencer Campaigns	30M	<ul style="list-style-type: none"> • Tools to track your campaigns • Learn and iterate
9	Team Brainstorm Influencer Campaign	60M	<ul style="list-style-type: none"> • Breakout in individual teams to create a new influencer campaign • Detail out target markets, types of influencers, budget, ROI, etc. • The group comes together discusses and prioritizes ideas • The team leaves with a detailed list of ideas that can immediately begin work on
	Closing	15M	<ul style="list-style-type: none"> • Q&A