

Influencer Marketing Training Course

Harness the power of word-of-mouth marketing

Course Dates

Please note: This course is currently only available [in-house](#)

It's a well-documented fact that a recommendation from someone you trust is more persuasive than any other form of marketing. The patterns of recommendations, and why some people do far more of it than others, has evolved to become known as influencer marketing.

The big question is, how do you find and talk to influencers who recommend most, and those whose recommendations hold more weight than others?

Emarketeers' Influencer Marketing course will help you unlock the power of word of mouth marketing, giving you insight into the psychology of influence, how to build a compelling proposition for influencers, and how to measure success.

With influencer marketing cited as one of the fastest-growing channels for customer acquisition, this course is one not to be missed.

Course Programme

Psychology of Influence

- Types of influencers - how they can be segmented and utilised, the roles they perform best
- Why people trust recommendations
- Why influencers feel compelled to recommend
- What makes an influencer more likely to share something
- What we need to give influencers to spark a greater number of conversations and recommendations
- How to capture the attention of an influencer
- Making advocates for life
- What not to do!

Online vs. Offline Word of Mouth

- What percentage of conversations and time spent on face-to-face vs. social media, or over text, phone and messenger services
- Understanding how the two interweave and how to make the most of each medium
- How much time people spend with different people and the opportunities for conversations across the day and week
- Time of day when people talk most on social media vs. real world
- What people are doing at the same time as having conversations online
- Correlation with consumption of other media
- Differences between online and offline influencers; and how to tailor approaches to both groups

Building a Sticky Proposition For Influencers

- How to find and attract influencers
- Learn what elements you need to build into a campaign to capture the imagination of influencers
- Learn how to develop a proposition which influencers love
- How to weed out freebie hunters
- How much can you ask an influencer to do without paying them

Legal Guidelines

- FTC guidelines on disclosure of promoted posts
- Making it a genuine experience for the influencer and their friends
- Paying influencers – the rules and best practice

Measuring Effectiveness

- How can I measure the success of my campaigns?
- What does word of mouth success look like?
- What measures are decision makers most interested in?
- How to model offline word of mouth reach
- Can you measure a direct sales effect from these campaigns?
- Proven measurement models

Benefits

Following this training course, you will be able to:

- ✓ Understand the mind-set of an influencer so you can tailor your strategy to attract them
- ✓ Identify influencers and build a campaign which utilises them
- ✓ Build a compelling proposition to attract influencers
- ✓ Understand the way word of mouth via influencers can help your business or organisation
- ✓ Measure what success looks like and how to measure success in a meaningful way
- ✓ Know what is illegal and what is considered bad practice

All attendees receive an attendance certificate, a digital copy of course material and four weeks post course support online.

Audience

The Influencer Marketing course is designed for anyone with an interest in or responsibility for planning or managing influencer marketing activity.

It is ideal for those with little to no knowledge of the discipline, as well as those with an understanding of some elements of influencer marketing, but who are seeking a comprehensive level of knowledge.

Typical attendees include brand managers/directors, marketing managers/directors, account handlers, planners or strategists, PR and social media professionals.



What people say

Everything you would need to know for a taster into Influencer Marketing is in this course, with excellent case studies and a trainer you can learn so much from in a small space of time!

Natalie Dent, Account Director
dunnhumby



I thoroughly enjoyed the Emarketeers' Influencer Marketing Strategy one-day training course, which offered an invaluable insight into the mindset of both offline and online influencers. This in turn will enable me to approach grass-roots and expert influencers with more targeted, more attractive business propositions going forward.

Fran Lambert, Press Officer for Normandy
Atout France



The course instructor was a very warm, knowledgeable and engaging speaker! Would highly recommend them, the course and the venue.

Dominika Karpowicz, Digital Officer
Time to Change



let's end mental health
discrimination

Really enjoyed this course, it was tailored to suit our business and was a day well spent.

Denise Crouch, Head of Sales & Marketing
LapSafe Products

