Advanced Influencer Marketing and Partnership Growth Training Course



23 - 27 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #MAR4575_143912

Course Introduction / Overview:

This comprehensive training course delves into the sophisticated world of modern influencer marketing, moving beyond transactional campaigns to focus on building sustainable, high-growth brand partnerships. In an era where consumer trust is paramount, the ability to forge authentic connections through credible voices is a critical differentiator. This program is meticulously designed to equip professionals with the strategic frameworks and tactical skills needed to architect, execute, and scale successful influencer and partnership programs. Drawing upon contemporary principles discussed by experts like Neal Schaffer in his seminal work, "The Age of Influence", the course explores the entire partnership lifecycle, from data-driven influencer identification and vetting to complex contract negotiation and long-term relationship management. Participants will learn to navigate the intricate legal and ethical landscapes, ensuring full compliance and brand safety. At BIG BEN Training Center, we provide a curriculum that transforms your approach, enabling you to build powerful brand advocacy networks that deliver measurable, long-term return on investment and drive significant business growth. This course is your definitive guide to mastering the art and science of strategic collaborations in the digital age.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Social Media Managers and Strategists.
- Brand Managers and Brand Strategists.
- Digital Marketing Specialists.
- Public Relations (PR) Professionals.
- Business Development Managers.
- Partnership and Affiliate Managers.
- Content Marketing Managers.
- Startup Founders and Entrepreneurs.
- Communications Executives.

Target Sectors and Industries:

- Retail and E-commerce.
- Fashion, Beauty, and Lifestyle.
- Consumer Packaged Goods (CPG).
- Technology and Software as a Service (SaaS).
- Travel, Tourism, and Hospitality.
- Health, Wellness, and Fitness.
- Financial Services and FinTech.
- Entertainment and Media.
- Food and Beverage.
- Governmental and Non-Profit Organizations.

Target Organizations Departments:

- Marketing Department.
- Digital Strategy Department.
- Corporate Communications Department.
- Public Relations (PR) Department.
- Sales and Business Development Department.
- Brand Management Department.
- Social Media Department.
- Product Marketing Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive influencer marketing strategy aligned with core business objectives.
- Identify, vet, and select the right influencers and brand partners using data-driven methodologies.
- Master the art of outreach, negotiation, and contract creation for mutually beneficial partnerships.
- Design and manage co-branded campaigns that resonate with target audiences and drive engagement.
- Implement robust frameworks for measuring the return on investment (ROI) of partnership activities.
- Navigate the legal, ethical, and disclosure requirements (e.g., FTC guidelines) with confidence.
- Build and nurture long-term, authentic relationships with key influencers and brand ambassadors.
- Scale partnership programs from initial campaigns to a sustainable growth engine for the business.
- Leverage different partnership models, including affiliate marketing, co-branding, and content collaborations.
- Mitigate risks associated with influencer fraud and brand safety in digital collaborations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the theory but also master its application. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led instruction, in-depth case study analysis of successful and unsuccessful influencer campaigns, and hands-on workshops. Participants will engage in simulated negotiation sessions to hone their contracting skills and work in collaborative groups to develop a complete partnership strategy for a real-world business scenario. Interactive brainstorming sessions and peer-to-peer feedback are integrated throughout the five days to foster creative problem-solving and diverse perspectives. The curriculum incorporates practical exercises on using analytics tools to measure campaign effectiveness and ROI. Our approach emphasizes learning by doing, providing participants with the tangible skills and strategic confidence to immediately implement advanced partnership growth initiatives within their organizations. The focus is on building practical capabilities through active participation and expert guidance.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Influencer and Brand Partnerships

- The Evolution from Influencer Marketing to Partnership Ecosystems.
- Understanding the Modern Consumer and the Role of Trust.
- Types of Influencers and Partners (Nano, Micro, Macro, Mega, B2B).
- Defining Your Partnership Goals and Key Performance Indicators (KPIs).
- Aligning Partnership Strategy with Overall Marketing and Business Objectives.
- Mapping the Customer Journey to Identify Partnership Opportunities.
- Competitive Analysis of Influencer and Partnership Landscapes.

Unit Two: Data-Driven Identification, Vetting, and Selection

- Developing Your Ideal Influencer and Partner Persona.
- Advanced Tools and Platforms for Influencer Discovery.
- Audience Demographics, Psychographics, and Authenticity Analysis.
- Vetting for Brand Safety, Engagement Fraud, and Past Controversies.
- Qualitative Assessment: Content Quality, Professionalism, and Brand Fit.
- Building a Tiered Influencer Network for Diverse Campaign Needs.
- The Legal and Ethical Due Diligence Process Before Outreach.

Unit Three: Negotiation, Contracting, and Relationship Management

- Crafting Compelling and Personalized Outreach Messages.
- Mastering the Art of Negotiation for Win-Win Outcomes.
- Exploring Diverse Compensation Models (Flat Fee, Commission, Hybrid).
- Key Components of an Ironclad Influencer and Partnership Agreement.
- Navigating Disclosure Guidelines (FTC, ASA) and Legal Compliance.
- Onboarding Partners and Setting Clear Expectations for Collaboration.
- Strategies for Building Long-Term, Authentic Ambassador Relationships.

Unit Four: Campaign Execution and Content Co-Creation

- Developing a Comprehensive and Inspiring Creative Brief.
- The Art of Co-Creating Authentic Content that Resonates.
- Establishing a Workflow for Content Review and Approval.
- Activating Campaigns Across Multiple Platforms and Channels.
- Leveraging User-Generated Content (UGC) from Partnerships.
- Integrating Influencer Campaigns with Paid Media for Maximum Reach.
- Managing Timelines, Deliverables, and Communication Throughout the Campaign.

Unit Five: Measurement, Optimization, and Scaling Programs

- Establishing a Framework for Measuring Partnership ROI.
- Tracking Key Metrics Beyond Likes and Follows (e.g., Conversions, Sentiment).
- Utilizing UTM Parameters, Affiliate Links, and Promo Codes for Attribution.
- Analyzing Campaign Data to Glean Actionable Insights.
- Creating Comprehensive Performance Reports for Stakeholders.
- Strategies for Optimizing and Iterating on Your Partnership Approach.
- Building the Infrastructure to Scale Your Partnership Program Effectively.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As authenticity becomes the most valued currency in influencer marketing, how can large corporations genuinely foster it in their partnerships without it appearing manufactured or commoditized?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond surface-level tactics to instill a deep, strategic understanding of building sustainable brand ecosystems through partnerships. Unlike programs that focus narrowly on influencer discovery tools or social media metrics, our curriculum is built around the entire partnership lifecycle, with a heavy emphasis on the often-neglected areas of negotiation, legal compliance, and long-term relationship management. We prioritize the development of critical thinking and strategic planning skills, teaching participants how to align partnership initiatives with core business objectives for measurable growth. The methodology is rooted in practical application, using real-world case studies and simulation workshops to prepare attendees for complex, high-stakes scenarios. Furthermore, the course places a significant focus on the ethical dimensions of influencer marketing and the science of building genuine trust with audiences. It is designed not just to teach you how to run a campaign, but to empower you to become a strategic leader who can architect and scale a sophisticated, ROI-driven partnership program that serves as a durable competitive advantage for your organization.