Strategic Influencer Marketing and Brand Collaboration Training Course



09 - 13 Nov 2026

Milan

5900 € (Per Person)

Ref: #MED4444_11741

Course Introduction / Overview:

In today's digital world, connecting with audiences means going beyond traditional ads. This program, offered by BIG BEN Training Center, focuses on the powerful and nuanced field of influencer marketing. It gives you a complete view of how to use influencer relationships to drive business results. You will learn the entire process, from finding the right influencers and developing authentic campaigns to managing partnerships and measuring success. We will explore key concepts such as user-generated content, brand awareness, and affiliate marketing. The course also looks at the theoretical background of influencer marketing, including academic insights from figures like Joyce Costello and Sevil Yesiloglu, who have explored how influencers help brands build communities and engage with their audiences in their book, "Influencer Marketing: Building Brand Communities and Engagement". You will discover how to create a solid influencer marketing strategy that goes beyond follower numbers, focusing on genuine engagement and measurable return on investment (ROI). By the end of this training, you will be equipped to run successful campaigns that resonate with modern consumers and build lasting brand loyalty.

Target Audience / This training course is suitable for:

- Marketing and brand managers.
- Social media specialists.
- Public relations professionals.
- Content creators and freelancers.
- Business owners and entrepreneurs.
- Digital strategy consultants.
- Government agencies and public sector communicators.

Target Sectors and Industries:

- E-commerce and retail.
- Fashion and beauty.
- Technology and software.
- Hospitality and travel.
- Non-profit organizations.
- Media and entertainment.
- Government agencies and public institutions.

Target Organizations Departments:

- Marketing and communications.
- Social media management.
- Public relations.
- Business development.
- Digital advertising.
- Brand management.
- Product development.

Course Offerings:

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

- Develop a comprehensive influencer marketing strategy from start to finish.
- Identify and vet the right influencers based on brand fit and audience demographics.
- Create compelling briefs and negotiate fair collaboration terms.
- Implement best practices for managing influencer relationships and communication.
- Measure the success of campaigns using key metrics like ROI and engagement rates.
- Understand the legal and ethical guidelines for influencer disclosure and partnerships.
- Use influencer content across multiple marketing channels.

Course Methodology:

BIG BEN Training Center uses a hands-on approach to learning, with a focus on real-world application. The program combines a mix of case studies, interactive discussions, and project-based work. We will use numerous case studies of both successful and unsuccessful campaigns to analyze what works and what doesn't. Participants will collaborate in teams on a simulated influencer marketing campaign, from initial planning to final reporting. This teamwork will allow them to put their knowledge into practice in a dynamic setting. There will also be interactive sessions where participants can role-play influencer outreach and negotiation scenarios. We will use a variety of tools and templates, including a campaign brief template and an ROI calculator, to give participants a practical skill set they can start using immediately. Regular feedback will be provided on their projects and assignments. This blend of theory, case studies, and hands-on projects ensures that participants are fully prepared to launch and manage their own campaigns with confidence.

Course Agenda (Course Units):

Unit One: The Influencer Marketing Ecosystem

- The evolution of influencer marketing.
- Different types of influencers, from nano to mega.
- Understanding the role of social media platforms.
- The importance of authenticity and trust.
- The legal and ethical landscape of influencer partnerships.
- Defining campaign goals and key performance indicators (KPIs).
- Setting a realistic influence on marketing budget.

Unit Two: Finding the Right Influencers

- Using influencer discovery tools and platforms.
- Manual research techniques for niche influencers.
- Analyzing an influencer's audience demographics.
- Vetting for fake followers and engagement pods.
- Evaluating influencer brand fit.
- Creating a long-list of potential collaborators.
- The role of agencies versus in-house management.

Unit Three: Campaign Development and Management

- Crafting a clear and compelling campaign brief.
- Negotiating contracts and compensation.
- Best practices for influencer outreach.
- Managing communication and building relationships.
- Content approval processes and creative freedom.
- The importance of disclosure and transparency.
- Affiliate marketing and performance-based models.

Unit Four: Content and Repurposing

- Different types of influencer content, from static posts to video.
- The power of user-generated content (UGC).
- Repurposing influencer content for paid ads (whitelisting).
- Creating consistent brand message across campaigns.
- Understanding content formats for different social media channels.
- Measuring the impact of content beyond sales.
- Using influencer videos for brand storytelling.

Unit Five: Measurement, Analysis, and Strategy

- Measuring ROI from influencer campaigns.
- Tracking key metrics like engagement rates and reach.
- Using platform analytics and third-party tools.
- Creating a detailed campaign report.
- Analyzing what worked and what didn't.
- Building a long-term influencer relationship management plan.
- Optimizing future campaigns and strategies.

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:

How does the rise of micro-influencers and authenticity-focused content challenge traditional marketing's emphasis on celebrity endorsements and mass reach?

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

This program goes beyond the basics to provide a strategic and ethical framework for influencer marketing. While many courses focus on just the tools and platforms, this one, presented by BIG BEN Training Center, emphasizes the human element of influencer relationship management and the importance of authenticity. We look at both the quantitative and qualitative aspects of a campaign, teaching participants not only how to calculate ROI but also how to build trust with their audience. The curriculum is built on real-world case studies and project-based learning, which gives participants a chance to develop and manage a complete campaign from start to finish. We also cover the legal and ethical sides of influencer marketing, ensuring that participants are fully aware of industry standards and best practices. This holistic approach prepares professionals to handle the complexities of modern digital marketing with confidence and integrity.