Influencer Relations and Brand Advocacy Management Training Course



21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #PR6388_135267

Course Introduction / Overview:

In today's hyper-connected digital landscape, traditional advertising is yielding to more authentic forms of communication. This course delves into the dynamic and powerful worlds of influencer relations and brand advocacy, two pillars of modern marketing that drive trust, engagement, and sustainable growth. We will explore the evolution from transactional influencer campaigns to strategic, long-term partnerships that foster genuine brand love. This program moves beyond superficial metrics to uncover the core principles of building and nurturing communities of advocates who champion a brand organically. Drawing on insights from thought leaders like Neal Schaffer, author of "The Age of Influence", we will dissect the mechanics of successful programs that convert passive followers into active promoters. Participants will learn to design, execute, and measure integrated strategies that leverage both paid and earned media. At BIG BEN Training Center, this course is meticulously designed to provide a comprehensive A-to-Z roadmap, equipping professionals with the skills to navigate this complex ecosystem, build authentic relationships, and transform brand perception through the power of credible voices.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Public Relations Professionals.
- Social Media Managers and Specialists.
- Brand and Product Managers.
- Digital Marketing Strategists.
- Communications Coordinators.
- Content Marketing Specialists.
- Startup Founders and Entrepreneurs.
- Corporate Communications Executives.

Target Sectors and Industries:

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

Target Organizations Departments:

- Marketing Department.
- Public Relations (PR) Department.
- Corporate Communications.
- Social Media Management.
- Brand Management.
- Digital Strategy.
- Customer Experience and Relations.
- Sales and Business Development.
- Human Resources (for employee advocacy).

Course Offerings:

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

- Develop a comprehensive influencer relations and brand advocacy strategy aligned with business objectives.
- Identify, vet, and recruit the right influencers and brand advocates for their specific niche.
- Master the art of influencer outreach, negotiation, and contract management.
- Design and manage effective, scalable brand ambassador and advocacy programs.
- Create compelling campaign briefs and co-create authentic content with partners.
- Navigate the legal and ethical landscape, including disclosure guidelines like FTC regulations.
- Measure the return on investment (ROI) of influencer and advocacy initiatives using key performance indicators.
- Build and maintain long-term, mutually beneficial relationships with creators and advocates.
- Integrate employee advocacy programs to amplify brand messaging from within.
- Leverage user-generated content to enhance brand credibility and social proof.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring participants can immediately apply their learning. This course moves beyond traditional lectures to foster a collaborative environment where knowledge is co-created. We utilize a blend of expert-led presentations, in-depth case study analyses of successful and failed campaigns, and interactive group discussions to explore complex scenarios. A significant portion of the training is dedicated to hands-on workshops, where participants will engage in practical exercises such as developing an influencer persona, drafting an outreach email, creating a campaign brief, and designing a measurement framework. Role-playing sessions will simulate real-world negotiations and relationship management challenges. Peer-to-peer feedback is a cornerstone of our approach, allowing participants to refine their strategies in a supportive setting. The course structure encourages active participation, critical thinking, and problem-solving, ensuring a deep and lasting understanding of influencer and advocacy management principles.

Course Agenda (Course Units):

Unit One: Foundations of Modern Influence and Advocacy

- The evolution from celebrity endorsements to digital influencers.
- Defining the spectrum: Nano, Micro, Macro, and Mega influencers.
- The core differences between influencer marketing and brand advocacy.
- The psychology of social proof and trust in the digital age.
- Understanding key platforms and their unique influencer ecosystems.
- The role of authenticity and relatability in building brand credibility.
- Introduction to the PESO Model (Paid, Earned, Shared, Owned) in this context.

Unit Two: Strategic Planning for Influencer and Advocacy Programs

- Setting clear objectives and key performance indicators (KPIs).
- Defining and understanding your target audience's digital behavior.
- Conducting a competitive analysis of influencer and advocacy activities.
- Budget allocation for influencer campaigns versus advocacy programs.
- Developing your core brand messaging for partners and advocates.
- Integrating influencer and advocacy efforts into the overall marketing mix.
- Risk assessment and developing a crisis communication plan.

Unit Three: Influencer Identification, Vetting, and Relationship Management

- Utilizing tools and manual methods for influencer discovery.
- The critical process of vetting influencers for brand safety and audience authenticity.
- Analyzing engagement rates, audience demographics, and past performance.
- Crafting personalized and effective outreach communications.
- Negotiating compensation, deliverables, and contract terms.
- The art of building long-term, collaborative partnerships beyond single campaigns.
- Onboarding influencers and setting clear expectations for success.

Unit Four: Campaign Execution and Content Co-Creation

- Developing a comprehensive and inspiring creative brief.
- Best practices for co-creating authentic and engaging content.
- Managing campaign timelines, content approvals, and posting schedules.
- Navigating legal and ethical requirements, including FTC disclosure guidelines.
- Amplifying influencer content across owned and paid channels.
- Managing and repurposing user-generated content (UGC) from campaigns.
- Techniques for tracking and monitoring live campaign performance.

Unit Five: Cultivating and Measuring Brand Advocacy

- Identifying potential advocates from your existing customer base.
- Designing and launching a formal brand advocacy or ambassador program.
- Strategies for motivating and rewarding brand advocates effectively.
- Implementing and managing an employee advocacy program.
- Key metrics for measuring advocacy: reach, engagement, sentiment, and conversions.
- Calculating the return on investment (ROI) of your programs.
- Creating comprehensive reports to demonstrate value to stakeholders.

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 the line between authentic endorsement and paid promotion continues to blur, what ethical frameworks must organizations establish to maintain consumer trust while leveraging influencer and advocate voices?

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

This course distinguishes itself by offering a holistic and integrated perspective, treating influencer relations and brand advocacy not as separate tactics but as two sides of the same coin of authentic communication. While many courses focus solely on the transactional nature of influencer marketing, our curriculum places equal emphasis on cultivating organic brand advocacy, empowering participants to build a sustainable community of genuine supporters. We move beyond the surface-level discussion of vanity metrics to a deeper strategic level, focusing on the psychology of influence, the art of long-term relationship building, and the nuances of ethical conduct. The program's structure is intensely practical, prioritizing hands-on workshops and real-world case studies over passive learning. Participants will not just learn the theory; they will actively develop briefs, practice negotiation, and design measurement frameworks. This dual focus on both paid partnerships and earned loyalty provides a more robust and future-proof skill set, preparing professionals to build resilient brands that thrive on trust and authenticity in a skeptical marketplace.