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L'école des nouveaux métiers
de la communication

Subject	INFLUENCE MARKETING
Credits US/ECTS	3/6
Teaching Language	English

Course introduction

INFLUENCER MARKETING COURSE – Why Paris is one of the most influential city in the world?

Course Objectives

The EFAP Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions within the framework of the city of Paris. With 100% practical sessions, the course is inspired by the book created by the writer and entrepreneur Rafaela Almeida, who explains success stories and how to identify the best influencers and micro influencers to create actions for a company or products. It also offers tools to improve the Personal branding of the students and the recipe of the main influencers to improve popularity online.

Target

Students and professionals related with Marketing & Communication, Public Relations, Marketing Online and Community Managers. Companies that want to start to use the influencer marketing and to be introduced on this new international trend.

Content

1. Introduction to Influencers Marketing / The Influencer / Microinfluencer
2. Paris: The city of luxury and glamor par excellence
3. Main resident Influencers and local ambassadors of the Paris brand
4. Landmarks and most used locations
5. Influencer and Paris destination marketing
6. Characteristics of an influencer
7. How to choose the best influencers

8. The circles of influence
9. Personal Branding
10. Number of followers vs sales number
11. Differences between ambassadors of a brand and influencers
12. The eternal search for beauty and entertainment
13. The niches of social networks
14. The power of haters
15. Types of post
16. Photo & video for social media
17. How much does an influencer charge?
18. Influencer Hunters and Agencies
19. Managing egos
20. Step by step to create a team of evangelizers
21. Metrics in the influencers campaigns
22. Tools and agencies of specialized influencers
23. How to contact an influencer?
24. Legal Policies
25. Opinion of prominent influencers
26. Master Class with a Parisian influencer

Competences that you will acquire with EFAP Influencer Marketing Course

- ✓ Know the whole ecosystem to carry out actions of influencers as companies.
- ✓ Select the most appropriate influencers for an influencers marketing campaign.
- ✓ Understand the main points of interest of the city of Paris and its background as a world image.
- ✓ Improve your personal image in social networks and popularity in them.
- ✓ Make successful and higher return influencers marketing actions (ROI).