



Influence Marketing

Credits US 3 / ECTS 6
Language of instruction: Spanish

Course presentation

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

Learning goals

- ✓ 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)

Course content

Session 1

1. Introduction to Influencers Marketing / The Influencer / Microinfluencer
2. Characteristics of an influencer
3. How to choose the best influencers
4. Case studies of Influencer Marketing Campaigns done by BlaNZ Agency
5. Teamwork exercises and presentation:
 - Teamwork and groups creation
 - Brainstorm about a product or service to do the course project and apply Influencer Marketing techniques

Session 2

1. The circles of influence
2. Personal Branding
3. Number of followers vs sales number
4. Differences between ambassadors of a brand and influencers
5. Teamwork exercises and presentation:
 - What stage are you as an influencer? Have you been mentioned on the media?
 - Define the robot portrait of the ideal influencer for your brand: How is her/his community, what she or he use talking about, language, country, lifestyle, personal/ professional skills, expertise, etc.

Session 3

1. The eternal search for beauty and entertainment
2. The niches of social networks
3. The power of haters
4. Teamwork exercises and presentation:

Use hashtags and Google to find the influencers that can fit your Brand needs. Give 5 examples.

- Use Social Blade to analyze the audience of your influencers. There is any peek in growth or is this constant?
- What kind of loyalty actions can you create to engage your brand ambassadors?
- Define your Social media channels according with your target audience. Find opportunities!

Session 4

1. Types of post
2. Photo & video for social medi
3. How much does an influencer charge?
4. Influencer Hunters and Agencies
5. Managing egos
6. Teamwork exercises and presentation:

- What kind of posts can the influencers create or your Brand to boost the social media channels?
- Budget development for the influencers marketing campaign

Session 5

1. Step by step to create a team of evangelizers
2. Metrics in the influencers campaign
3. Tools and agencies of specialized influencers
4. Teamwork exercises and presentation:

- Set up a list of goals you would like to achieve with Influencer Marketing Actions
- Main metrics you are going to use to analyze your ROI and results

Session 6

1. How to contact an influencer?
2. Legal Policies
3. Opinion of prominent influencers
4. Teamwork exercises and presentation:
 - List of real Influencers that can promote your product/service
 - Analysis of the Influencer Marketing actions of your competitors

Session 7

1. Definition of public relations.
2. Public relations as an essential tool in companies influence.
3. Why is PR a priority in the company?
4. Teamwork exercises and presentation:
 - Explain the 3 stages of your brand influence funnel and what kind of information you can share on it:
 - 1- ... to improve brand awareness when no one knows your company.
 - 2- ... to discover who have brand affinity
 - 3- ... to create interest on your products/services?

Session 8

1. Web site and RRSS: Main tools to do the diffusion of news and how to be positioned on google: SEO Strategies. (Search engines optimization)

2. Importance to introduce Keywords on the content
3. Corporate Social Responsibility: Integration in Marketing, Communication and PR campaigns. How to be a good influencer to promote people good behaviors and society changes from a corporative view?
4. Teamwork exercises and presentation:
 - Bases designed for your PR campaign:
 - Which are the main advantages of your product/service in comparison of your competitors
 - Analyze 5 competitors and check what kind of PR Actions they are doing to promote its brand
 - What can be the subject for a CSR Campaign for your company: Environmental, Social, economic?
 - Explain in details your CSR campaign and goals to achieve

Session 9

1. How to build a successful relationship between the corporate press office and the media?
2. How to create newsworthy and interesting information for the press?
5. 6W of communication and inverse pyramid structure of a press release
6. Spokesperson training
7. Teamwork exercises and presentation:
 - Create the main structure of your press release
 - Create a press release calendar. Think about all the subjects you can write. (Make a list with 10 items)
 - Seasons: There is any special date, offers or product sales increasing period?
 - Write your own one-minute presentation with "Storytelling" technique to introduce yourself (Gold Minute)

Session 10

Individual tutorials with each group and doubts clarify before the presentation of the project

Evaluation

Project & participation