



## TRAINING

### Influencer marketing

#### LEARNING OBJECTIVES

- Understand the role and challenges of influencer marketing within a digital strategy
- Identify influencer typologies and the platforms best suited to each campaign
- Learn to design, launch and manage an influencer marketing campaign
- Measure performance and manage relationships with content creators

#### TRAINING DURATION

2 days (14 hours)

#### TARGET AUDIENCE

Communication officers, marketing managers, freelancers, project owners or community managers wishing to integrate influence into their strategy.

#### PREREQUISITES

None

#### ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

#### PRICE

- Inter-company training: €1,620 excl. VAT per person
- Intra-company / tailor-made training: on request

#### Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

[www.crews-education.com](http://www.crews-education.com)



## DETAILED PROGRAM

- Introduction to influencer marketing
  - Definition, key challenges and figures
  - Market evolution and recent trends
  - Complementarity with other marketing levers
- Identifying the right influencers
  - Influencer typologies: nano, micro, macro, celebrities
  - Choosing platforms: Instagram, TikTok, YouTube, LinkedIn...
  - Selection criteria: affinity, audience, engagement rate, values
- Designing an influencer campaign
  - Defining objectives and the creative brief
  - Collaboration methods: gifting, payment, affiliation
  - Content creation, validation and publication
- Legal framework and rights management
  - Legal obligations and mandatory disclosures
  - Contracts and rights assignments
  - Ethics and transparency in brand–influencer relations
- Measuring and managing performance
  - Key indicators: views, clicks, engagement, ROI
  - Campaign monitoring and adjustments
  - Reporting and recommendations
- Practical workshop
  - Definition of a concrete influencer campaign
  - Influencer selection, brief, indicators
  - Group presentation

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## CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage influencer marketing campaigns that are relevant, ethical and efficient, aligned with their communication or conversion objectives.

## TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

## TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

## EVALUATION METHODS

- End-of-training assessment via quiz or project submission

## RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

## ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: [handicap@crews-education.com](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## CONTACTS

- By telephone: +33(0)4 80 81 94 50
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