

100 - Essentials

01 - Influencer Marketing Introduction	1:35
02 - What is Influencer Marketing?	2:38
03 - What Does Influencer Marketing Look Like?	5:20
04 - What Do Influencer Campaigns Look Like?	5:18
05 - Influencer Marketing Case Study: Moto Z	5:19
06 - Influencer Marketing Case Study: Canon	3:33
07 - Who is an Influencer?	4:43
08 - Types of Influencers	5:33
09 - Influencer vs. Advocate	5:17
10 - Why Do Businesses Use Influencers?	6:58
11 - What Type of Brands Do Influencer Marketing?	6:22

Total Topics = 11

Total Time = 52 mins

10 QUESTION QUIZ

200 - Steps for Influencers - Set Goals, Plan & Identify

12 - Steps for Influencers Overview	5:38
13 - STEPS FOR INFLUENCERS: GOALS	7:44
14 - STEPS FOR INFLUENCERS: PLAN	2:13
15 - Building Your Plan: The Approach	10:17
16 - Building Your Plan: The Number of Influencers	1:30
17 - Building Your Plan: Creating the Idea	5:50
18 - Building Your Plan: Plan Details	2:06
19 - Building Your Plan: Compensation & Budget	5:34
20 - Building Your Plan: Timeframe	2:10
21 - Building Your Plan: KPIs & Success	2:55
22 - STEPS FOR INFLUENCERS: IDENTIFYING INFLUENCERS	4:06
23 - Identifying Influencers: Size & Following	4:22
24 - Identifying Influencers: How to Find Them	5:40

Total Topics = 13

Total Time = 1 hour

10 QUESTION QUIZ

300 - Steps for Influencers - Validate, Recruit & Execute

25 - STEPS FOR INFLUENCERS: VALIDATE & RECRUIT	1:07
26 - Validating Influencers: Reach	2:40
27 - Validating Influencers: Relevance	3:17
28 - Validating Influencers: Resonance	3:21
29 - Validating Influencers: Right	3:16
30 - Validating Influencers: Score Influencers to Determine Fit	5:43
31 - Validating Influencers: Pricing Influencer Payments	1:31
32 - Validating Influencers: Influencer Pricing Formula	12:37
33 - Recruiting Your Influencer	8:43
34 - Recruiting Your Influencer: Contracts, Usage Rights & Exclusivity	2:16
35 - STEPS FOR INFLUENCERS: EXECUTE	1:34
36 - Execute: Link to Business Goal	2:35
37 - Execute: Collaborate for Great Content	4:30

38 - Execute: Giving Relevant Details to Your Influencer	4:20
39 - Execute: Content & Delivery Requirements	1:58
40 - Execute: Deciding How Prescriptive You Will Be	5:51
41 - Execute: Process for Content Approval	2:06
42 - Execute: Creative Guidelines	2:29
43 - Execute: Promotion Plan	3:39
44 - Execute: Legal Issues	3:21

Total Topics = 20

Total Time = 1 hour 15 mins

10 QUESTION QUIZ

400 - Steps for Influencers - Measuring Success

45 - STEPS FOR INFLUENCERS: MEASUREMENT	1:37
46 - Measurement: Measuring Success	4:15
47 - Measurement: 3 Types of Metrics	2:49
48 - Measurement: Complete Measurement	2:09
49 - Integrating Influencer Marketing	2:16
50 - Reusing Influencer Content	2:15

Total Topics = 6

Total Time = 15 mins

10 QUESTION QUIZ

Resources:

Influencer Marketing Quick-Start Guide
 Influencer Marketing Strategy
 Influencer Value Calculator Spreadsheet
 Influencer Checklist
 Influencer Marketing Plan Template

Course Total Topics = 50

Course Total Time = 3hrs 22mins