London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 05 April 2026 To 09 April 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Influencer marketing has become a powerful tool for brands to reach and engage with their target audiences effectively. This 5-day professional course, "Influencer Marketing Strategy," is designed to equip participants with the knowledge and skills necessary to create and implement successful influencer marketing campaigns. Through a combination of theoretical insights and practical exercises, participants will learn how to identify the right influencers, craft compelling collaborations, and measure the impact of their campaigns.

Objectives

- Understand the fundamentals of influencer marketing and its impact on brand strategy.
- Identify and select the right influencers for their brand goals and target audience.
- Develop creative campaign strategies that align with brand objectives and influencer strengths.
- Learn to manage influencer relationships and collaborations effectively.
- Analyze and measure the effectiveness of influencer marketing campaigns.

Course Outlines

Day 1: Understanding Influencer Marketing

- Introduction to influencer marketing and its evolution.
- Differentiating between types of influencers: micro, macro, and celebrity.
- The role of influencers in digital marketing strategies.
- Identifying key trends in influencer marketing.
- Setting the right objectives for influencer campaigns.

Day 2: Identifying and Selecting Influencers

- Tools and techniques for finding influencers.
- Assessing influencer authenticity and audience engagement.
- Understanding the importance of niche and relevance.
- Building a shortlist of potential influencer partners.
- Conducting outreach and establishing initial contact.

Day 3: Crafting Compelling Collaborations

- Creative campaign brainstorming and idea generation.
- Aligning influencer content with brand messaging.
- Developing influencer briefs and contracts.
- Case studies of successful influencer collaborations.
- Guidelines for compliance and ethical practices.

Day 4: Managing Influencer Relationships

- Effective communication and relationship-building techniques.
- Providing feedback and ensuring quality content delivery.
- Leveraging influencers for long-term partnerships.
- Handling challenges and conflict resolution.

- Best practices in relationship management.

Day 5: Measuring and Analyzing Campaign Success

- Key performance indicators (KPIs) for influencer campaigns.
- Tools and platforms for monitoring campaign performance.
- Interpreting data and generating actionable insights.
- Reporting results to stakeholders.
- Iterating strategies based on analysis for future campaigns.