Influencer Relations Management Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Influencer Relations Management is a strategic discipline that focuses on building, managing, and scaling authentic partnerships between brands and digital creators across platforms such as Instagram, TikTok, YouTube, and emerging creator ecosystems. In today's hyper-connected digital economy, influencer marketing has evolved from a promotional tactic into a core brand growth engine powered by creator economy dynamics, social proof, and algorithm-driven visibility. Influencer Relations Management Training Course equips learners with advanced skills in influencer discovery, relationship building, campaign negotiation, content co-creation, and performance analytics to drive measurable ROI and long-term brand equity.

As brands compete in an attention-driven marketplace, mastering influencer relations is essential for executing high-impact viral campaigns, UGC strategies, performance-based influencer marketing, and omnichannel brand storytelling. This course provides a structured framework to understand influencer tiers, leverage data-driven influencer selection tools, and build sustainable partnerships that align with brand voice, audience psychology, and platform algorithms. Learners will gain practical exposure to campaign lifecycle management, influencer CRM systems, contract negotiation, compliance standards, and social media trend forecasting.

Programme Curriculum

Influencer Relations Management Training Course

Introduction

Influencer Relations Management is a strategic discipline that focuses on building, managing, and scaling authentic partnerships between brands and digital creators across platforms such as Instagram, TikTok, YouTube, and emerging creator ecosystems. In today's hyper-connected digital economy, influencer marketing has evolved from a promotional tactic into a core brand growth engine powered by creator economy dynamics,

social proof, and algorithm-driven visibility. Influencer Relations Management Training Course equips learners with advanced skills in influencer discovery, relationship building, campaign negotiation, content co-creation, and performance analytics to drive measurable ROI and long-term brand equity.

As brands compete in an attention-driven marketplace, mastering influencer relations is essential for executing high-impact viral campaigns, UGC strategies, performance-based influencer marketing, and omnichannel brand storytelling. This course provides a structured framework to understand influencer tiers, leverage data-driven influencer selection tools, and build sustainable partnerships that align with brand voice, audience psychology, and platform algorithms. Learners will gain practical exposure to campaign lifecycle management, influencer CRM systems, contract negotiation, compliance standards, and social media trend forecasting.

Course Duration

5 days

Course Objectives

1. Master Influencer Marketing Strategy Development for global and local campaigns
2. Understand Creator Economy Ecosystem Dynamics and monetization models
3. Identify and segment influencers using AI-powered influencer discovery tools
4. Develop strong Influencer Outreach and Relationship Management frameworks
5. Design high-performing UGC (User Generated Content) campaigns
6. Execute TikTok, Instagram, and YouTube influencer campaigns effectively
7. Apply performance-based influencer marketing KPIs and ROI tracking
8. Learn brand-influencer contract negotiation and compliance management
9. Build scalable influencer CRM and database systems
10. Optimize campaigns using social media analytics and engagement metrics
11. Implement viral marketing and trend-jacking strategies
12. Manage crisis communication in influencer reputation management
13. Develop long-term brand ambassador programs and loyalty systems

Target Audience

1. Digital Marketing Professionals
2. Social Media Managers
3. PR and Communications Specialists
4. Brand Managers and Marketing Executives
5. Content Creators and Aspiring Influencers
6. Startup Founders and Entrepreneurs
7. Advertising and Media Agency Teams
8. E-commerce and DTC Brand Strategists

Course Modules

Module 1: Influencer Marketing Fundamentals

- Evolution of influencer marketing and creator economy
- Types of influencers-nano, micro, macro, mega
- Platform algorithms and content distribution systems
- Influencer marketing funnel and conversion pathways
- Case Study: Nike’s global influencer ecosystem strategy

Module 2: Influencer Discovery & Vetting

- AI-based influencer search tools and databases
- Audience authenticity and fake follower detection
- Niche targeting and relevance scoring models
- Competitor influencer mapping techniques
- Case Study: Sephora influencer vetting system

Module 3: Relationship Building & Outreach

- Personalized influencer outreach strategies
- Building trust-based long-term partnerships
- Negotiation psychology in influencer deals
- Influencer onboarding workflows
- Case Study: Gymshark ambassador community model

Module 4: Campaign Strategy & Planning

- Influencer campaign goal setting and KPIs
- Content brief creation and storytelling frameworks
- Budget allocation and ROI forecasting
- Cross-platform campaign orchestration
- Case Study: Coca-Cola #ShareACoke influencer campaign

Module 5: Content Creation & UGC Strategy

- Co-creation vs. brand-controlled content models
- Viral content mechanics and hooks
- UGC scaling for brand awareness
- Creative freedom vs. brand guidelines balance
- Case Study: GoPro user-generated content strategy

Module 6: Performance Tracking & Analytics

- Influencer performance metrics
- Attribution modeling and conversion tracking
- Social listening and sentiment analysis
- Dashboarding using marketing analytics tools
- Case Study: Daniel Wellington Instagram growth analytics

Module 7: Legal, Contracts & Compliance

- Influencer contract structuring and clauses
- FTC disclosure guidelines and ethical marketing
- Intellectual property rights in content creation
- Payment models: affiliate, fixed fee, performance-based
- Case Study: Fashion brand compliance failure and recovery

Module 8: Scaling Influencer Programs

- Building brand ambassador communities
- Automation in influencer CRM systems

- Long-term influencer retention strategies
- Global scaling of influencer campaigns
- Case Study: Red Bull extreme sports influencer network

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com