



WHY TAKE THIS COURSE?

Influencer marketing uses well-known and respected content creators to increase brand awareness, drive traffic to web platforms or promote products or services to a specific audience.

Well-chosen, authentic and honest ambassadors can therefore represent an interesting option for organizations wishing to reach a personalized target audience, and thus diversify their communication strategies.

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INFLUENCE 101 : DEMYSTIFYING INFLUENCER MARKETING

OVERVIEW OF THE COURSE

- Why do business with influencers? (Performance indicators to prioritize, target audience, types of content)
- How to choose your ambassadors (search criteria, what to focus on, important statistics)
- Current trends and platforms to focus on (Instagram, Pinterest, Twitch, Blogs)
- Contacting ambassadors, briefing and negotiating rates
- Relationship management with ambassadors
- Performance and impact analysis

WHO SHOULD TAKE THIS COURSE

- Employees in communication, sales or marketing

NUMBER OF PARTICIPANTS

- Up to 10 (sub-groups will be formed during the practical workshops to facilitate the session).

COURSE DURATION

- 1.5 hours, with the option to add 30 minutes and include a customized workshop on choosing ambassadors for your brand

EXPERTS

- Vincent Gagnon, Senior Consultant
- Rosanne Bourque, Senior Consultant
- Noémie Lévesque, Senior Consultant

FEES

- \$2,000 to \$4,500 (depending on the number of participants and workshop)