

# Course : Launch a marketing campaign with influencers

*Practical course - 2d - 14h00 - Ref. INF*

*Price : 1360 € E.T.*

NEW

This training course will help you grasp the fundamentals of influencer marketing, and understand the different types of influencers and platforms. You'll also learn how to design, launch and evaluate an influencer campaign. You'll also learn how to collaborate effectively with content creators, avoid legal pitfalls and integrate influence into an overall communications strategy.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Understand the mechanisms and challenges of influencer marketing
- ✓ Identify the different types of influencers and their specific characteristics
- ✓ Design a campaign strategy tailored to your objectives
- ✓ Collaborate effectively with influencers (brief, contract, follow-up)
- ✓ Measuring the performance and ROI of an influencer campaign

## Intended audience

Marketing, communications, public relations and advertising professionals wishing to leverage influence in their digital strategies.

## Prerequisites

No

## Practical details

### Hands-on work

Theoretical input, practical exercises, exchanges and feedback.

## Course schedule

### PARTICIPANTS

Marketing, communications, public relations and advertising professionals wishing to leverage influence in their digital strategies.

### PREREQUISITES

No

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Influencer marketing overview

- Definition and evolution of influencer marketing
- The influence market: key figures, current trends, emblematic cases
- The different types of influencers: nano, micro, macro, celebrities
- Key platforms: Instagram, TikTok, YouTube, Twitch, blogs
- The role of influencers in the customer journey

### Hands-on work

Analysis of emblematic campaigns, benchmarking of designers on different networks.

## 2 Identify and select the right influencers

- Selection criteria: audience, engagement, brand affinity
- Matchmaking tools and platforms (Kolsquare, Upfluence, Favikon...)
- Decoding an influencer profile: essential metrics, fake subscribers and authenticity

### Hands-on work

Search and selection of a profile based on a fictitious brief. Case study: assessing the relevance of a partnership with a designer.

## 3 Building an effective influencer campaign

- Define your objectives: awareness, traffic, conversion, loyalty
- Choose the right formats: stories, sponsored posts, videos, live, challenges
- Build a clear and attractive brief for the influencer
- Planning, budgeting, editorial calendar

### Hands-on work

Drafting of a mini influencer brief and creation of a distribution schedule.

## 4 Managing collaboration

- Legal aspects: compulsory information, image rights, RGPD
- Contract types: service, affiliation, content co-creation
- Integrating User Generated Content (UGC) into your marketing strategy
- Relationship management: trust, creativity, control
- Avoiding bad buzz and managing crises

### Hands-on work

Critical reading of a standard contract, identification of key points to secure.

## 5 Measure results and optimize your strategy

- Key performance indicators (KPIs): reach, engagement rate, clicks and conversions
- Monitoring and reporting tools: analytics, promo codes, UTM and dashboards
- Learning from a campaign
- Synergies with social media, paid and SEO

### Hands-on work

Build a campaign tracking and analysis dashboard.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

**REMOTE CLASS**

2026 : 16 Mar., 15 June, 7 Sep., 7 Dec.

**PARIS LA DÉFENSE**

2026 : 9 Mar., 8 June, 31 Aug., 30 Nov.