Influencer Marketing Strategy: Creator Partnerships, Vetting and ROI Tracking

28 June – 2 July 2027
Barcelona - Eixample district four-star



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Introduction:

Influencer marketing strategy often fails in practice: many brands still pick creators by follower count, pay for audiences inflated by bots, sign deals without usage rights and cannot say which sales a creator actually drove. This Core Concept course gives brand and social media teams a working method for creator partnerships: choosing influencer tiers, vetting audience authenticity with AI-assisted tools, writing briefs and contracts, handling sponsorship disclosure, running gifting, ambassador, affiliate and live shopping programmes, and tracking results with promo codes and UTM links. Participants produce an Influencer Campaign Plan and Creator Measurement Framework for a case brand.

Course Objectives:

- Select the right mix of nano, micro, mid-tier, macro and mega creators for a given objective, budget and audience
- Vet creator shortlists for audience authenticity, fake followers, engagement anomalies and brand safety using AI-assisted discovery tools
- Write creator briefs and partnership agreements that fix deliverables, approval rounds, exclusivity, usage rights and sponsorship disclosure
- Run gifting, ambassador, affiliate, user-generated content and live shopping programmes, including paid amplification of creator posts through whitelisting
- Track creator-driven traffic and sales with dedicated promo codes, UTM links and affiliate links, and report cost per acquisition and earned media value
- Prepare a reputation response plan for creator controversies, undisclosed sponsorships and audience backlash

Target Audience:

- Brand and marketing managers who own campaign budgets and approve creator partnerships
- Social media managers who source, brief and coordinate creators day to day
- Partnership and affiliate managers who negotiate creator fees, commissions and ambassador terms
- Communications managers who protect brand reputation when sponsored posts attract criticism
- Agency account managers who plan and report influencer campaigns for client brands

Course Outline:

Day 1: The Creator Economy and Influencer Tier Selection

- Creator Economy Map: Platforms, Monetisation Routes and Creator Income Sources
- Influencer Tier Model: Nano, Micro, Mid-Tier, Macro and Mega Creators
- Tier Selection Matrix: Reach, Engagement Rate, Cost per Post and Niche Credibility
- Platform Fit Review for Short-Form Video, Live Streaming, Podcasts and Newsletters
- Current Creator Programme Health Check Against Spend and Sales Records

Day 2: Campaign Objectives, Creator Discovery and AI-Assisted Vetting

- Influencer Objective Ladder: Awareness, Consideration, Conversion and Advocacy KPIs
- Creator Discovery Workflow with Influencer Platforms and Social Listening Searches
- Audience Authenticity Audit: Fake Followers, Bot Comments and Engagement Pods
- AI-Assisted Vetting: Audience Demographics, Follower Growth Spikes and Past Brand Deals
- Brand Safety Screening Scorecard for Creator Back Catalogues

Day 3: Creator Briefs, Contracts, Disclosure and Campaign Formats

- Creator Brief Template: Key Messages, Mandatories, Creative Freedom and Approval Rounds
- Partnership Agreement Clauses: Deliverables, Exclusivity, Usage Rights and Kill Fees
- Endorsement Disclosure Principles: Material Connections, Ad Labels and Live Stream Repeats
- Campaign Format Menu: Product Gifting, Ambassador Programmes, Affiliate Deals and Live Shopping
- User-Generated Content Sourcing and Rights Licensing Workflow

Day 4: Paid Amplification, Tracking, ROI and Reputation Risk

- Whitelisting and Partnership Ads: Running Paid Media Through Creator Handles
- Tracking Toolkit: Dedicated Promo Codes, UTM Links and Affiliate Links per Creator
- Creator ROI Calculation: Cost per Acquisition, Earned Media Value and Return on Creator Spend
- Creator Fee Benchmarking and Rate Negotiation Using Tier and Engagement Data
- Creator Controversy Playbook: Scandals, Undisclosed Sponsorships and Audience Backlash

Day 5: Case Study: Influencer Campaign Plan and Creator Measurement Framework

- Case Brand Brief: Consumer Product Launch and Service Brand Awareness Drive
- Creator Shortlist and Vetting Report for the Case Brand
- Influencer Campaign Plan Drafting: Tiers, Formats, Timeline and Budget Split
- Creator Measurement Framework: KPIs, Tracking Set-Up and Reporting Cadence
- Plan Defence Before a Brand Leadership Review Panel

Skills You Will Gain:

- Influencer Tier Selection
- Creator Audience Vetting
- Creator Brief Writing
- Partnership Agreement Negotiation
- Sponsorship Disclosure Control
- Whitelisting Campaign Management
- Promo Code and UTM Tracking
- Creator Reputation Response

Why Attend This Course:

- Leave with an Influencer Campaign Plan and Creator Measurement Framework built for a case brand and adaptable to your own
- Stop paying for inflated audiences by screening every shortlist for bots, fake followers and engagement pods before signing
- Secure the rights to reuse creator posts in paid media by fixing usage terms and approval rounds in the agreement
- Compare creator programmes with peers from retail, consumer goods, hospitality and service brands

Conclusion:

Creator partnerships pay back when the right people are chosen, the terms are clear and every sale can be traced to a creator. The course moves from the creator economy and tier selection, through objectives, discovery and authenticity vetting, to briefs, agreements, disclosure and campaign formats, then to whitelisting, tracking, ROI and reputation risk. The final day applies the method to a case brand and produces an Influencer Campaign Plan and Creator Measurement Framework ready for leadership review.