

Course Outline

Course name: Influencer Marketing & Digital PR

Instructor: Hadia Shahid

Sessions: 2 sessions per week (total 12)

In the last few years influencers have taken the world by storm – proving how social media can give us so much space to showcase talent and make it big in life.

No marketing strategy (whether for a big MNC or a small business) is complete without Influencers being a pivotal part of it. All industries have benefited from influencer partnerships yet there is still so much confusion with regards to how to find the right influencers, which influencers to work with and how to incorporate good influencer content into campaigns. This course will take you through basics to strategy to real life implementation!

The course aims to introduce students to the exponentially growing influencer marketing industry with a core focus on how to develop influencer strategies. It is suitable for marketing professionals, business owners as well as those looking to monetise their public platforms

Who is this course for?

- Marketing professionals working in corporate brand/social media teams frequently involved in digital campaigns that entail an influencer component
- Marketing professionals working in agencies who manage creatives and execution of digital PR for various brands
- Individuals looking to build a career as digital PR agent
- Small business owners who are looking to leverage influencer marketing/PR for branding, growth and sales
- Content creators who want a better understanding of the Influencer industry and how collaborations with brands work

Learning Outcomes:

- In depth understanding of IM industry – how effective it is and where the industry is headed
- In depth understanding of type and categories of Influencers - including how to read and interpret influencer demographics and content stats
- Understanding of SM platforms
- Understanding of content formats

- Ability to formulate strategies and design influencer campaigns
- Understanding of global and local Influencer market

Week 1 – What is the future of marketing?

W1 Session 1

- Intro to Digital Marketing
 1. What is digital marketing - How it is increasingly important
 2. Types of digital marketing
 3. Examples of leading digital marketing campaigns (both global and local)
- Intro to Influencer Marketing Industry
 1. What is influencer marketing (IM)?
 2. How IM is built into digital campaigns
 3. Size of global influencer marketing industry and trends from last few years
 4. What are some industries that use influencer marketing extensively?
 5. What % of global budgets are being allocated to influencers?
- Influencer marketing landscape
 1. What are global laws in the Influencer industry?
 2. What laws/practices exist in Pakistan?
 3. Myths about Influencer marketing
- Does Influencer marketing really work?
 1. An overview of key stats
 2. Do consumers trust influencers?
 3. A look at brands that have grown exponentially through influencer marketing (Kylie cosmetics, Daniel wellington as well as brands founded by influencers globally and locally)

W1 Session 2

- Who are content creators?
 1. An intro to content creators – who are they?
 2. How to become a content creator?
 3. Does every other person now have a blog? The evolution of content and creators over the years
 4. The leading influencers on YT and Instagram pewdiepie, Huda kattan, Kardashians
 5. Some interesting profiles
 - dude with sign (https://instagram.com/dudewithsign?utm_medium=copy_link)
 - baby cooking channel (https://instagram.com/kobe_yn?utm_medium=copy_link)
 - dog styling account (https://instagram.com/tikatheiggy?utm_medium=copy_link)
 - Our very own swinery (https://instagram.com/swineryy?utm_medium=copy_link)

- Difference between Influencers and Celebrities
 1. How do we define celebrities? How are influencers different?
 2. Can celebrities be influencers too?
 3. Why brands should use influencers over celebrities

- Overview of terminologies
 1. Reach – how to define and measure it
 2. Impressions – how to define and measure it
 3. Engagement – how to define and measure it
 4. Insights – how to read content insights
 5. Demographics – what influencer demographics matter

- Trends - where is the industry headed?
 1. How are social media platforms evolving?
 2. Where is influencer marketing headed?

Week 2 – What is the future of marketing?

W2 Session 1

- Intro to Social Media Platforms
 1. Instagram
 2. YouTube
 3. Tik Tok
 4. Facebook

5. Twitter
- Types of content formats
 1. Stories
 2. Lives
 3. Static posts
 4. Video posts on insta (Feed, IGTV and Reels)
 5. Youtube Videos
 6. Tik Tok videos
 7. Tweets

 - Why snapchat lost its popularity?

 - Types of collaborations and costs associated
 1. PR gifting
 2. Gifted experiences
 3. Barter agreement
 4. Paid/sponsored Stories
 5. Paid/sponsored static posts
 6. Paid/sponsored videos
 7. Integrations
 8. Affiliate links
 9. Promo codes

Week 2 Session 2

- **I**nfluencer Categories
 1. Categories according to Industries
 2. Categories according to size

- How to search for influencers
 1. Instagram doesn't have search filters – what can be done then?
 2. How to search on YouTube
 3. How to reach out to influencers

- What makes a good influencer?
 1. Following Vs. Engagement – what matters more?
 2. How to spot fake followers?
 3. Checklist to ensure influencer fit for brand

- How to make an Influencer brief
 1. Points to include
 2. Best practices

Week 3 – IM in the real world

W3 - Session 1

- How to design a campaign?
 1. The process flow for designing a campaign
 2. How to make the most of client brief?
 3. How to build influencer strategy?
 4. How to match influencers for the campaign?
- Determining objectives and KPI's
 1. Type of objectives (Awareness, increase in sales/downloads/website visits, sign ups etc.)
 2. How to match objectives to KPI's
- A look at global campaigns
 1. FMCG campaigns
 2. Social Causes
 3. WHO use of influencers for COVID awareness

W3 - Session 2

- A look at local campaigns
 1. Social Causes – UN women jahaiz campaign
 2. Retails/Fashion; Generation PK – Body positivity campaigns
 3. Tech – SWVL launch in Karachi
 4. Metro Cash & Carry
- Viral content
 1. How does content go viral?
 2. The ‘Pawri ho rahi hai’ example
 3. What comes next?
- Assign Project

Week 4 – IM in the real world

W4 - Session 1

- Influencer marketing trends for 2021 Vs. 2019 (what changes did COVID bring?)
 1. How did digital content shape up in a lockdown world?
 2. Tik Toks phenomenal growth in 2020
 3. Spike in video content across all platforms
 4. Promoting brand values – paying heed to social causes

- What should brands be focusing on?
 1. Strategic partnerships with influencers
 2. Catchy / trending content
 3. Strategies to be platform specific

W4 – session 2

- What not to do in Influencer campaigns?
 1. PR packages – when to not use them
 2. AD's Vs. Influencer content
 3. Quality Vs. Quantity

- Influencer campaigns that got it wrong
 1. Without disclosing brand names share examples of content that did not perform well
 2. What lessons can we learn?

- Long term business strategies + Influencers
 1. Retainers with influencers – how do they work?
 2. Product collabs – examples of local brands who have done product launches with influencers; Lulusaar X Faiza Saleem, Zayfied cosmetics X Mahvish Ahmed, Zellbury clothes X Irfan Junejo

Week 5 – IM across industries

W5 – Session 1

- Best practices - industry wise
 1. There is no one size fits all approach to PR – discuss strategies and practices according to industries
 2. Focus on fashion, tech/apps, FMCG products, experiences (restaurants/hotels)
- Influencer Marketing for small businesses
 1. Cost effective forms of influencer marketing
 2. When and how can gifting be effective
 3. How to select influencers that work?
 4. Nano influencers – brand ambassadors
 5. Influencer led social media content
- Other forms of PR –
 1. Publications – how to effectively partner with them?
 2. Fb groups – when to use
 3. Twitter trends
 4. competitions
 5. giveaways
- Local influencers spotlight
 1. A look at influencers that are making waves

W5 – Session 2

- Guest speaker session with a macro influencer
 1. Their journey – what inspired them to start?
 2. Favorite campaigns they have worked on
 3. What works best for brands in their experience
 4. Where do they see IM industry of Pakistan heading?
 5. What should we look out for?

Week 6 – Social Media Management

W6 – Session 1

1. How can influencers add value to your business social media platforms?
 1. Influencer takeovers
 2. Content – less curated content does better!
 3. Live sessions with influencers

2. How to grow followers and engagement?
 1. Giveaways – how to keep them effective for page growth
 2. Do shoutouts work?
 3. What gets best engagement on brand pages?
 4. What should the KPI's be for brand social media?

- Social media pages that are engaging
 1. A look at local and global pages with good content + engagement

W6 – Session 2

- How to devise a Social Media strategy for Instagram pages
 1. E-commerce and Instagram – how to grow your Ecomm business through Insta
 2. Stories – how can they be used effectively
 3. How to structure your feed? Themes and how to plan content
 4. Best Instagram features

- Guest speaker – Social Media Manager

- Discuss projects and key learnings

Project:

Individual projects to be completed by students and submitted at the end of the course.

Week 3: Assigning brands

Each student to be assigned a brand or industry

Key Deliverable: Evaluate their current digital content and influencer strategy

Week 4 – Devise an influencer marketing pitch

Pick an objective - increase brand awareness, sales, social cause etc. and pitch to brand how influencers may be used

Devise an influencer strategy

Week 5 – Map influencer and lay out execution plan

Map influencers for the pitched campaign

Devise an influencer brief

Outline objectives, content deliverables, mood boards