



BOOTCAMP

Influencer Marketing Bootcamp

A 10-Day, Intensive Program to Plan & Run Real Influencer Campaigns

Finding Influencers • Negotiation & Contracts • Campaign Execution

Duration 10 Days	Course Fee ₹999	Mode Offline, Aligarh
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International Institute of Online Learning | iiol.online

Why Join BOOTCAMP?

Influencer marketing has become one of the fastest-growing skills brands are hiring for - but most people only know the surface (post a reel, tag a brand). This bootcamp goes deep into the real, end-to-end process agencies and brands actually use: finding the right creators, negotiating rates, drafting contracts, and running a full campaign from brief to ROI report.

Who Can Join

- Students & Freshers
- Aspiring Social Media Managers
- Freelancers & Marketers
- Brand Owners
- Agency Professionals

Program Highlights

- Zero Theory - 100% Practical, Hands-On Learning
- Real Outreach, Negotiation & Contract Drafting Practice
- Learn the Full Campaign Pipeline - Brief to ROI Report
- Small Batch, Mentor-Led Live Sessions
- Certificate of Completion

Tools You Will Use

- Instagram & YouTube Creator Search
- Canva
- Meta Business Suite
- Sample Contract Templates
- Google Sheets (Tracking)
- Reporting Tools

Day-by-Day Curriculum

DAY 1	Influencer Marketing Fundamentals • What influencer marketing is & why brands invest heavily in it • The influencer marketing ecosystem: brands, agencies, creators, platforms • Case studies: campaigns that worked & why
DAY 2	Types of Influencers & Choosing the Right Fit • Nano, micro, macro & celebrity influencers - pros, cons & cost • Platform differences: Instagram, YouTube, LinkedIn creators • Matching influencer type to campaign goal & budget
DAY 3	Finding & Vetting Influencers • Tools & platforms to discover the right creators • Checking audience quality - engagement vs. follower count • Spotting fake followers & inflated engagement
DAY 4	Outreach & Negotiation • Writing outreach messages that actually get replies • Understanding influencer rates & what drives pricing • Negotiation tactics - hands-on role play
DAY 5	Contracts, Legal & Disclosure • Deliverables, usage rights & payment terms in a contract • ASCI/legal disclosure guidelines for sponsored content • Hands-on: draft a simple influencer agreement
DAY 6	Campaign Briefing & Content Guidelines • Writing a clear creative brief for influencers • Brand safety guidelines - do's & don'ts • Hands-on: build a campaign brief template
DAY 7	Campaign Types & Formats • Paid promotions vs. gifting vs. giveaways • Affiliate & UGC-based campaigns • Brand ambassador & long-term partnership programs
DAY 8	Managing & Tracking Live Campaigns • Timeline & approval workflow management • Keeping campaigns on track - common pitfalls to avoid • Hands-on: build a campaign tracking sheet
DAY 9	Measuring ROI & Reporting • Key metrics: reach, engagement, conversions, sentiment • Calculating influencer marketing ROI • Building a client-ready performance report
DAY 10	Portfolio Project & Certification • Build a complete end-to-end influencer campaign: brief, shortlist, outreach script & tracking sheet for a real/sample brand • Present your campaign to the batch • Certificate distribution & Q&A

Get Certified

On successful completion, you will receive IOL's **Influencer Marketing Bootcamp Certificate**, along with a complete end-to-end campaign plan as proof of skill.

Ready to Run Real Influencer Campaigns?

Duration: 10 Days | Fee: ₹999 | WhatsApp 92594 99005 to Register for a Free Demo