

ELLE

EDUCATION



| Influencer
Marketing

ELLE Education

For 10 years ELLE Education has been training the best professionals of the industry through valuable academic experiences designed for students who seek flexibility, and high quality education programs that focus on innovation and the latest trends in the areas of fashion, and interior design.

ELLE is one of the most influential fashion lifestyle

brands in the world with 45 editions, over 21 million readers and more than 100 million website visits per month. We take all of this experience and combine it with the academic knowledge of prestigious institutions such as Complutense University of Madrid, one of the oldest universities in the world, and key university for hispanic countries; Mindway Liberal Studies ®, a school which focuses on the impact of design in organizations, and its

power as a tool to push innovation.

We value practical knowledge on par with academic research and insist on a synthesis of both through our academic partnerships, keynote addresses by industry leaders, and faculty with professional experience. Join a community of more than 20,000 students and embark on an academic journey that will allow you to reach your potential in your desired career path.

ELLE EDUCATION

mindway
**LIBERAL
STUDIES**



Join a community
of more than
20,000 students.



Influencer Marketing



Get ready to work in one of the fastest-moving and most exciting digital industries, Influencer Marketing. This course focuses on understanding Influencer Marketing as an ever-evolving advertising branch independent from PR and traditional celebrity endorsement, but closely related to the backbone of a well-built marketing strategy. During this program, you will acquire skills to identify the best

**Become the
influencer
marketing go-to
person for your
favourite brands.**

talent, understand the industry landscape and stakeholders and be able to develop your own influencer marketing campaign. From fashion to food and beauty, working with influencers is becoming the most popular way to engage with fans and customers. Be the person behind the scenes, learn how to communicate with digital talent and become an expert in the field.

+ SYLLABUS

1. What is Influencer Marketing

Who is considered an influencer and how do influencer marketers work on campaigns? How do we select the right talent for our brand? You will gain the basic notions of influencer marketing, understand the importance of concepts such as engagement rate and discover different types of collaborations.

- Influencer Marketing Concepts
- Types of Activations

2. Strategy, Campaign Management & Reporting

Knowing how to manage an end-to-end campaign is pivotal to success. In this module, you will understand the importance of a well-built pitch and briefing, who is involved in the process, how to measure success and how to track impressions, views, and other relevant metrics.

- Client Proposals
- Campaign Management
- Metrics & Reporting

3. Outreach and Negotiation Process & Logistics

How do we contact influencers? How much do we pay them? You will learn how to discover new talent, engage with them, and negotiate the deliverables and fee for your campaign. You will learn how to deal with talent agents, how to organize a gifting campaign, and the importance of a well-built influencer event.

- Listing and Outreaching
- Mediators & Legal Affairs
- Logistics

4. Trends and Channels

As a digital marketer, you need to be up to date with the latest trends, apps, and social media platforms. Understanding the value and the differences between Instagram, YouTube, Tik Tok and other platforms is key to designing the best strategy for your clients.

- Current Market and Trends
- Influencer Marketing and Social Media



Virtual Campus

START

Through our academic calendar you can follow all of our events, tests and assignments, as well as the course syllabus. Don't miss anything!

PROGRAM

You will find the videos, tests and assignments as well as all the documentation of each module as the theoretical content is taught.

LIBRARY

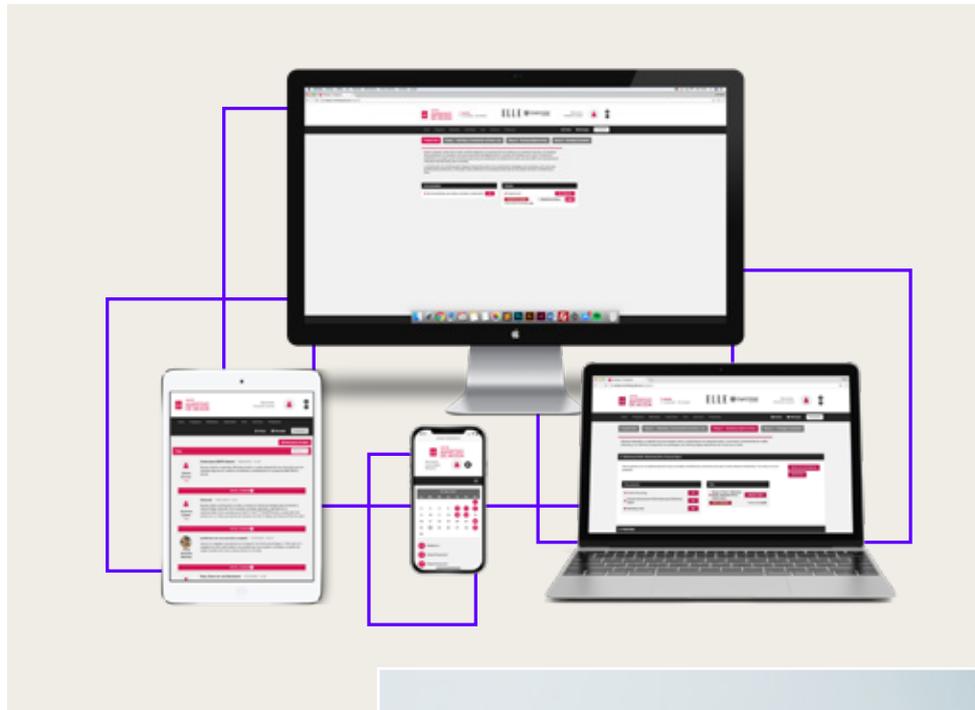
Do you want to delve into the topic? Find additional documentation such as online books in our library!

CALENDAR

Check all the deadlines for your tests and practical assignments.

FORUM

You can share information and opinions with other colleagues and the tutor, and do some online networking!



STUDENTS

You will meet all of the course participants and know more about their interests and training.

NOTICES

You will receive your tutor's notices to keep up-to-date!

MESSAGES

Do you have any doubts about the course? Do you want to comment on anything? Contact your tutor or any of your colleagues by private message.



Whenever you want.
Wherever you are.



Online Teaching



Watch videos of the online classes wherever and whenever you want



Enjoy all the benefits we offer!

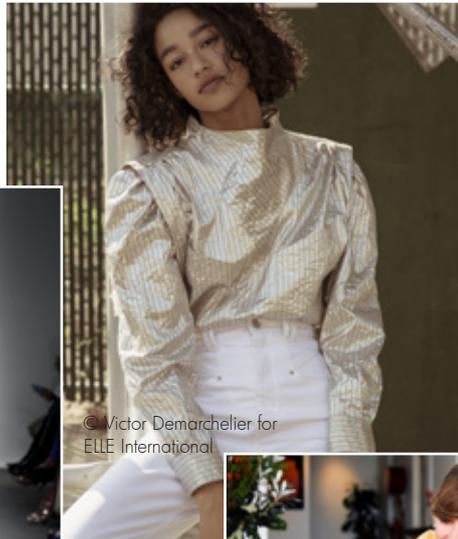
Guest speaker addresses with experts

Videos of online classes:
you can watch lectures as many times as
you want

Learning Circle Webinar with the
tutoring team in each module

Online Campus materials:
documentation, tests and case
studies

Networking through the platform



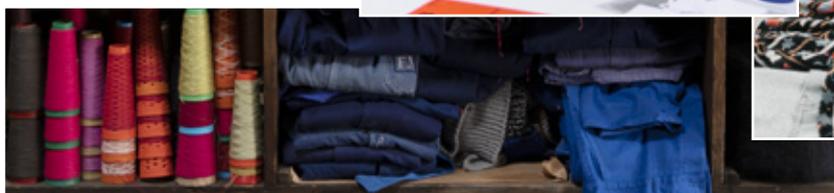
Methodology

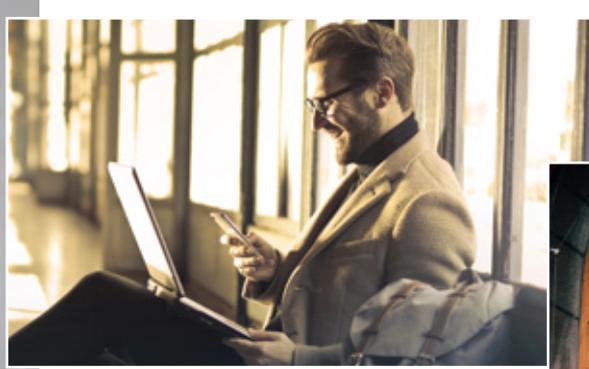
+ EVALUATION

At ELLE Education all of the Short program courses have an ongoing evaluation where the tutor and the student can see their progress through the program. Students are expected to complete several tests and practical exercises. Throughout the program, the students will also be able to attend Webinars programmed by the Tutor to solve any questions regarding the Tests, Practical Assignments or the overall content of the course.

+ PROGRAM DETAILS

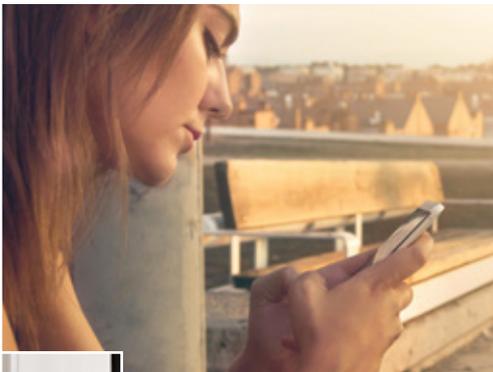
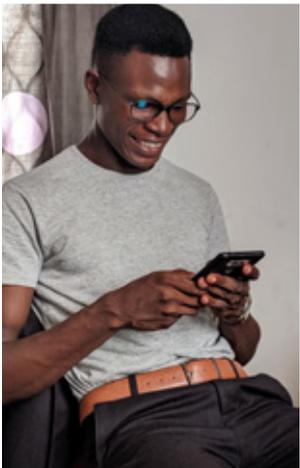
Our programs are designed to adapt to your schedule and your pace. You can work at the same time you complete one of the programs or more. Short program courses have a duration of 2 months.





+ TUTORING

Your tutor will be at your disposal, upon request, to help you to complete your course successfully.



The Learning Experience

+ COMMUNICATION

Share topics you are interested in! Debates are important for learning. Use the forum to network!



+ METHODOLOGY

Our virtual campus is equipped with all the material required to complete the course: theoretical notes, documentation, webinars and videos. The assessment will be done through tests and practical exercises to check your understanding.



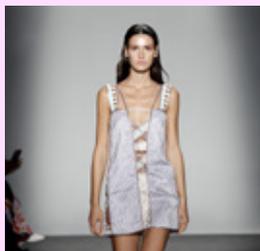
Expert ELLE Education Certificates

Show recruiters your expertise, and achieve your career ambitions, obtain an Expert ELLE Education Certificate, and become a well-rounded professional in your preferred knowledge area. Do it at your own pace, at an adaptable schedule, and gain the knowledge and skills needed to be a top professional with managerial competences. Expert ELLE Education Certificates focus on three areas that adapt to your interests, and career goals.

With this short course you can complete the Expert ELLE Education Certificate in **Event Direction** or in **Product Launching** by signing up to any two courses on the same certificate line.

Contact the admissions team at any time of your decision process!

+ EXPERT CERTIFICATE IN EVENT DIRECTION



| Event
Production



| Fashion & Lifestyle
Branding

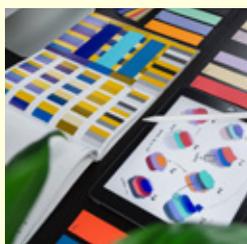


| How to Create
a Brand



| Fashion
Business

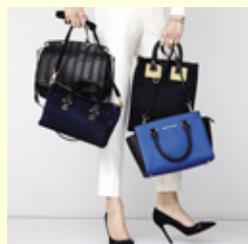
+ EXPERT CERTIFICATE IN PRODUCT LAUNCHING



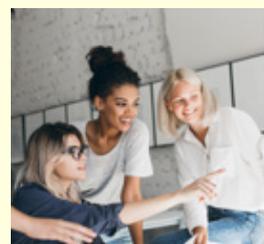
| Product
Designer



| Fashion & Lifestyle
Branding



| How to Create
a Brand



| Fashion
Business

Note:

- Registering for three courses of the same certificate at once with the same registration form will give you a 15% discount on the third course.
- In this case, even though you register for the three courses at once, you do not need to study the three courses at the same time; you would reserve your spot for a future edition of a course.
- Financing: Finance your Certificate Courses in up to 8 months (10 euros handling fee per month).

Enrollment

1 Complete the registration form with your complete name and email.

2 Choose the diploma or short course you want to study and enter your personal details.

3 Payment: after completing the registration form, you can pay the course fees.

Method of payment

+ TUITION FEES

750 €

+ PAYMENT PLANS

The course payment must be done by choosing one of the following options:

- Full payment of the fees.
- Payment in three installments. The first installment due at the moment of registration. The second installment due to the following month and the third and final installment due to 30 days after the second payment.

*Payment options include credit/debit card or bank transfer.



1

Learn through relevant case studies and proven frameworks that have immediate applicability to real business challenges.



2

Develop a more innovation-driven and strategic mindset by performing practical exercises.

5 Reasons to Study with Us



3

Enjoy a program format that allows for the flexibility to study and work in a high quality digital environment.



5

Acquire practical knowledge of the industry from key industry leaders.

4

Make an impact in your career and personal brand. Incorporate global business education to your resume.



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