

The 5 Best Online Courses for Influencer Marketing in 2024



With the right social media personality pushing your brand, you will experience a surge in traffic to your online stores, significantly impacting your bottom line. However, many switches need to click into place before you hit the influencer marketing jackpot. Even before you get to skimming the list of suitable Instagram or TikTok stars, you need to have an influencer marketing strategy that lays down clear objectives, selects the right platform and the best way to create awareness.

If you're a marketing professional, you can get guidance on how to approach your influencer marketing campaign from one or more of the many courses available online on the subject. Marketing undergrad students thinking of ways to give themselves an edge as they get into the job market can add an influencer marketing certification to their resumes. What if you're an aspiring social media star thinking of ways to monetize your TikTok, X or YouTube account? There are courses to help you decode the "science of fame" and become a well-paid influencer.

They range from short courses you can complete in a few hours to in-depth on-demand lectures that will take you months to complete. You can get your feet wet with free introductory courses and then deep-dive into specific aspects of influencer marketing with more intensive programs.

Your choice of course will also depend on how much you're willing to spend to strengthen your grasp of this sub-branch of content marketing.

Best for Marketing Professionals: Influencer Marketing Strategy

[Influencer Marketing Strategy](#) by Rutgers University in partnership with Coursera allows you to learn this vital skill in six 3-4 hour-long modules. Within each module, you will find a series of videos, assignments and recommended further reading. The first module introduces the subject and why you should bother learning it- essentially, many companies spend a ton on influencers without seeing any ROI. Module Two takes you through developing an overarching content marketing strategy. The next two modules will teach you how to find and engage the right influencers while the last two are about creating influencer marketing campaigns and measuring them. More than 50,000 students have undertaken this influencer marketing course and those who have left feedback say it is detailed and well-explained by a trainer who knows his stuff.

Course content highlights:

- Content marketing strategy and how your influencer marketing strategy ties in with it
- How to find and engage the right influencers
- Creating and pitching influencer campaigns
- Measuring influencer marketing campaigns.

Best for Aspiring Influencers: Influencer Marketing With Dekker

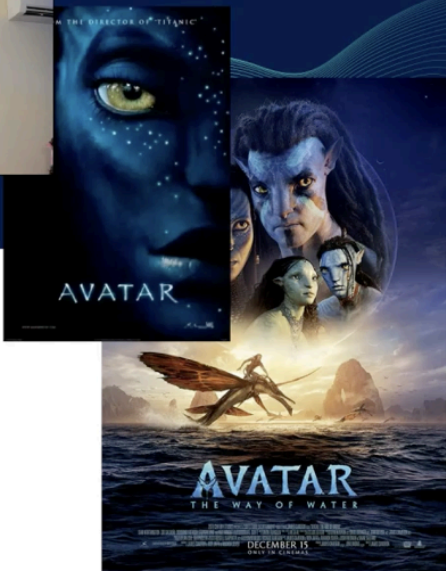
Myth of novelty

The world seems like it's obsessed with things that are new. People are actually drawn to new ideas that remind them of old ideas.

Familiar songs, storylines, styles.

"More than anything, they love the recognition of a familiar pattern in a fresh setting."

Familiarity: align with familiar ideas and make yourself familiar
Dale Carnegie: "To be remembered, be repetitive."



Dances with Wolves,
Pocahontas, The Last Sumurai

@dany

Among the more popular influencer marketing courses on Udemy is [Influencer Marketing with Dekker](#): Be Famous in 2 Months! From the name, you can tell that Dekker Fraser does practice

what he preaches. The course name also suggests that the course is targeted at those hoping to make a career as influencers, not career marketers seeking profitable synergies between their brands and established influencers. In 76 video lectures, Fraser will help you learn how to expand your reach, piggyback on the right collaborators, polish your personal branding, create AI videos and monetize your social media presence. In addition to nine and a half hours of on-demand video, you will get plenty of downloadable resources and a certificate you can share at the end of the course. Given the amount of core influencer marketing knowledge and add-ons (like how to create gen-AI videos) you get, this course offers great value for money given its pricing and Udemy's frequent discounts.

Course content highlights:

- Expanding your reach
- Collaborators: Catapult your fame by piggybacking
- Personal branding
- Monetizing your expertise.

Best for Aspiring Instagram Influencers: Becoming an Instagram Influencer



This course is really you, an Instagram user hoping to become a commanding voice on the platform, sitting at the feet of one who has hundreds of thousands of followers. In just one hour,

[Sean Dalton's Instagram influencer course](#) will share the travel photographer's secrets to success with you. He will guide you on creating a profile with a consistent theme, post quality content and perfect hashtags. You will also get some photo editing tips as a bonus. Whether you're a newbie or a seasoned Instagrammer, you will find something you can use to grow your influence on the platform. Note that you will need a Skill Share subscription to access this course.

Course content highlights:

- Establishing a theme
- Creating quality content
- Targeted engagement and Instagram Pods
- Monetizing and working with brands
- Photo editing made simple.

Best for Overall Marketing Mentorship: Influencer Business Program

This course was put together by [Brendon Burchard](#), a marketing guru with millions of followers and a sought-after high-performance coach. His program has something for everyone with an interest in influencer marketing: individuals seeking to become thought leaders in their chosen niche, career marketers who want to up their social media marketing game, and influencers looking to take their craft to the next level. Burchard's program is continuous mentorship delivered through live training, on-demand videos and in-person influencer events where you learn from other equally successful influencers. There are three levels of subscription, paid monthly or annually, priced differently depending on what resources you need. All three packages include tickets to Burchard's live events.

Course content highlights:

- How to create and reuse viral content
- Training for advanced online campaigns for selling courses
- How to capture emails, sell on video and create revenue-generating content.

Best for Quick Practical Learning: Influencer Marketing 101



Small business owners or solopreneurs looking to boost online sales of their products will want to check out [Influencer Marketing 101](#) on Later by Kurtis Smeaton. This course will walk you through creating an influencer marketing campaign for startups from scratch, starting with creating a strategy and setting goals for your campaign. It will help you identify influencers who are the right fit for your brand based on your target audience and your objectives. Smeaton will then walk you through creating a campaign brief that you can use to engage prospective influencers. The last section of the course has pointers to help you measure the success of your influencer marketing efforts. The entire course will cost you less than 30 minutes of your time and you will get a campaign brief template to walk you through designing your campaign.

Course content highlights:

- Creating and launching a successful influencer marketing campaign
- Finding the right influencers for your brand
- Track and measure the ROI of your campaign
- Free campaign brief template.