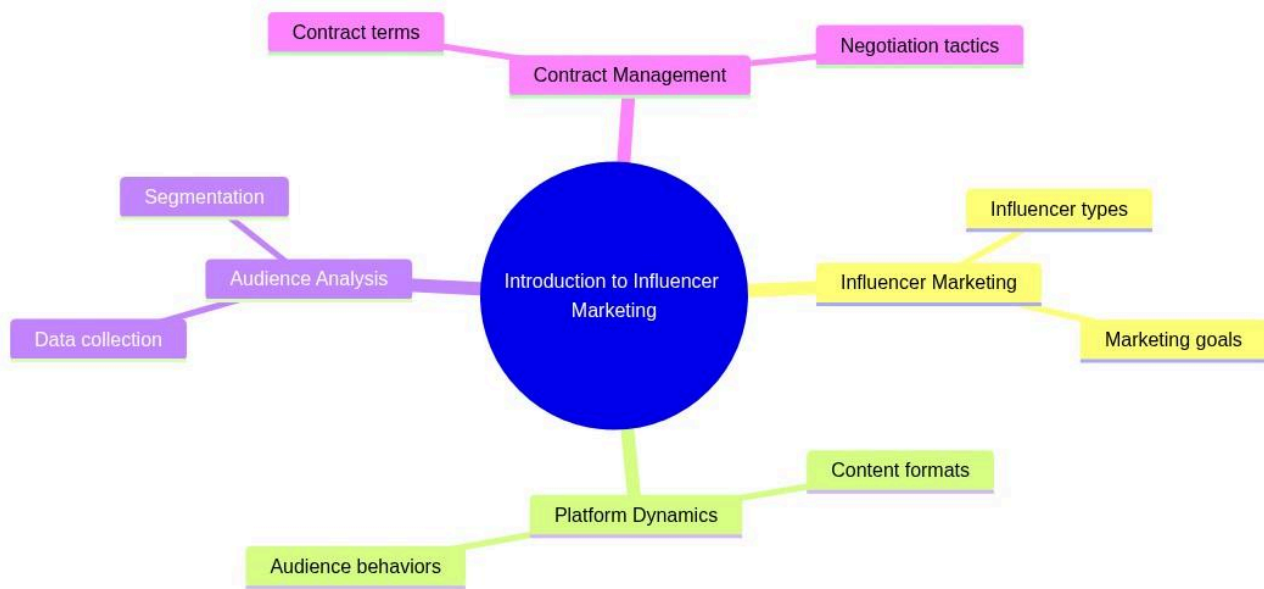


Professional Certificate in Influencer Marketing: Contract Negotiation and Management

Introduction to Influencer Marketing



mindmap

```

root((Introduction to Influencer Marketing))
  Influencer Marketing
    Influencer types
    Marketing goals
  Platform Dynamics
    Content formats
    Audience behaviors
  Audience Analysis
    Data collection
    Segmentation
  Contract Management
    Contract terms
    Negotiation tactics
  
```