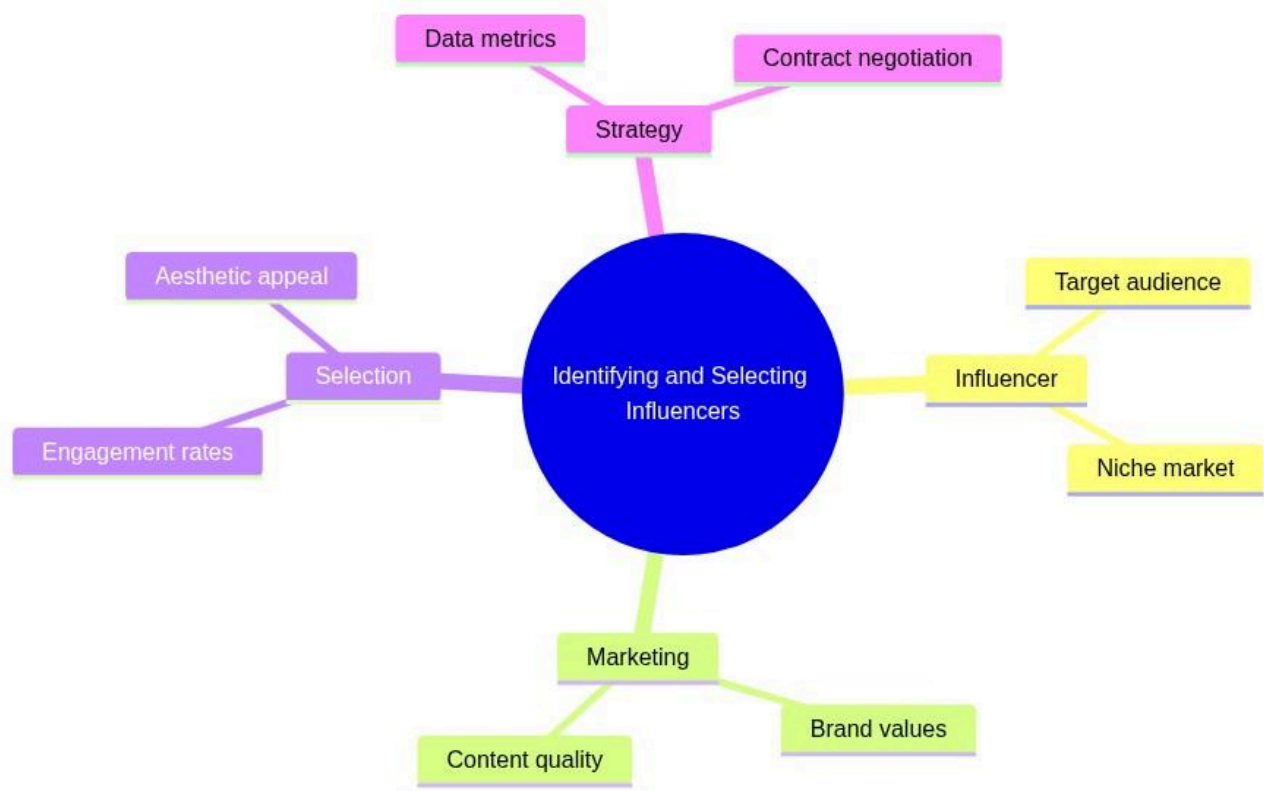


Professional Certificate in Influencer Marketing: Contract Negotiation and Management

Identifying and Selecting Influencers



mindmap

root((Identifying and Selecting Influencers))

Influencer

Target audience

Niche market

Marketing

Brand values

Content quality

Selection

Engagement rates

Aesthetic appeal

Strategy

Data metrics

Contract negotiation