Influencer marketing leverages the networks of thought leaders, industry experts and brand advocates to help drive your message and important content to your target audience(s). Look for opportunities to engage and collaborate with influencers to increase ROI and enhance reputation. The three type of influencers are:

- **STAKEHOLDERS**: Faculty, students, leadership, alumni
- **PUBLISHERS**: Media
- **PUBLIC FIGURES**: Community leaders, celebrities, fans

Influencer marketing campaign steps:

1. **Define**
   - Define your target audiences and objectives
2. **Identify**
   - Identify key influencers
3. **Build**
   - Build relationship, request partnership
4. **Monitor**
   - Monitor influencers and campaign
5. **Evaluate**
   - Evaluate objectives

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