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COURSE BROCHURE

AI in Influencer and Performance Marketing Course

15 – 19 March 2027
Milan

AI in Influencer and Performance Marketing Course

Ref: 99_2497 **Date:** 15 – 19 March 2027 **Location:** Milan **Fees:** 7200 GBP

AI in Influencer and Performance Marketing is a 1-week training course for digital marketing managers, performance marketers, brand partnership managers and growth leads, ending with an AI-driven creator and paid media campaign plan. Ad platforms now automate bidding and placement while creator fees climb, so marketers must decide which creators, audiences and creatives truly drive sales rather than reach. Jupiter Prime Training runs this AI in Influencer and Performance Marketing course.

Why AI in Influencer and Performance Marketing Matters Now

Platform algorithms control bids, placements and audience expansion, leaving marketers to steer through signals and creative. Creator marketplaces are crowded with inflated follower counts and engagement pods. Finance directors ask for proof that each creator post and paid campaign earns more than it costs, while privacy changes limit tracking across apps. A brand that handles this well spends on creators and ads that move purchases; one that handles it badly pays for fake reach and credits sales to the wrong channel. The course draws on ISO/IEC 42001 for AI management systems and the NIST AI Risk Management Framework NIST AI RMF for testing marketing models.

Who Gains Most from AI in Influencer and Performance Marketing

- Digital marketing leads who own channel budgets and campaign calendars
- Performance specialists who manage bidding, audiences and conversion tracking
- Partnership leads who brief, contract and pay creators and affiliates
- Growth leads who set acquisition targets and test new channels
- Marketing analysts who build attribution and incrementality reports

A brand marketing department or agency account group gains most when its creator, paid media and analytics leads attend together and agree one measure of incremental return.

AI in Influencer and Performance Marketing Capabilities

Participants use creator audience reports, bid logs and conversion paths from retail and app campaigns to decide where automation optimises and where a marketer sets guardrails.

- Assess creator shortlists for audience fit, authenticity and fraud signals — partnership managers
- Design lookalike and audience matching rules across creator and paid channels — performance marketers
- Specify predictive bidding guardrails for budgets, targets and brand safety — media buyers
- Build creative testing plans that separate hook, format and offer effects — content leads
- Calculate return on ad spend and incremental lift with holdout tests — finance partners
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Communicate channel attribution results to brand and commercial directors — marketing heads

Key AI in Influencer and Performance Marketing Terms

- Creator discovery — using audience data to find creators whose followers match a brand's buyers.
- Influencer fraud — fake followers, bought engagement or bot comments that inflate a creator's apparent reach.
- Predictive bidding — automated bids priced on each impression's estimated conversion chance within set targets.
- Return on ad spend — revenue attributed to a campaign divided by its media cost, usually shown as ROAS.
- Multi-touch attribution — sharing credit for a sale across the creator posts, ads and searches a buyer saw.
- Incrementality test — comparing exposed and holdout groups to measure sales a campaign actually caused.

AI in Influencer and Performance Marketing Day by Day

Day 1: The Creator and Performance Landscape

- Creator Economy Mapping — Platforms, Formats and Fee Models
- Retail and App Brand Case Comparison — Contrasting Channel Mixes
- Platform Automation Shifts — What Marketers Still Control
- Privacy and Tracking Changes — Signal Loss Across Apps
- Marketing Measurement Maturity Check — Data, Tools and Skills

Day 2: Finding and Vetting Creators

- AI Creator Discovery — Audience Overlap and Topic Matching
- Influencer Fraud Detection — Fake Followers and Engagement Pods
- Audience Matching and Lookalikes — Creator to Paid Extension
- Creator Brief and Contract Terms — Usage Rights and Deliverables
- Brand Safety Screening — Content History and Comment Sentiment

Day 3: Bidding and Creative Optimisation

- Predictive Campaign Bidding — Target Cost and Value Rules
- Creative Testing Frameworks — Hooks, Formats and Offers
- Generative Creative Variations — Volume Versus Brand Consistency
- Budget Pacing Models — Daily Spend and Diminishing Returns
- Whitelisted Creator Ads — Paid Amplification of Organic Posts

Day 4: Attribution, ROAS and Responsible Use

- Multi-Touch Attribution Models — Credit Across Creators and Ads
- Incrementality and Holdout Testing — Proving Causal Lift
- Return on Ad Spend Optimisation — Shifting Budget Between Channels
- NIST AI RMF Measure Function — Bias and Drift in Targeting
- ISO/IEC 42001 Controls — Disclosure, Consent and Model Ownership

Day 5: Practising the AI-Driven Creator and Paid Media Campaign Plan

- Channel Map and Measurement Baseline From Day 1 — Starting Point
- Creator Shortlist and Fraud Checks From Day 2 — Partner Selection
- Bidding and Creative Tests From Day 3 — Optimisation Rules
- Attribution and ROAS Targets From Day 4 — Budget Decisions
- AI-Driven Creator and Paid Media Campaign Plan — Version for Sign-Off

Applying AI in Influencer and Performance Marketing After the Course

- Run a fraud and audience-fit check on the current creator roster and renegotiate the weakest partnerships.
- Set up a holdout test on one paid campaign and compare incremental sales with the platform-reported return on ad spend.

AI in Influencer and Performance Marketing Questions FAQ

What is AI in influencer and performance marketing and why does it matter now?

AI in influencer and performance marketing is the use of models to find creators, detect fraud, match audiences, bid, test creative and attribute sales. It matters now because platforms automate buying and budgets demand proof of return.

Which roles gain most from AI in influencer and performance marketing training?

Digital marketing managers, performance marketers, brand partnership managers and growth leads gain most. Marketing analysts also benefit, because they build the attribution and incrementality evidence.

How does AI in influencer and performance marketing differ from a general digital marketing course?

It concentrates on creator selection and paid media optimisation with models, rather than on content strategy in general. You test every recommendation against incremental sales.

What do you bring back from AI in influencer and performance marketing training?

You bring back an AI-driven creator and paid media campaign plan. It sets creator choices, fraud checks, bidding guardrails, creative tests and return on ad spend targets.

AI in Influencer and Performance Marketing: The Way Forward

The AI-driven creator and paid media campaign plan informs the first decision: which creators and paid audiences receive next quarter's budget. Partnership, performance and analytics leads use it in weekly optimisation calls. After the first holdout results, revisit the attribution weights and the bidding guardrails, because platform algorithms shift quickly.