



# Higher Education Influencer Marketing: A Step-By-Step Training Course

ONLINE TRAINING &  
WORKSHOP

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# What Enrollment Leaders Have to Say About enrollmentFUEL Training



*enrollmentFUEL's training was a great blend of historical context, current data, and practical applications. The exercises allowed us to identify pain points that our team experiences at the yield stage of the funnel. More importantly, the trainer helped us strategize the best ways to work through those challenges with students and families. It has made a difference already, just two weeks later.*

— Shannon Hutchison Caraveo, Director of Undergraduate Admissions  
Point Loma Nazarene University, San Diego, California

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*The training provided a different way to consider admission work – the transformational approach rather than the transactional method. This training experience reminded us of the true meaning and value of the important work we do every day. In these often challenging roles, that sense of purpose is refreshing and reinvigorating. Our training was a great development opportunity, even for those who have been in the role for a few years.*

— Rachel Schmidtke, Associate Vice President of Admission  
Hanover College, Hanover, Indiana

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*Training from enrollmentFUEL is not a “one-and-done” deal. After our training session, I sent an email with a few follow-up questions and received a quick, personalized, and informative answer. I also appreciate their holistic approach and the information presented. In one session, we covered emotional intelligence, and how it relates to our position and institution. As the training finished, our whole team was grateful and inspired.*

— Colin Dempsey, Assistant Director of Admissions  
Keystone College, La Plume, Pennsylvania





# Higher Education Influencer Marketing:

## A Step-By-Step Training Course

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Reach new audiences and build emotional connections with prospective students and parents! This course gives you the knowledge and tools you need to incorporate influencer marketing into your digital campaign strategy and execute an influencer marketing campaign from start to finish.

### **High-level learning objectives include:**

- Learn what influencer marketing truly is, including who your best influencers are and why you should be incorporating this strategy into your digital marketing efforts.
- Understand what FTC guidelines are, how they apply to influencers, and how you can make sure your influencer marketing campaigns are compliant.
- Learn how to find influencers, vet them for brand safety, and send an outreach message to encourage them to respond.
- Unveil methods for guiding influencers through the content creation process, including establishing written instructions and contracts to protect all involved parties.
- Using data to measure volume, impact, and “word-of-mouth equity,” learn how to develop a strategy for gathering the data needed to measure the effectiveness of your influencer marketing campaign.
- Understand how to establish asset ownership and rights, repurpose the content online for other enrollment marketing purposes, and navigate the world of repurposing the content with proper attribution.

## Registration and Pricing

- This course is offered at various times throughout the year. To learn more, visit [training.enrollmentfuel.com](http://training.enrollmentfuel.com).
- The registration cost is \$1,000 per person (Client-partners, contact us for your special discount code.)

## Course Format

- 4 hours of asynchronous video content available in enrollmentFUEL's Learning Management System
- Course workbook and resources
- 90-minute live Zoom Roundtable/Workshop event with the course instructor/consultant
- Certificate of completion
- Information specific to higher education, providing the necessary framework to build and launch your influencer marketing campaign



## What Participants Have to Say About enrollmentFUEL Training

*I found the enrollmentFUEL trainer helpful and very practical, especially as it pertains to communicating through the admissions funnel. The list of techniques provided was so impactful. I left the training with a renewed sense of clarity as to what it looks like to be effective in my role as an admission counselor.*

*I loved our training. I think the trainer provided some of the best content I have received.*

*I thought the time spent with our trainer was great. I would love to have more enrollmentFUEL training in the future.*



# What Influencer Marketing Can Do for You

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Display ads, emails, and direct mail all serve an important purpose. But students recognize these as marketing tactics, which can lead to a sense of disconnect on the part of your audience. How do you bridge this gap?

**Influencer marketing** is one option.

Influencers have already cultivated a community of followers who trust them. When they share information about your institution online—today's word-of-mouth—the trust they have earned transfers to your institution, fostering credibility.

By activating influencers as part of your digital advertising strategy, you build emotional connections with your audience in ways that cannot be duplicated through traditional advertising methods.

**And there's data to support this claim.** A recent Matter Communications Study found that 61% of consumers are likely to trust friends, family, or influencers, compared to 38% of brands.<sup>1</sup>

<sup>1</sup> Retrieved from: <https://www.businesswire.com/news/home/20200526005058/en/Matter-Survey-Reveals-Consumers-Find-Influencers-More-Helpful-and-Trustworthy-than-Brands-During-the-Pandemic>

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**ABOUT YOUR INSTRUCTOR: Tori Canonge**

began her digital marketing career in 2014 when she started her first blog, which she built with the sole purpose of inspiring students to reach their higher education goals. After achieving success through content creation and digital marketing, she joined a full-service influencer marketing agency where she executed over 100 campaigns for some of the world's largest brands, including Georgia-Pacific, NFL, Unilever, Hasbro, Kraft Heinz, and many more. Tori currently serves as the Director of Social and Influencer Strategies at enrollmentFUEL.



**Don't Miss This Opportunity to Level Up Your Digital Marketing Strategy.**

*If you have questions, please contact Dr. Laralee Harkleroad at [laralee.harkleroad@enrollmentfuel.com](mailto:laralee.harkleroad@enrollmentfuel.com).*



# Frequently Asked Questions

## **What is covered in the registration cost?**

The registration cost is \$1,000. Registration permits up to one learner from a single institution (defined as an individual college or university) to attend the training.

## **How do I sign up for my institution?**

Go to [training.enrollmentfuel.com](https://training.enrollmentfuel.com). Register the learner (institution, name, and email) and pay online.

## **What if I want to add additional people to the training?**

Each person would need to be registered, individually.

## **Who developed the curriculum, and who are the trainers?**

The course curriculum was developed by Tori Canonge, enrollmentFUEL's Director of Social and Influencer Strategies. Tori will lead the in-person roundtable/workshop. The online portion is self-guided, with a final quiz to determine if the information has been mastered.

## **Does this course qualify for continuing education credits?**

Not at this time, but all participants who complete the course will receive a certificate of completion.

## **Is there a time limit for completing the material in this session?**

"The course must be completed by the end date indicated for each offering to receive the certificate of completion, which will be mailed to individual registrants. The course will close at that time, but content can still be accessed for six weeks after the course end date. Participants will receive notification of that date and reminders leading up to it. After that date, learners will no longer have access to the content, as FUEL will be updating it for the next cycle."

## **Have questions?**

Contact Dr. Laralee Harkleroad, Associate Vice President of Marketing & Learning, at [laralee.harkleroad@enrollmentfuel.com](mailto:laralee.harkleroad@enrollmentfuel.com)

# About Us

enrollmentFUEL is on a mission to create more effective and efficient Student Search communications and strategies. The company has extensive expertise in geodemographic research, predictive modeling, creative design and messaging, CRM implementations (including Slate), look-alike modeling, Forensic Lead Generation™, web analytics, and all aspects of digital advertising (household targeting, retargeting, geotargeting, geoframing, matchBACK, etc.). Building on organizational values of teaching and learning, REV: FUEL's Learning Series, provides affordable and high-value professional development and training for higher education professionals. With proprietary technology and innovative thinking, enrollmentFUEL provides successful outcomes and actionable insight to the people who recruit people. For more information, please visit [enrollmentfuel.com](http://enrollmentfuel.com).

**"Higher Education Influencer Marketing: A Step-By-Step Training Course"** provides higher education professionals with the information required to execute an influencer marketing campaign from start to finish. Influencer marketing is today's version of word-of-mouth advertising. This course provides colleges and universities with the basics they need to explore this avenue for reaching new audiences and building emotional connections with potential recruits.

The enrollmentFUEL team developed the content and curriculum, led by Tori Canonge, enrollmentFUEL's Director of Social and Influencer Strategies. Tori is a subject matter expert who has executed more than 100 campaigns in higher education and consumer product marketing.

*If you have questions, please contact  
Dr. Laralee Harkleroad, Associate Vice President of Marketing & Learning,  
at [laralee.harkleroad@enrollmentfuel.com](mailto:laralee.harkleroad@enrollmentfuel.com).*

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306 West Franklin Street, Suite F  
Chapel Hill, NC 27516

[enrollmentFUEL.com](http://enrollmentFUEL.com)

