

Influencer and Content Marketing

Exam Information	Description
Exam number 435 Items 37 National Career Cluster Marketing & Sales Certification available Yes	The Influencer and Content Marketing industry certification exam assesses learners' understanding of the skills, aptitudes, and thought processes necessary to create a successful marketing campaign using the principles of influencer and content marketing. The exam covers analyzing content, targeting a specific audience on social media, using user-friendly design and video applications, creating and implementing effective content strategies, and examining the relationship between brands and influencer marketing. Learners also demonstrate their ability to participate in DECA or FBLA career and technical student organizations (CTSO).

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Influencer Marketing and Communities*	25%
2. Influencer and Brand Characteristics*	11%
3. Graphic Design and Editing*	11%
4. Content and Copywriting*	9%
5. Engagement KPIs*	5%
6. Content Marketing Strategy*	16%
7. Levels of Influencers*	23%
8. Pathways, Post Secondary, and Careers	0%

*Includes performance skill evaluation

Standard 1 - Influencer Marketing and Communities (25% of exam score)

Candidates will analyze influencer marketing and the communities that influencers are able to build through social media.

Objective 1 Define who an influencer is and discuss examples of how social media transformed this career.

1. Discuss how Influencers have been part of marketing from the beginning. TV celebrities, sports stars, and politicians have all been influencers. Social Media has changed the career to include anyone who has a passion or expertise and a platform.
 - a. **Influencer profile:** either a persona (made-up) or an authentic individual that reflects a certain personality, value, and belief system. Used to gain followers and create a community for a variety of topics through social media.
 - b. **Examples:** Politicians, Community Advocates, Authors, Artists, Designers, Celebrities, and Governments.
2. **Digital Assets:** generally anything that is created and stored digitally. Ex. images, video, written content, and ownership rights.
(insert image here)
3. **Digital Branding:** the process of using digital assets to create an online brand identity that can be expressed on virtually any digital channel, like your website, social media profiles, digital ads, and content marketing.
4. **Influencer Community:** made up of people who are active on social media and have built up a following with their topics.
5. **Influencer Content:** digital assets created to reach new or larger audiences by leveraging the credibility and social followings of influencers.
6. **Reach:** The number of people who see your content
7. **Engagement Measurements**
 - a. Impressions: The number of times your content is displayed or viewed
 - b. Engagement: The number of interactions your content received from users (likes, comments, shares)
8. **Trends/Trending:** Popular strategies

Objective 2 Discuss how people can be impacted by influencers in both positive and negative ways in buying or other social behaviors.

1. **Positive/Negative Influencers:** understand the widespread influence they have, and the power they have to build up and elevate, or tear down.
2. Influencers should act much like corporations and consider their social responsibility when creating content. An influencer should vet all their sources and make sure they are not making misleading or inaccurate statements.
3. **Organic:** naturally generated followers, content, or posts that occur in your social media feed without the influence of paid distribution.
 - a. Compare with Paid Media (defined and covered in Standard 6)
4. **Cause Influencer/Marketing:** A partnership between an influencer and a non-profit or a business (for profit) that seeks to promote social good by using the influencer's reach. Used to also increase an influencer's reach and build credibility.
5. **Borrowed Equity:** Sharing the influence or credibility of a brand or another influencer to increase the reach and/or credibility of your brand.

Optional: Standard performance evaluations on the final page of this document

Standard 2 - Influencer and Brand Characteristics (11%)

Candidates will identify traits and characteristics that describe various types of influencers and brands.

Objective 1 Discuss how a brand determines the influencers that they want to work with. Brands use influencers to market their products. The process of selecting the appropriate influencer starts by defining their target audience. This is often done by a community manager for the brand.

1. **Target audience/marketing:** A specific group or niche to which marketing is intended to appeal and affect
2. **Community Manager:** Individual responsible for growing, developing, and maintaining relationships between brands, the digital community, and/or influencers.

Objective 2 Describe how Influencers decide to be associated with a brand.

1. **Buyer Persona:** Representation of your ideal customers based on data and research
2. **Marketing Segmentation:** The process of dividing a market of potential customers into specific groups based on specific characteristics and differences.
3. **Marketing Agencies:** a service provider that creates or runs your influencer-based marketing
4. **Influencer Agent:** a representative that connects influencers with partnerships and brands.
5. **Tagging brands:** Naming a company or individual in an official and trackable manner
6. **Campaign objectives:** goals and specific desired outcomes of a marketing campaign

Objective 3 Discuss the importance of developing professional relationships with Brands.

1. **Content Marketing:** creating and distributing material online intended to be part of goal-based campaigns and strategies
2. **Licensing Content:** An agreement that allows others to reuse or republish existing content.
3. **Influencer Contracts:** An agreement between an influencer and a brand that details deliverables and payment.
4. **Professionalism:** Behaving in a manner appropriate for business relationships
5. **Participative anthropology:** The act of studying a community by immersing oneself into the community being studied.

Optional: Standard performance evaluations on the final page of this document

Standard 3 - Graphic Design and Editing (11%)

Candidates will learn simple graphic design applications and video editing software to use in creating effective content.

Objective 1 Describe basic design principles that are essential to creating effective digital content.

1. Rule of Thirds: a guideline in composition that uses two lines vertically and horizontally to divide an image into nine equal portions and four intersection points.
2. White Space: empty or negative space around design elements that increase readability
3. Repetition: Using design elements multiple times in one layout
4. Readable font/typeface
5. Proper lighting
6. Royalty vs Royalty free stock images and video
7. Evaluate the quality of images and sound

Objective 2 Explore user-friendly design applications that are available to your candidates. i.e. Canva, Piktochart, Adobe Express, and others that provide pre-sized templates and easy-to-use designs.

1. Beginner influencers often use these tools to start growing followers. Some of the simplest forms of content are the following:
2. **Static content:**
 - a. Meme
 - b. Images
 - c. Blogs
 - d. Current Trends

Objective 3 Explore animation and video editing applications that allow you to create dynamic content that engages the target audience.

1. Describe basic camera frames in a video.
 - a. Close up
 - b. Establishing shot
 - c. Medium shot
 - d. Wide shot
2. Describe basic camera movements
 - a. Pan
 - b. Tracking
 - c. Zoom in/out
3. Camera Angles
 - a. Low
 - b. High
 - c. Direct
4. Moving content
 - a. **Short Form**
 - i. Reels
 - ii. Stories
 - iii. Under 1 min, videos

- iv. Current Trends
- b. Long Form**
 - i. Videos
 - ii. Animation
 - iii. Webinars
 - iv. Live Streaming
 - v. Cameo (Personalized Messages)
 - vi. Current Trends

Objective 4 Discuss with candidates the need to repurpose content to drive engagement on different social media platforms.

1. Each varies by content and demographics. Look up the most current statistics.
 - a. Instagram: photos and other visual media
 - b. Pinterest: Tutorial, product, and consumer-focused visuals to drive conversion.
 - c. LinkedIn: B2B-focused networking and brand building.
 - d. Facebook: Conversation-driven interactions between pre-existing relationships.
 - e. Tik Tok: Short form 30 sec. - 1 min.
 - f. YouTube: Long-form 3 min. or longer
 - g. Twitter: Copy content, dialogue, comments, breaking news

Optional: Standard performance evaluations on the final page of this document

Standard 4 - Content and Copywriting (9%)

Candidates will create copy, write content for influencers, and demonstrate effective copywriting skills, for various content and email automation systems.

Objective 1 Explore the types of copy used in social media posts.

1. **Captions:** A written description of a photo, video, or another post that may include text, hashtags, mentions, and emojis. Often used to drive engagement.
2. Using AI to help with the workload of content creation. Evaluate the ethics of using it and how much and how often to use it, and if the copy doesn't reflect your brands voice.
3. **Call To Action (CTA):** Asking the viewer to do something or encouraging action.
4. **Blogs/Vlogs:** Blogs are written content posted to a website and often organized into categories or archives. Vlogs are short for video blogs. Vlogs often depict what is happening for a moment in the creator's life.
5. Posts
6. Backlinks

Objective 2 Explore paid ads and the importance of ad creation for brands.

1. Titles
2. **Meta Descriptions:** Informs users with a short descriptive summary of what a particular webpage is about
3. **Keywords:** ideas and topics that define what your content is about for the use of users and search engines.
4. **Clickbait:** Content or headlines designed to attract clicks through sensationalized or misleading information.

Objective 3 Describe the process of pitching to a work with a brand.

1. **UGC (User Generated Content):** any content — text, videos, images, reviews, shares, mentions, reposts, etc. — created by people (fans), rather than brands.
2. Emailing a brand
 - a. What you as an influencer can offer the brand

Optional: Standard performance evaluations on the final page of this document

Standard 5 - Engagement KPIs (5%)

Candidates will understand the way influencers use engagement KPIs to meet Content creation goals.

Objective 1 Define and describe engagement KPIs for social media posts.

1. **Key Performance Indicators (KPIs):** A measurement that tells you how a post or piece of content is performing
2. **Reach:** The number of people that see your content
3. **Key Engagement KPIs**
 - a. Reach KPIs
 - i. Followers/Subscribers
 - ii. Views
 - b. Impressions
 - i. Likes
 - c. Engagement
 - i. Comments
 - ii. Reshares
 - iii. Conversions

Objective 2 Provide examples of the connection between KPIs and SM posting goals. Use the SMART goal structure to make goals specific, measurable, attainable, relevant, and timed.

1. Set goals by platform
 - a. Instagram
 - b. Facebook
 - c. Twitter
 - d. Pinterest
 - e. LinkedIn
 - f. Youtube
 - g. Tik Tok

Objective 3 Explore additional tools for management, scheduling, and other aspects of the posting.

1. Understand social media algorithms and how they changed frequently
2. Explore Scheduling Apps
3. Interpret the analytics for websites
4. Use planning sites for the aesthetics of your feed
5. Compare and contrast various posting management websites

Optional: Standard performance evaluations on the final page of this document

Standard 6 - Content Marketing Strategy (16%)

Candidates will successfully create and implement an effective content marketing strategy.

Objective 1 Explain the difference in different media or content that are used in marketing campaigns.

1. **Content Marketing:** a marketing technique of creating and sharing content to attract a target audience to help them convert to customers.
2. **Owned Media:** any content owned and controlled by a brand or influencer, such as content posted on a blog, website, or social media channel.
3. **Earned Media:** any material that is written about a brand or influencer that the business hasn't paid for or created themselves. Fans of an influencer will recommend and tag influencer accounts.
4. **Paid Media:** marketing that you pay for and includes PPC advertising, branded content, and display ads.

Objective 2 Share examples of a cross-platform campaign that utilizes a campaign brief to advertise for a brand.

1. Campaign Briefs
 - a. **Campaign overview.** Include the campaign title, budget, dates it will run, and campaign type.
 - i. **Compensation.** Payment agreement such as cash, commission, product, or a combination?
 - ii. **Campaign tasks.** Specific details are needed in the post if any. This includes the platform, type of content, hashtags to use, and a broad description of what you expect from the post. Typically influencers have creative control over the content.
 - iii. **Brand assets.** Include any photos, logos, or specific branding needed, and specific product messaging.
 - iv. **Content rights.** If the brand will pay the influencer to amplify the content and obtain license rights which includes the length of the licensing agreement and specific details of how the brand will repurpose the content.

Optional: Standard performance evaluations on the final page of this document

Standard 7 - Levels of Influencers (23%)

Candidates will examine the various levels of influencers, Mega, Macro, Micro, and Nano. They will determine the best influencer to implement their content marketing strategy.

Objective 1 Define and give examples of influencer types.

1. Mega: 1 million + followers
2. Macro: Someone with 50,000 to 1 million followers
3. Micro: Someone with 10,000 to 50,000 followers
4. Nano: Someone who has between 1,000 and 10,000 followers

5. (Insert graphic to illustrate influencers?)
6. UGC Websites: The industry is changing constantly. Websites include but are not limited to Upfluence, Insense, Grin, etc.

Objective 2 Describe the various ways an influencer can monetize their social media presence.

1. **Paid by Content & platform:** i.e. Video on Youtube vs Reel on Instagram. (Long form vs short form content has different amounts)
2. **Commission-based/Affiliate Marketing:** based on conversion rates from the linked post or special codes.
3. **Brand Ambassador:** You are an official representative of the brand for a set period of time with exclusivity. Can't promote another brand.
4. **Collaborative (Collab) Marketing:** Co-creating a product with the brand and promoting it as the influencer.
5. **Merchandising:** As the influencer, you create and promote your own products.

Optional: Standard performance evaluations on the final page of this document

Standard 8 - Pathways, Post Secondary, and Careers (0%)

Candidates will understand the opportunities to graduate as a pathway completer, the post-secondary programs, and Career opportunities in Marketing.

Objective 1 The Marketing Pathway

1. Explorer Courses: Marketing 1, Entrepreneurship, Customer Service
2. Concentrator Courses: Digital Marketing & Retailing
3. Completer Courses: BFM Capstone & Internships

Objective 2 Explore Post Secondary school programs in your region

1. Tech colleges & certifications
2. Associate degree programs
3. 4-year Bachelors degrees

Objective 3 Explore potential careers as an influencer, including average salaries, benefits, flexibility, and Work/Life Balance.

1. Content Marketer
2. Brand Ambassador
3. Copy Writer
4. Social Media Influencer
5. Community Manager
6. Influencer Creative Team/Videographer

Performance Skills Evaluation

Exam name: Influencer and Content Marketing

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 1 – Influencer Marketing and Communities • Create content for a club, class, team, CTSO, or community project • Create a vision board that demonstrates an influencer or brand persona. • Analyze a recent social movement and how influencers have contributed to the cause.	Pass:
Standard 2 – Influencer and Brand Characteristics • Explore what kind of influencer you are and what you look for in an influencer. • Examine a contract for a brand ambassador or influencer • Reach out to a local brand or a local influencer	Pass:
Standard 3 – Graphic Design and Editing • Create static content for a marketing campaign • Create moving content for a marketing campaign • Adapt content for one social media platform to be used on a different platform.	Pass:
Standard 4 – Content and Copywriting (Choose 2) • Writing an email to a brand • Creating a paid ad for a brand • Create a caption and a description for a video	Pass:
Standard 5 – Engagement KPIs • Utilize personal branding, content creation principles, and engagement KPIs to make content creation goals for a campaign. (45 days)	Pass:
Standard 6 – Content Marketing Strategy • Create a cross-platform campaign to advertise a local business, brand, CTSO, or upcoming school event as an influencer. Should include at least 3 different platforms and various content types.	Pass:
Standard 7 – Levels of Influencers • Match Maker project: Pick a local brand and a local influencer. What level of influencer would you use and why? What kind of content would you want them to create for the brand? What kind of relationship would you have with the influencer? (Paid, ambassador, etc) OR	Pass:

- Design and Create your own merchandise. Your merchandise should represent your personal brand.

Evaluator Name:

Date:
