

Masterclass

## **Amplifying Digital Influence**

### **Description**

Digital influence is everywhere and growing. It is essential for all modern industries based on an attention economy. Especially for companies and organizations that want to use new digital channels and technologies to increase their success in online marketing, reputation management, virtual presence, social media, the metaverse, and promotional activities. This work on digital influence addresses the following questions (and more):

- How can we reach our desired audience more efficiently?
- How to work with the right online influencers when going global?
- How to develop digital influencer marketing strategies?
- How to leverage technology to improve return on investment?
- How to design social influence systems to change consumer behavior?
- How to attract and better manage online attention?
- How artificial intelligence can help drive online success?

### **Takeaways**

- Mastery of digital influence.
- Strategies for working with online influencers.
- Hyper-impact on the desired target audience.
- Efficient technology design for online influence.
- Hyper-influence with artificial intelligence.
- Confident and profitable decision-making.
- Certificate of excellence.

### **Participants**

- Marketing Professionals
- Social Media Experts
- Digital Innovators
- Communication Creators
- UX Designers
- Growth Strategists

## Content

	<b>Day 1</b>	<b>Day 2</b>
	Attention Economy Teamwork: Defining Cases of Current Needs Digital Influence Landscape	Crafting Digital Influence Solutions Transformation Design Framework Teamwork: Influential Solutions
	Break	
	Influencer vs Interruption Marketing Differentiating B2E and B2B Influencers Teamwork: Digital Influence Campaigns	Human Artificial Intelligence Socially Influencing Systems Teamwork: Solution Design
	Lunch	
	Local vs Global Influence Dark Sides of Influencer Marketing Teamwork: Campaign Challenges	Scaling Digital Influence Online Hyper-Performance Teamwork: Finalizing Solutions
	Break	
	Influential Technologies Artificial Intelligence and Metaverse Teamwork: Technological Impact	Teams: Presenting Strategic Solutions Reflections and Feedback Next Steps
	End	