Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

BUSINESS

Training Course on Data Analytics and Marketing Performance Measurement

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
10 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Training Course on Data Analytics and Marketing Performance Measurement

Business • 10 Days Intensive • Accredited Certification

Course Overview

This training course on Data Analytics & Marketing Performance Measurement focuses on utilizing tools like Google Analytics and advanced data visualization techniques to enhance marketing strategies.

Key Skills & Software Tools Covered

Data Analysis • Marketing Analytics • Reporting • Digital Marketing • Dashboard Design

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
5 Jan 2026 – 16 Jan 2026	Nairobi	Classroom / 10d	**$3,000 USD / KES 220,000**
5 Jan 2026 – 16 Jan 2026	Kigali	Classroom / 10d	**$6,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Dubai	Classroom / 10d	**$10,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Cape Town	Classroom / 10d	**$9,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Addis Ababa	Classroom / 10d	**$6,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Singapore	Classroom / 10d	**$10,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Istanbul	Classroom / 10d	**$10,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Bangkok	Classroom / 10d	**$10,000 USD / KES 110,000**
5 Jan 2026 – 16 Jan 2026	Accra	Classroom / 10d	**$8,000 USD / KES 110,000**
19 Jan 2026 – 30 Jan 2026	Nairobi	Classroom / 10d	**$3,000 USD / KES 220,000**
19 Jan 2026 – 30 Jan 2026	Kigali	Classroom / 10d	**$6,000 USD / KES 110,000**
19 Jan 2026 – 30 Jan 2026	Dubai	Classroom / 10d	**$10,000 USD / KES 110,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

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Introduction

Influencer marketing has emerged as a vital strategy for brands aiming to connect with consumers in an authentic and impactful manner. As social media continues to dominate the marketing landscape, understanding how to collaborate with influencers has become essential for driving brand awareness and engagement. This training course on Influencer Marketing & Brand Partnerships focuses on the key aspects of finding, managing, and measuring influencer collaborations effectively.

Participants will learn to navigate the complexities of influencer relationships, from identifying the right partners to crafting compelling campaigns that resonate with target audiences. By leveraging influencer connections, marketers can amplify their brand messaging, enhance credibility, and ultimately drive conversions. This course empowers participants with the tools and skills necessary to create successful influencer marketing strategies and build meaningful brand partnerships that yield long-term results.

Course Objectives

- Understand the fundamentals of influencer marketing and its significance.
- Develop skills in identifying and selecting the right influencers.
- Explore techniques for managing influencer relationships effectively.
- Implement strategies for measuring the success of influencer campaigns.
- Analyze the impact of influencer marketing on brand performance.
- Foster collaboration between brands and influencers.
- Create comprehensive influencer marketing strategies.
- Advocate for best practices in influencer marketing and brand partnerships.

Target Audience

- Marketing Professionals and Managers
- Brand Strategists and Coordinators
- Social Media Managers
- Small Business Owners
- Students in Marketing and Communication
- Non-Profit Organizations

Course Duration: 5 Days

Course Modules

Module 1: Introduction to Influencer Marketing

- Overview of influencer marketing and its evolution.
- Understanding the different types of influencers (macro, micro, nano).
- Key trends and statistics in influencer marketing.
- Case studies of successful influencer campaigns.

Module 2: Finding the Right Influencers

- Techniques for identifying potential influencers for your brand.
- Tools and platforms for influencer discovery.
- Evaluating influencer authenticity and engagement rates.
- Understanding audience alignment and demographics.

Module 3: Building Relationships with Influencers

- Strategies for approaching and engaging influencers.
- Best practices for establishing mutually beneficial partnerships.
- Negotiating terms and expectations for collaborations.
- Creating effective communication plans with influencers.

Module 4: Creating Influencer Campaigns

- Developing campaign objectives and strategies.
- Crafting creative briefs for influencers.
- Collaborating on content creation and messaging.
- Utilizing various formats (posts, stories, videos) effectively.

Module 5: Measuring Influencer Marketing Success

- Key performance indicators (KPIs) for influencer campaigns.
- Tools for tracking and analyzing campaign performance.
- Understanding reach, engagement, and conversion metrics.
- Evaluating the return on investment (ROI) of influencer marketing.

Module 6: Legal and Ethical Considerations

- Understanding legal regulations and guidelines for influencer marketing (e.g., disclosures, endorsements).
- Best practices for ensuring compliance in influencer partnerships.
- Addressing ethical considerations in influencer campaigns.

Module 7: Navigating Brand Partnerships

- Overview of brand partnerships and their benefits.
- Strategies for aligning with complementary brands.
- Developing co-branded campaigns and initiatives.
- Evaluating the impact of partnerships on brand visibility.

Training Methodology

- Interactive Workshops: Engaging discussions and hands-on activities.
- Practical Demonstrations: Real-world applications of tools and techniques.
- Group Projects: Collaborative problem-solving and strategy development.
- Expert Presentations: Insights from industry leaders and practitioners.
- Case Studies: Analyzing successful influencer marketing initiatives.

This course is designed to equip participants with the skills necessary to effectively implement influencer marketing strategies and build brand partnerships, driving engagement and business growth through authentic collaborations.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/training-course-on-data-analytics-and-marketing-performance-measurement to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.