

## **Day 12 – Influencer and Affiliate Marketing**

**Topic:** Leveraging Partnerships for Growth

Today's session covered how brands collaborate with influencers and affiliates to reach wider audiences. We learned how influencer marketing builds trust through personal recommendations.

### **Practical Work / Activities:**

- Researched influencer partnerships of major brands.
- Designed a mock influencer campaign.
- Discussed affiliate networks and commissions.

### **Key Takeaways:**

- Learned influencer and affiliate marketing concepts.
- Understood ROI tracking for collaborations.
- Recognized the importance of authenticity in promotions.