

FREE HANDBOOK

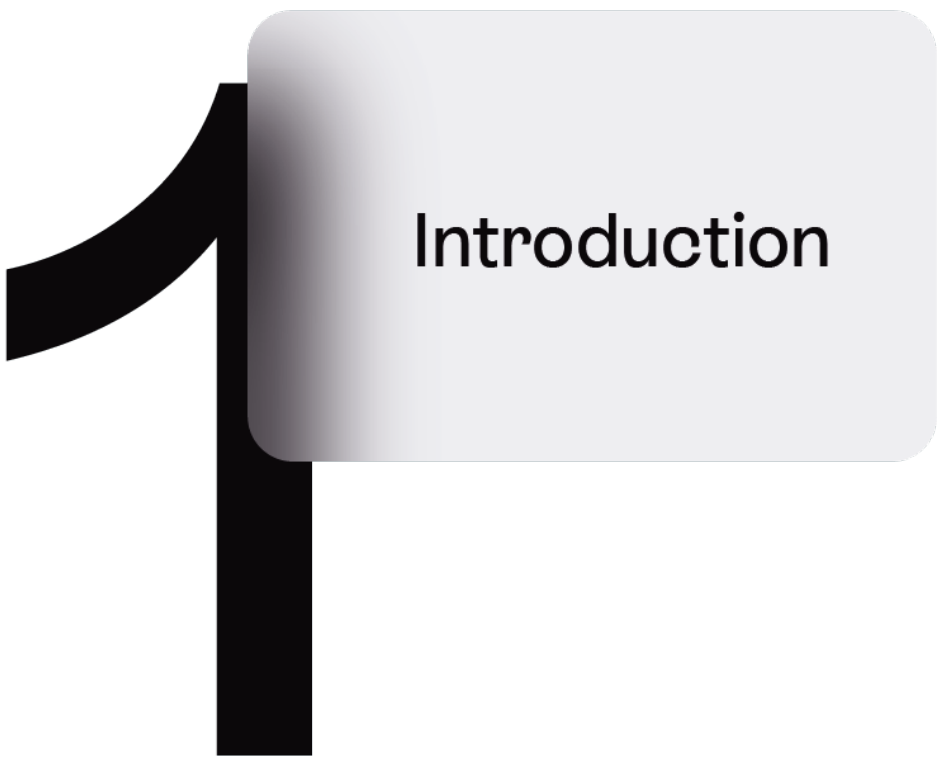


Quick Guide: How to find and locate the right influencers for your brand + cheat sheets



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Introduction



Choosing the right influencer has a **huge impact** on a campaign's results. Many brands make the mistake of **only looking at the number of followers** an influencer has instead of considering other more important aspects.

Searching for an influencer is similar to a recruitment process. You would never look only at the basic data, you would analyze a CV thoroughly to see if it fits your company.

Your list of requirements should at least include **industry**, niche, location, and **performance metrics**. However, sometimes these filters still leave you with a never ending list of candidates.

We understand how difficult this process can be, so we have prepared this guide with useful information (and even a cheat sheet!) on **how to find the absolute best influencer for your brand and product**.

In this quick guide you will **learn which data to analyze** when trying to find the best influencers to promote your brand and, above all, how and where you can find them.

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Types of Influencers

Nano, Micro or Regular?

Before diving into the formula for finding the right influencers, you need some information regarding the type of influencers out there that you should be aware of.

There are **many types of influencers** but the most popular ones are usually those that have a high number of followers.



However, influencers with smaller audiences tend to have lower fees, be more accessible, and target a niche audience (a group with a particular interest).

Influencers with bigger audiences have a **mainstream following** with a wide range of interests. They are often expensive to work with as they usually are professional content creators.

Others became famous in the offline arena (actors, singers, TV personalities) and, although **they are not professional influencers, they are open to sponsorships**. Reaching out to them is often almost impossible for small brands, as they are inaccessible and demand high fees.

Below is the classification of types of influencer by number.

NANO-INFLUENCER**Number of followers: 1,000 – 10,000**

These are non-professional influencers who have a closer connection with their audience, higher credibility within a particular group, and higher engagement rates. Nano-influencers are a cost-effective option for smaller brands and can also provide authentic reach for larger brands when used at a scale.

MICRO-INFLUENCER**Number of followers: 10,000 – 100,000**

These focus on a specific niche or area and are generally regarded as an industry expert or topic specialist. Some of them are what's called KOL (Key Opinion Leaders). They usually have a very uniform audience.

MACRO-INFLUENCER**Number of followers: 100,000 – 1 Million**

One step behind mega influencers, they usually gained fame through the internet itself (vlogging, content creation, etc.). They help brands target a wide, mainstream audience. They are usually professional social media content creators.

CELEBRITY INFLUENCER / MEGA-INFLUENCER**Number of followers: More than 1 Million**

These are celebrities whose popularity goes beyond their social media presence.

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Choosing
the Right
Influencer

The Three Keys

Now that you are aware of the types of influencers there are, let's go over the process of picking one.

There are three elements and key questions that you must look into when considering an influencer for a collaboration.

- **The audience:** does the influencer's audience match your brand's target audience?
- **The content:** does the influencer's content align with your brand values?
- **The performance:** is the influencer data promising in terms of engagement and conversions?



THE AUDIENCE

First, study your audience demographics by analyzing your website or platform's traffic and your existing customer base. What is their location, age, gender, and language?

Then, investigate your influencer's audience. It should overlap with your brand's target.

For example, if you are providing a solution for middle aged people living in rural areas, you obviously are not going to opt for a city-based millennial influencer.

THE CONTENT

The chosen influencer is going to be the face of your brand and speak on behalf of it. Be sure that he or she matches your values and industry.

Do a little research on his or her profile, especially if your brand has strong ethical values.

For example, if you are a vegan cheese brand you don't want to collaborate with the Instagram influencer that posted pictures going hunting last month.

Review the influencer's feed, the kind of content they post and the kind of brands they collaborated with in the past. The influencer's tone and aesthetic should go well with yours and make sure that their social networks are well-aligned with your industry.



THE PERFORMANCE

It's likely that you are worried about the ROI. You want your influencer marketing campaign to deliver results, whether they are based on awareness, engagement, or conversions. **This is where performance metrics come into play.**

This might be the most important part once you have picked your influencers, because it will determine whether you keep collaborating or not.

Let's review this point in depth.

3.1 Influencer Metrics

FOLLOWER COUNT

Check chapter 2 of this guide again if you haven't already decided what kind of influencer (in terms of followers) are you looking for.

Sometimes it is a question of budget and you can only afford nano or micro-influencers. But oftentimes, even if you have the budget, **you need to take other aspects into consideration**. For example, **if you are looking to increase awareness among a wide audience** because you are still not quite sure who your customer is, **you may want to work with one macro-influencer**.

However, if you know your brand is quite niche, it's better to invest your budget in 3 or 4 micro-influencers with an audience that matches your brand. **Choose your strategy, then choose your influencer**.

ESTIMATED REACH VS IMPRESSIONS

Reach is the number of unique people who see your content. Impressions is the number of times that content has appeared on people's feeds.

Oftentimes the number of estimated impressions is higher than the estimated reach, simply because the same person can see the same content many times.

Keep in mind that impressions do not mean someone actually saw the content. It could appear on the feed but the person scrolled down without even looking at it. That is why we take into account the engagement rate.

ENGAGEMENT RATE

This metric looks at how many people are interacting with this influencer's content. It equals the number of average likes and comments an influencer receives compared to the total number of their followers.

$$\text{Engagement Rate} = \frac{\text{Total engagements}}{\text{Total number of followers}} \times 100$$

So, what is a **good engagement rate**? Typically around 1-3%. But again, this depends on the audience's size as well. **Smaller influencers normally have higher average engagement, with rates between 4 -10%.**

FAKE FOLLOWERS

Buying followers or using bots are common tactics in the influencer business. **You want to be sure your brand is going to interact with a real audience.** Therefore, you should find out what percentage of an influencer's followers are considered 'real' people.

This is tricky to do manually. **Fortunately, there are tools like Influencity that help you see the reality of an influencer's audience,** giving you an accurate percentage of their quality followers. You should always work with influencers who have at least 85% real followers or higher.



BRANDED CONTENT FREQUENCY

People don't follow influencers for their promotional content. **They follow them because of how the influencer's organic content amuses, educates or entertains them.**

When an influencer begins to post too much promotional content the audience may disengage.

Moreover, you don't want your brand to be quickly forgotten in a sea of ads.

That's why you should take a look at the **influencer's saturation rate**, meaning the **balance between organic and branded content.**

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4

How to
Locate
Influencers

Now that you have a clear idea of how to correctly choose an influencer, you might be wondering where and how you can find them so you can get in touch and begin collaborating.



4.1 Finding Influencers Manually

SEARCH USING HASHTAGS

Search for trending hashtags that are related to your brand and see which influencers are using them. You'll get an idea of the biggest creators in the space, but you will have to analyze them one by one using an excel sheet in order to narrow your search down.

Downside: time consuming.

INDUSTRY MEDIA

Blogs, newsletters, and events can be useful sources of information about influencers in your industry, especially rising stars and macro influencers. Some marketing blogs have influencer lists that will help you get to know popular creators in your niche.

Downside: these influencers might be expensive and extremely in demand.

SEARCH USING BRAND MENTIONS

Find influencers that are already talking about your brand using a social listening tool or even Google Alerts. This is an effective way to find people that are already interested in your brand, so the negotiation will be easier. In addition, influencers who already trust a brand are likely to create more authentic content.

Downside: the fact that they are interested in your brand does not always mean that they fit your brand in terms of values, content, and other criteria.

WORD OF MOUTH

Turn to your colleagues and friends to search for influencer recommendations. Maybe they know a hidden gem you haven't heard of. Also, see if some of them have the potential to become a nano-influencer themselves. In addition, see if you already have an influencer at your company. You may be surprised!

Downside: it might take time to find just one influencer this way, so it's not a useful way of doing things if you are thinking about setting up an influencer campaign in the short term.

USE YOUR WEBSITE AND SOCIAL MEDIA CHANNELS

Set up an application form on your website or social channels which explains what you're looking for in an ideal influencer and invite people to apply.

Downside: time consuming, you will have to review the applications.

4.2 Using Influencer Search Tools

Manual search is only recommended for brands with zero budget or that are running their very first influencer campaign, because it is very time consuming. If you are planning on doing influencer marketing, you will probably need to find a tool to help you maximize ROI.

Influencity allows you to segment and choose influencers based on the content they publish through keywords and hashtags. It also allows you to **detect fake followers** and to identify which influencers are more relevant for your brand by comparing their KPIs across different social networks. **You can also analyze their post results and study their audience overlap.**

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Summary
Tables and
Cheat Sheets

Summary Table 1. How to Choose the Right Influencer

DATA	MEANING	TIP
 Influencer's number of followers	The audience you could potentially reach	Influencers with a higher number of followers are not always the best choice. Sometimes, a campaign with micro-influencers can yield better results.
 Influencer's engagement rate	Percentage of followers who interact with this content	Compare the average interactions to the number of followers to get the engagement rate.
 Influencer's saturation rate	Balance between organic and branded content	Look at the influencer's feed. Analyze their last 50 posts. How many of them are branded content? If it's higher than 60-70%, that's a red flag.
 Influencer's content	Determine whether or not it fits in with your brand or product	Content quality and core values are two very important aspects.
 Influencer's percentage of fake followers	The percentage of the influencer's audience that are real people (not bots or bought followers)	The real followers should be at least 85% of the audience. Use a tool like Influencity to help you obtain accurate data.
 Your brand's audience demographics (age groups, interests and preferred social networks)	Analyze your website or platform's traffic and your existing customer base	You can use Google Analytics, your CRM data, and interviews with existing clients.

Summary Table 2. How to Find Influencers

STRATEGY	WHAT IT IS	PROS	CONS
# Manually by hashtags	Search for trending hashtags that are related to your brand and see which influencers are using them	Free	Time consuming
@ Manually by brand mentions	Find influencers that are already talking about your brand	Free	Time consuming. Your findings might not match the profile you are looking for.
+ Recruitment on your own channels	Place a form on your website and social networks where people can apply to be an influencer for your brand	Free	Time consuming. Your findings might not match the profile you are looking for.
🗨️ Friends, family, and employees	Ask your acquaintances if they know someone (or if they are influencers themselves)	Free	It's a long shot. Not for short-term needs.
⊕ By using an influencer marketing platform	A software that allows you to find influencers and analyze them.	Healthy database, automatic processes, accurate analytics	The professional ones are normally pay-per-use tools.



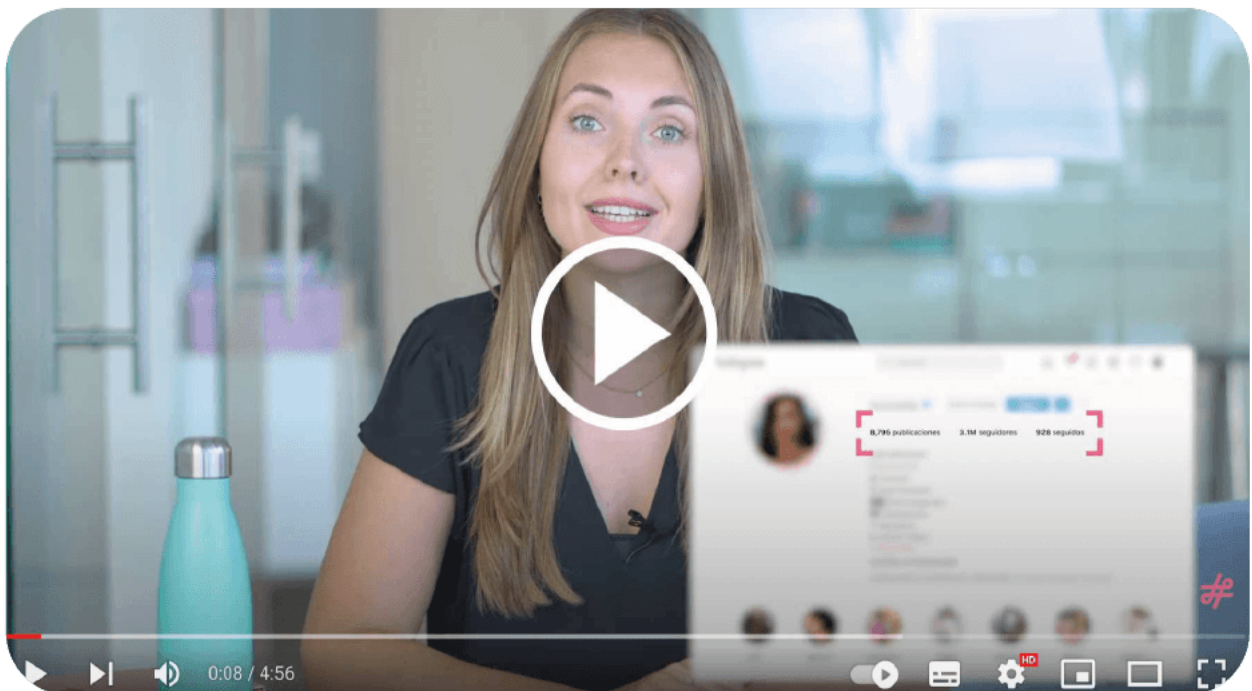
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Use an
Automated
Tool like
Influencity

6 → USE AN AUTOMATED TOOL LIKE INFLUENCY

1. Log onto the platform and click on the option “Search influencers.”
2. Adjust the filters to narrow down your search. Filter by audience size, account growth, follower quality, location, interests, and more!
3. Click “Show results” to see all the influencers who fit this criteria.
4. Your search results will include some complementary performance metrics and will allow you to view an influencer’s profile.
5. To see an influencer’s full stats and start a conversation, add them to your IRM!

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