

How to find the right influencers for your brand



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What is an influencer and how can they help your brand?

A social media influencer holds the power to impact the purchasing decisions of others through their expertise, authority, position, or rapport with their audience. They cultivate dedicated followings within specific niches and actively engage with them on social platforms, which yields significant advantages for brands.



- ✦ Influencers intimately understand their audience and what they will have an interest in seeing.
- ✦ They ignite discussions about your brand and can foster engagement on social media.
- ✦ Collaborating with influencers can expose your brand to new audiences, enhance credibility and shape brand perception.

The 3 most important things to look for in an influencer

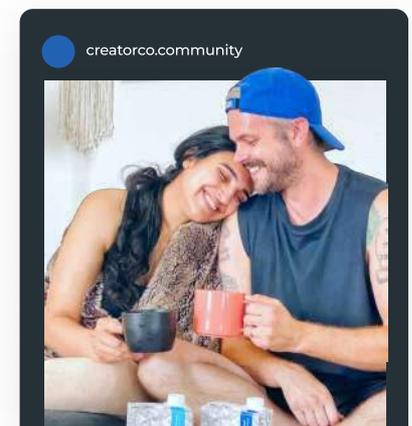
1 - Audience Affinity

It's vital to ensure a strong connection between your target audience and the influencer's community. Take a look through the followers of the influencers to make sure they match the profile of your ideal customer.



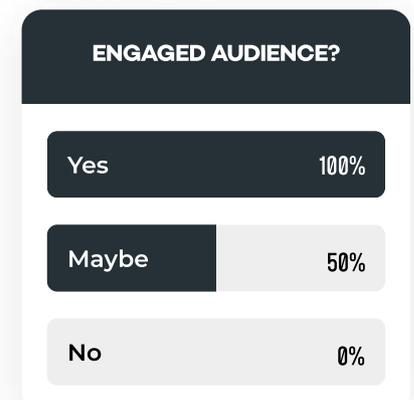
2 - Brand Values

Collaborating with influencers who echo your brand's values is crucial. Seek those who actively promote your core message in their content. Analyze their top-performing posts, especially sponsored ones, to ensure they align with your brand.



3 - Community Engagement

Brands should identify influencers who have an engaged audience because it will increase the likelihood that your message will be viewed and shared by their followers and through the algorithm of the social media network.



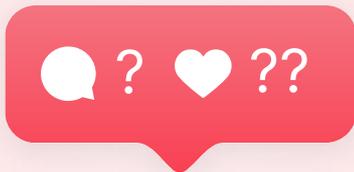
The ability to identify influencer “red flags” is crucial to your search. A profile at first glance might look like a perfect fit, but there are some behaviours to watch out for.

Fake followers

Influencers can buy followers to inflate their count with bots not people, a sure sign of this is someone with high follower count but low engagement, do a quick scroll of the account profiles, if they are blank or have letters & numbers for username, they are likely fake.



ollowed by bo:
10000 11



Engagement Pods

Groups of Influencers will form an agreement to like and comment on each other's posts to artificially boost engagement, watch out for the same people commenting repeatedly on an influencer's post.

Too Much Sponsored Content

Brands value influencers for their authentic storytelling, beware those who have mostly sponsored content, ideally, you'll want to see a ratio of 70% organic to 30% sponsored.



Shop Now



Shop Now?

Go to www.dogtreats.com

What type of influencer is right for you?

Before you look at follower count, first think of the basic criteria that you need influencers to meet. Below are some of the filters you can use to refine your search.

Basic search criteria

01

**Age**

02

**Language**

03

**Posting frequency**

03

**Gender**

04

**Area of influence**

05

**Average views**

06

**Region**

07

**Engagement rate**

08

**Follower growth**

Types of influencers & cost

Influencers are categorised into 5 types, from nano influencers just starting their careers to celebrities. Each tier has its own rate structure influenced by factors such as agency fees, revision requirements, timelines, and more.

Nano Influencers

1k - 10k

Nano influencers are a budget-friendly choice. They have a small but highly engaged following.

Micro-influencers

10k - 100k

Micro-influencers maintain a highly engaged audience but are more niche-focused.

Mid-Tier

100k - 500k

Mid-tier influencers are experienced creators, their content is polished but still authentic.

Macro Influencers

500k - 1M

Macro influencers have the largest reach of the non-celeb influencers.

Mega Influencers

1M+

Mega influencers are often seen as celebrities as they can have a presence outside of social media.

Average cost structure

	Instagram				TikTok	YouTube	
	Story Set	Post	Carousel	Reel	Video	Shorts	Video
Nano	\$25 - \$100	\$50 - \$150	\$50 - \$150	\$50 - \$300	\$50 - \$300	\$50 - \$300	\$100 - \$500
Micro	\$50 - \$800	\$100 - \$1k	\$100 - \$1.5k	\$200 - \$2k	\$200 - \$2k	\$200 - \$2k	\$3k - \$12k
Mid-Tier	\$500 - \$3k	\$1k - 7k	\$1k - \$8k	\$2.5k - \$10k	\$2.5k - \$10k	\$2.5k - \$10k	\$5k - \$100k
Macro	\$2.5k - \$5k	\$4k - \$15k	\$4k - \$20k	\$8k - \$50k	\$8k - \$50k	\$8k - \$50k	\$50k
Mega	Fees are calculated on a case-by-case basis, based on their representation						

Campaign strategies

Depending on your goal, there are 5 main campaign strategies brands can choose from.



1 - Experiential

Influencers head in-store to document their buying journey and post on social media.



2 - Product for Post

Influencers receive products/services, in exchange for promotional content or a fee.



3 - Affiliate

Influencers promote a product or service and earn commission based on the sales generated through their unique affiliate links.



4 - Giveaway

Influencers collaborate with a brand to host a giveaway, encouraging audience participation for a chance to win products or services.



5 - UGC

Influencers create content for the brand solely for repurposing, there is no obligation for the influencer to post on their social media.



Where can I find influencers?

There are many ways to find influencers from manually searching through social media to using a platform built for this specific reason.

01

Manually searching social media

TikTok's 'For You' page and Instagram's 'Explore' page are great for discovering relevant accounts. Utilize hashtags or keywords to search for creators in your niche. Additionally, Instagram suggests similar profiles when you follow one.

02

Influencer agencies

There are hundreds of agencies out there that represent influencers. They can present you with appropriate influencers based on your preferences and budget.

03

Google search

Try searching by niche or e.g. fashion influencer. Set up Google Alerts related to your industry and brand and you can see people already creating content related to your brand.

04

Influencer platforms

The most efficient way to find and manage influencers is to use an influencer marketing platform. There are many different options out there. This is the best way to scale your influencer marketing efforts. **Creator (www.creator.co) is ranked as an industry leader on G2 with access to 250 million creators and team of experts to help organizations succeed.**

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