

Criteria for Picking Influencers

In today's digital world, finding influencers is easy - there certainly is no shortage of them. The challenge is identifying the ones that are a good fit for your brand and will actually generate results. When selecting influencers to partner with, we evaluate many important factors to ensure they are an ideal match.

Followers

- **Macro influencer**

- 10,000+
- Well-known personalities

- **Micro influencer**

- 500+
- Cater to a certain niche

There are pros and cons to both options. Macro influencers obviously have a much larger audience whereas micro influencer audiences tend to be more loyal and interactive.

ENGAGEMENT

Engagement rates tell us how well an audience resonates with and responds to an influencer's content. A good influencer will start conversations with their community and respond quickly to questions and comments.

RELEVANCE/NICHE

When researching a potential influencer, you should be able to imagine your products or services being advertised on their platforms. Finding influencers in the same niche as your brand ensures they have already attracted an audience who are genuinely interested.

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CONTENT & QUALITY

Simply put, quality beats quantity. Material should also demonstrate similar values to your brand. Campaigns should come across as authentic - no one likes a hypocrite.



PREVIOUS PARTNERSHIPS & CONNECTIONS

Do your research on who influencers have collaborated with in the past and avoid choosing influencers who have already promoted several of your competitors. Keep in mind, well connected influences are capable of spreading brand awareness beyond just their audience.



RELIABILITY

You will work closely with your influencers so choose wisely! Reliability, honesty, and professionalism are important prerequisites for a successful collaboration. A good bench mark is to avoid working with any influencers that take longer than a week to respond.



Finding the right influencer to represent your brand takes much more time and effort than simply doing a quick search for profiles with a lot of followers. In order to see results, invest time in evaluating the many factors that come into play when determining if an influencer is the right fit for your brand. Although time consuming, it pays off!