linktr.ee/patmcgraw

# Finding the Right Influencers

## Identify the Type of Influencernclusive Best Practices

- [ ] Determine whether your campaign needs a mega, macro, micro, or nano influencer.
- [ ] Consider factors like budget, target audience, and campaign goals. For example, a nano influencer may be perfect for hyper-local campaigns, while a macro influencer could help with national brand awareness.

## Research Influencers on Social Media Platforms

- [ ] Use relevant hashtags and keywords to search for influencers within your industry.
- [ ] Look at their engagement metrics—check likes, comments, and shares in relation to their follower count.

## Use Influencer Tools

- [ ] Platforms like AspireIQ and Upfluence offer databases of influencers with detailed metrics.
- [ ] Tools like Social Blade and HypeAuditor can help assess authenticity, follower growth patterns, and potential fake followers.

## Evaluate Influencers' Metrics

- [ ] Check for consistent engagement rates over time (generally aim for 2-3% for mega influencers, 3-5% for macro, and 5-10% for micro/nano influencers).
- [ ] Review their follower growth patterns to identify suspicious spikes in activity that might indicate purchased followers

## Review Past Campaigns

- [ ] Evaluate the influencer’s previous collaborations to gauge authenticity and creativity.
- [ ] Look at how their audience responded to past campaigns, particularly if they align with your industry or products.

## Assess Compatibility with Your Brand

- [ ] Ensure the influencer's values and content style align with your brand. Look for influencers whose messaging complements your core values (e.g., sustainability, inclusivity, etc.).
- [ ] Cross-check any potential controversies or mismatches that could harm your brand’s reputation.