

How to find and

CAPITALISE

— FROM —

influencers



What Is **Influencer Marketing?**

Influencer Marketing works on the premise that people trust other people who reflect their beliefs and aspirations. Influencers are a force to reckon with, as they hold the power to sway consumers' buying decisions.

Influencer marketing is not new. It has been around for centuries. For instance, the world witnessed the emergence of influential orators in the 19th century who would get their audience behind a cause by delivering a powerful speech. Later on, influencer marketing took a glamorous turn in the 20th century with the rise of celebrity influence over common people.

Fast forward to the 21st century, influencer marketing has taken many shapes. Any business, big or small, can leverage the power of influencer marketing to reach a broader audience base and increase sales.

Examples of modern-day influencers are journalists, bloggers, public figures, movie celebrities, sportspersons, models and industry analysts. By utilising an influencer's authority, likability and credibility, businesses can serve their own interests, such as more visibility and sales.

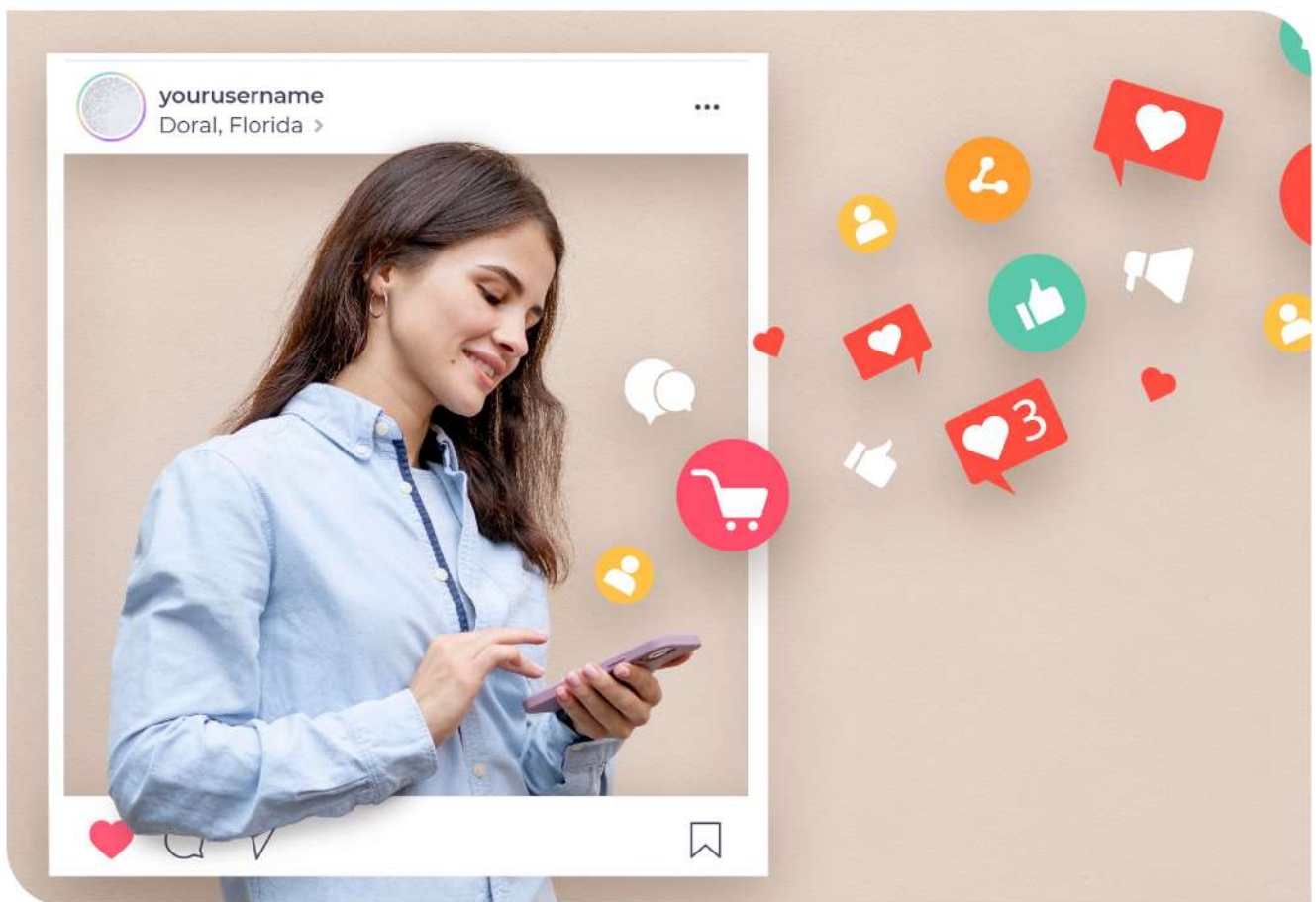
Influencer marketing starts with identifying and collaborating with influential individuals who align with your brand values. But why do you need an influencer to market your brand in the first place? [Let's find out.](#)



Why Should You Opt for Influencer Marketing?

Traditional advertising is often seen as blowing one's own trumpet.

Modern-day consumers have grown indifferent to traditional advertising. The moment they see an advertisement, they start looking for the 'skip' button. In other words, brands spend a lot of money creating ads – only to be ignored by their viewers.



On the other hand, influencer marketing is an organic way wherein a third-party endorses your products and services to their audience through their own content.

Let's look at a few statistics to understand why businesses are shifting from traditional advertising to influencer marketing.

- According to a survey by Bright Local, 9 out of 10 people make buying decisions based on online reviews and personal recommendations.
- A survey by Fullscreen Media reveals that more than 25% of people exposed to influencer marketing took action and made a purchase.
- According to a survey conducted by Twitter, 40% of Twitter users said that they made a purchase as a direct result of an influencer's tweet.
- Now compare these statistics to another independent survey: 56% of people made a purchase decision based on a friend's recommendation. This means that people trust influencers nearly as much as they trust their friends.
- Moreover, the rising number of Adblock users on the Internet implies that people no longer want to see brand-generated advertisements.
- Also, influencer marketing is different from lavish celebrity endorsements. According to a survey by IZEA, more than 60% of consumers are likely to trust a sponsored post from an influencer over an A-list celebrity.



“Now that you know where your customers’ priority lies, it’s about time you should consider reallocating your marketing budget.”

How Influencer Marketing Can Help Your Business

Influencer marketing can be carried out alone or in combination with other marketing strategies. In either case, it will benefit your business in more ways than one. Let's look at the top benefits of incorporating influencer marketing in your business promotion.



Tap into a pre-established audience base.

By collaborating with an influencer, you can tap into their pre-established audience base that is receptive to their recommendations. That means you have a better chance of selling through an influencer than building your own audience.



Leverage their skills and hard work.

Influencers are talented people who have worked really hard to make a name for themselves. The process of becoming an influencer teaches them how to create content that will resonate with their audience. By leveraging their skills and a flair for content creation, you can package and deliver your brand's message to your audience in good taste.



Market from a place of trust and authority.

Influencers have already established trust and authority in their niche. By joining hands with an influencer, you can market your products or services from a credible position. Influencer marketing gets you the attention of an audience base that would have been inaccessible otherwise.

Sell to a relevant audience.

An influencer with a similar audience as your business allows you to advertise to people who are more likely to take action and make a purchase. Even if the influencer has a few thousand followers, most of them will likely become your paying customers.



Achieve other marketing objectives.

The positive effects of influencer marketing may trickle down to other aspects of your business. From increasing brand awareness to educating customers about a new product to improving your public image and boosting your social following, influencer marketing can help you achieve various marketing objectives at once. Influencer marketing, when done correctly, can encourage users to share your content with friends and family, increasing your reach without costing you an extra dime.



I Influencer **Marketing Trends**

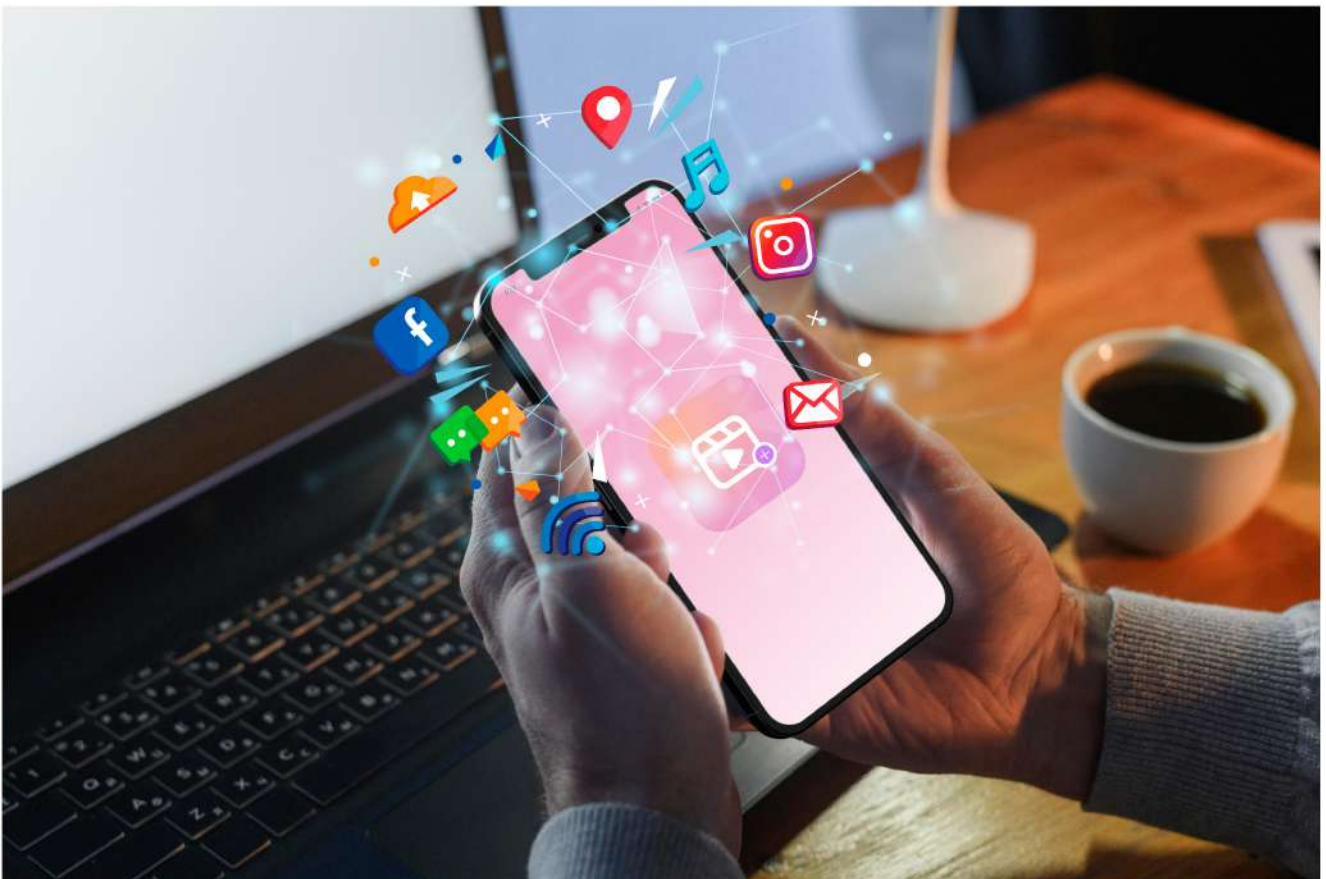
Influencer marketing has been around for ages. It has come a long way from serving political agendas to advertising products and services in the business world.

Today, influencer marketing is trending across all major social media platforms. A recent survey by Linqia revealed that Instagram has the highest share in influencer marketing, followed by Facebook, Blogs and Youtube.

Over 40% of marketers prefer influencer marketing for a new product launch campaign. And when it comes to event promotions, 28% of organisers rely on influencer marketing as their top option.

In most scenarios, influencer marketing is the rational choice as it not only increases brand awareness but also drives sales and revenue.

Despite a positive sentiment around influencer marketing, many businesses refrain from betting their marketing budget on influencers. And that's because influencer marketing is not for everyone.



A study by Linqia found that over 75% of marketers do not have an accurate understanding of their influencer marketing ROI. Moreover, social media algorithms are changing by the minute, making it challenging for over 40% of marketers to keep up and stay on top of their influencer marketing campaigns.

Let's face it. Influencer marketing is a tough nut to crack. From discovering potential influencers to building a strategy and measuring ROI, the entire process can take weeks to unfold. And by the time your influencer marketing campaign goes live, the trends may have changed, rendering your strategy obsolete.



With 35% of marketers facing similar challenges, you can rest easy knowing that you are not alone. Whether you want to try out influencer marketing for your business for the first time or have been doing it for a while and wish to improve ROI, keep reading to learn how to do it correctly.

Ask the following questions to determine the level of engagement:



- Is the influencer's content being shared by their followers?
- How many impressions, likes and comments do their posts get?
- Do their followers tag or mention their friends in the posts or comments?

Answering these questions with a Yes or No is difficult, but here's a formula that you can use to determine the engagement level of your prospective influencer and make an informed decision.

Engagement Rate = Sum of engagement metrics divided by number of followers

Let's take Facebook for example:

Engagement Rate = (Number of comments + Number of likes + Number of Shares)
divided by the number of followers.

Influencers with a high engagement rate are positioned to promote your products or services to your target audience more effectively.



$$\text{Engagement Rate} = \frac{26+237+ 28}{180}$$

$$\text{Engagement Rate} = \frac{291}{180}$$

$$\text{Engagement Rate} = 1.62$$

Now let's come to the most important part of influencer marketing- finding an ideal influencer for your chosen social media platform.

Find Influencers on **Twitter**

The best place to find Twitter influencers is Twitter itself. Use the advanced search option to discover top influencers in your niche. With the help of relevant hashtags and keyphrases used in your industry, you can get a list of top Twitter accounts. To make your screening process more manageable, list those accounts in an Excel sheet in the decreasing order of engagement metrics, such as likes, retweets, comments, and the number of followers.

Once you have these details, apply the engagement rate formula to get a clear picture of who you are dealing with. Based on each influencer's engagement rate, you can decide if they are a good fit for your campaign.



I Find Influencers on **Facebook**

Facebook works differently than other social media platforms in that it gives influencers an option to create Pages, allowing them to separate themselves from regular Facebook accounts. A Facebook Page also comes with an option to run ads for better reach and engagement.

Given so many incentives, a majority of Facebook influencers convert their accounts into Pages. So, when you try to find influencers on Facebook, look for Pages instead of People.

Use Facebook's search bar to type in an industry-specific term, and it will return top Pages in results. You can also use trending hashtags relevant to your industry to discover posts published by Pages that might be a good fit for your marketing goals.

The next step is to prepare a list of Pages along with their likes, comments, shares and followers to determine the engagement rate – you know the drill.



Find Influencers on **LinkedIn**

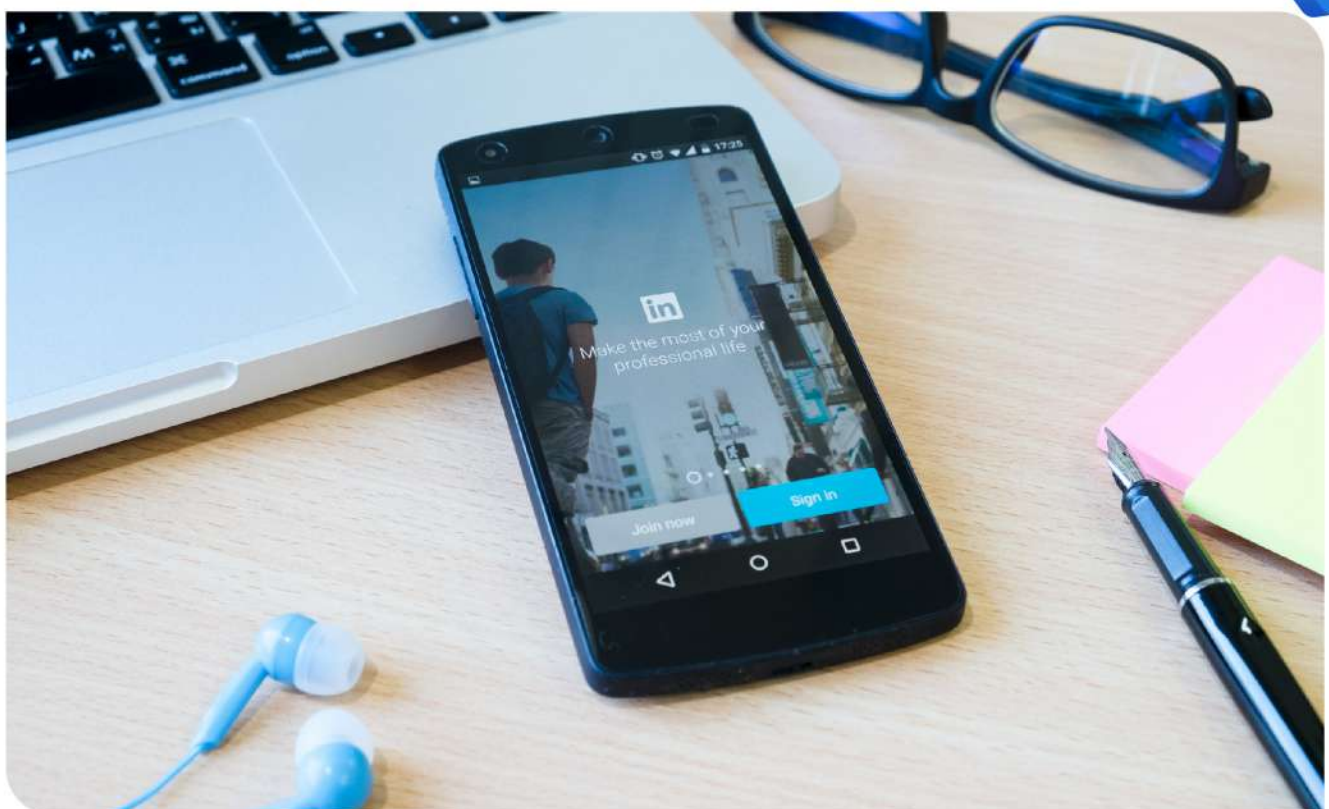
LinkedIn is a rich source of influencers in the B2B marketing space, searchable by industry and location. Also, your prospective influencer must have published LinkedIn posts pertinent to your industry. That means you can go further in your quest for the ideal candidate by looking for posts with niche-specific keyphrases.

Since the first step is to establish relevance, consider going through their recent posts and see if you can find common ground between the influencer and your business.

The next step is to gather important information like the number of followers and engagement metrics, such as likes, comments and shares.

The final step is to create an Excel sheet with the influencers' names and corresponding attributes. By comparing these attributes and running a cost-benefit analysis, you can find a suitable match for your LinkedIn marketing campaign.

If you trade within the B2B ecosystem, signing a LinkedIn influencer can give you better returns than any other platform.



Find Influencers on **Instagram**

Instagram is bustling with influencers. In fact, it won't be wrong to call Instagram the provenance of influencer marketing.

If yours is a lifestyle brand, your chances of finding a relevant Instagram influencer are extremely high. A quick Google search using the keyphrase 'Top <category> Instagram influencers' will give you a list of influencers with anywhere from a few thousand to millions of followers. You can then review their profiles individually to gather engagement metrics.

However, that'd be a very conservative approach, leading you to the most popular influencers with exorbitant fees.



Another way to find relevant and budget-friendly influencers is to use the search feature of Instagram. Type in the hashtag that describes your niche or business, and you will be presented with options you can check out individually. Hashtags can also lead you to popular posts on the platform from where you can get the publisher's details.



I Find Influencers on **TikTok**

TikTok's algorithm is designed to show new content creators in your feed based on your interests. If you already have a TikTok business account and use it regularly to engage with your audience, then you can be more intentional with your search. Use keyphrases and hashtags to discover trending creators and posts. You can also use the 'For You' section of TikTok, which shows posts that align with your interests.

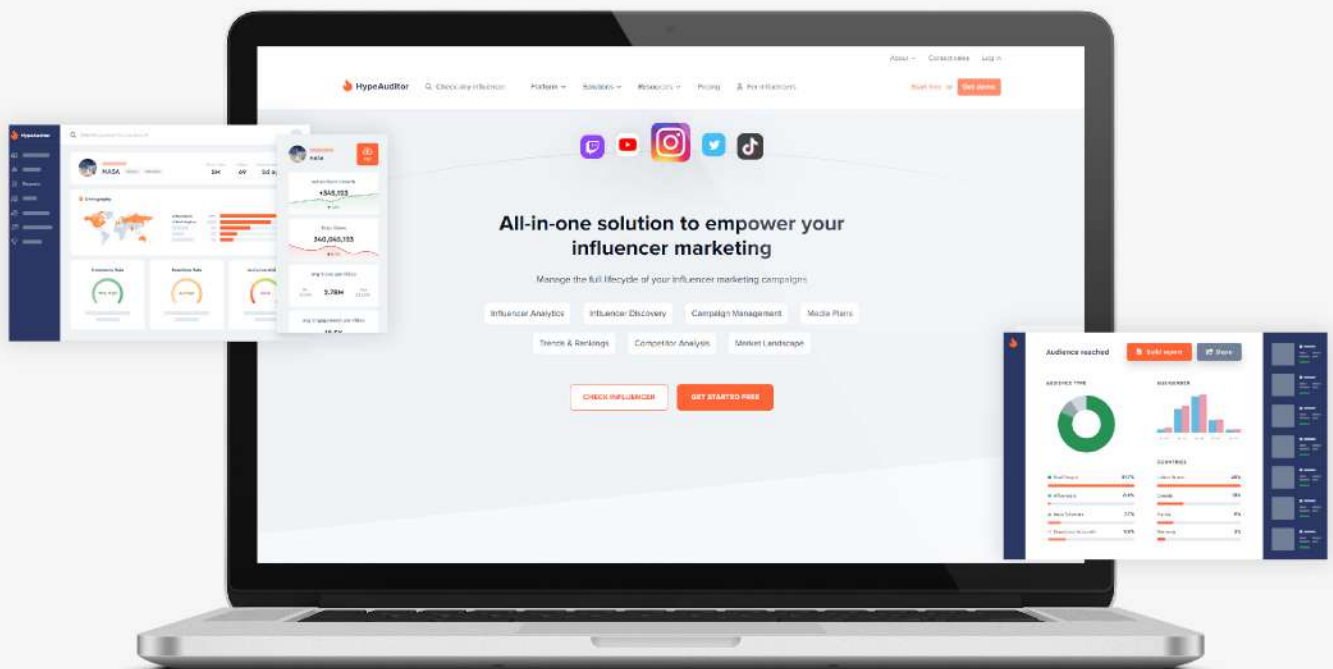
Searching for influencers using keywords and hashtags is a wide-net approach that will bring up hundreds of creators and posts. Because narrowing options is time-consuming, most businesses sign the first influencer they come across - which is a mistake.

Make sure you explore as many options as possible. And the more specific you are with your keyword and hashtags, the more relevant influencers you will find.



Tools To Find Great Influencers

If you don't have the time or mental bandwidth to search for influencers manually, let these tools do the heavy lifting for you, so you can focus on negotiating with shortlisted influencers.



HypeAuditor

HypeAuditor is a one-stop solution for your influencer marketing management needs. This AI-powered tool will not only discover relevant influencers for you but will also analyse accounts, monitor your campaigns and size up competition to give you recommendations for improvement. This influencer marketing tool works with various social media platforms, including Youtube, Facebook, Instagram, Twitter and more. Based on the insights delivered by HypeAuditor, you can make informed decisions for your influencer marketing campaigns.

Here are the key features of HypeAuditor that make this tool highly sought after by businesses of all sizes.



Find Influencers

HypeAuditor has a database of over 73 million influencers. It allows you to search by demographics and use Audience Quality filters so you can find highly relevant influencers for your campaigns.



Analyse Accounts

HypeAuditor evaluates influencers on 35 in-depth metrics and has built-in fraud detection, so you don't get scammed.



Manage Campaigns

HypeAuditor provides end-to-end monitoring features that help you quickly identify areas of improvement and align your campaigns with key performance indicators.

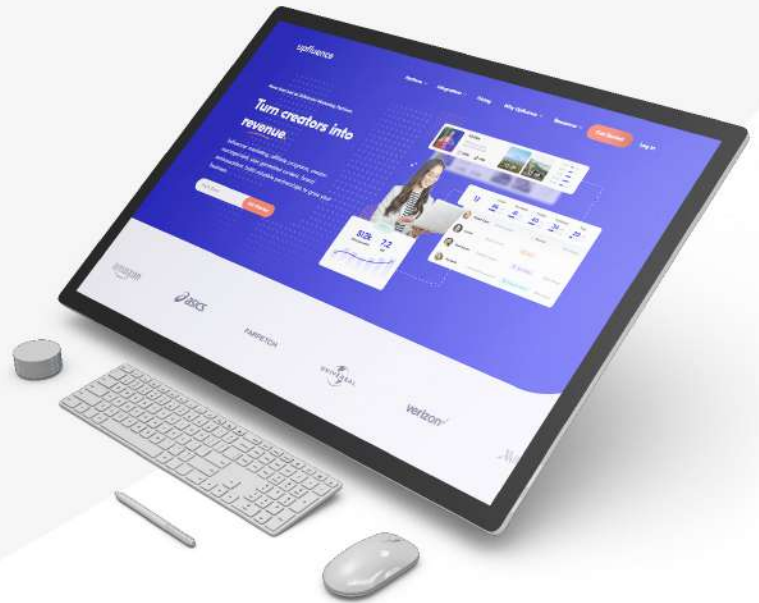


Explore Markets

Keep an eye on your competition and the latest industry trends to ensure your campaigns stay relevant and consistent with your goals.

Upfluence

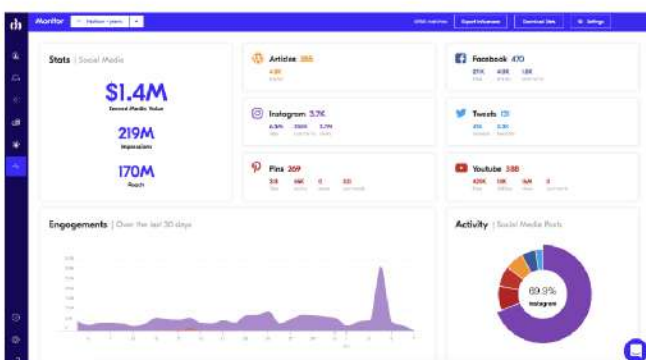
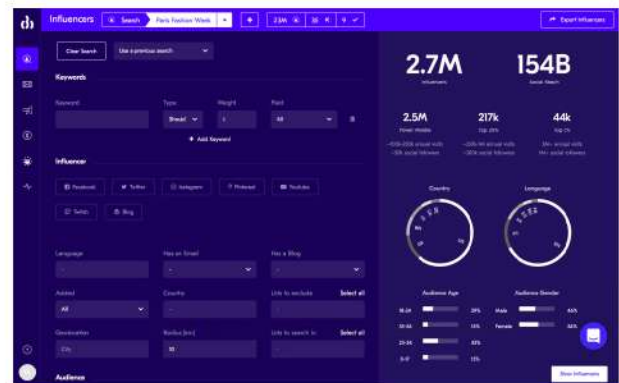
Upfluence is a comprehensive, automated workflow tool to help you manage your influencer marketing campaigns from start to finish. You can discover relevant influencers based on data and vital metrics. Once you have hired the right influencer, you can continue using this tool to manage collaborations, payments and track sales.



Here are some of the key features that make Upfluence worth your consideration:

Centralised Dashboard

Upfluence's centralised dashboard allows you to hire and manage influencers in one place – no need to toggle between multiple tabs. Keep track of all influencers you hired, their performance, the leads they generated for you and much more.

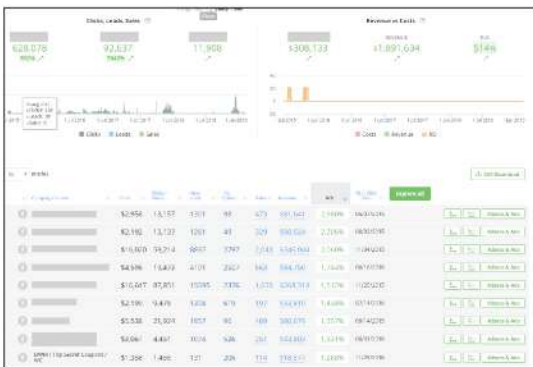


Hire with ease

Upfluence connects you with influencers who have engaged with your brand and are more likely to accept your invitation. With Upfluence's built-in outreach templates, you can send well-drafted emails to potential influencers in seconds.

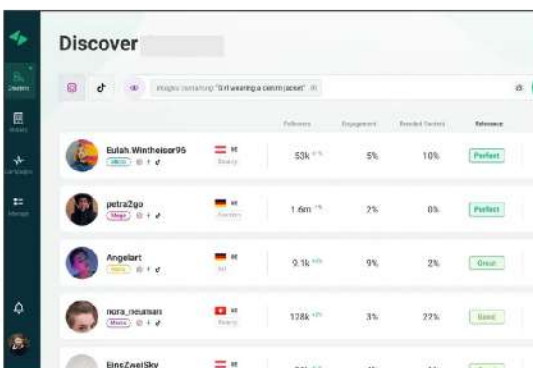
Secure, hassle-free **payments**

With PayPal integration, you can pay your influencers and affiliate partners with a single click. You can also use Upluence's built-in commission calculator and save yourself from the time-consuming number-crunching.



Track ROI

You can track the ROI of each influencer individually or all of them combined and make decisions based on measurable insights. The tracking is fully automated, and you can also personalise your dashboard to get crucial metrics at your fingertips.



Storyclash

Find the right influencer 10x faster than manual search with Storyclash's AI-powered search feature. The advanced AI will scan millions of captions and images to bring up relevant influencers based on your keywords.

Here's why Storyclash can be your one-stop solution for influencer marketing.



AI-powered search feature

Leverage the power of AI to discover influencers that are a good fit for your brand. The advanced AI engine shortlists candidates based on their content, collaboration and appearances.



Competitor analysis

Size up your competition and reverse-engineer their influencer-focused strategies to guide your endeavours. Know who they are collaborating with and how their campaigns stack up against yours.



Track ROI

Measure your results across platforms and generate reports of all your collaborations in real time.

Centralised dashboard to manage influencers and campaigns

Get all your influencers in one place and view their engagement rate, niche and contact details without toggling between multiple tabs.

Aspire (formerly AspireIQ)

Aspire is an AI-powered influencer marketing platform - backed by human assistance if required. You can use this platform to discover and manage influencers, but if you are too busy to do that, you can get Aspire on board as an agency to deliver fully managed services.

Aspire	
Pros and Cons	Ratings
Aspire (formerly AspireIQ) <small>One of the best of the early influencer marketing platforms, Aspire still ranks at the top. Fully featured (yes, it has that one you're looking for) and thoughtfully designed, the platform provides everything you need before, during, and after your campaigns.</small>	Features: 5.0
<ul style="list-style-type: none">+ Truly end-to-end software that leaves its users wanting for nothing+ Multiple ways to discover new influencers, including image recognition AI that matches your desired aesthetic with content+ Tons of forms and templates that make everyone's life easier- Influencers recommended by the algorithm often seem irrelevant and randomly generated- Long load times of pages/tools in the browser	Ease of Use: 4.3
Best for: Large Brands, Agencies	Reporting: 5.0
	Overall Score: 4.8

Here are some key features that make Aspire one of the best influencer marketing platforms.



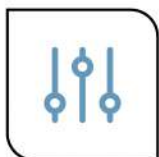
Extensive Reach

This AI-powered tool scouts top influencers and affiliate partners across major social media platforms, including Instagram, TikTok, Facebook and more.



Deeper insights

Get accurate influencer analytics based on various metrics and data points. Such powerful insights enable you to sign a relevant influencer with a genuine reach and engagement rate.



Advanced filters

Use their advanced search filters to narrow your options by location, niche, engagement rate, keywords, and hashtags.



Image search and personalised outreach

Use the image search feature to find influencers that are a good fit for your brand. You can send personalised emails to thousands of influencers at once - saving time and effort.

Post for Rent

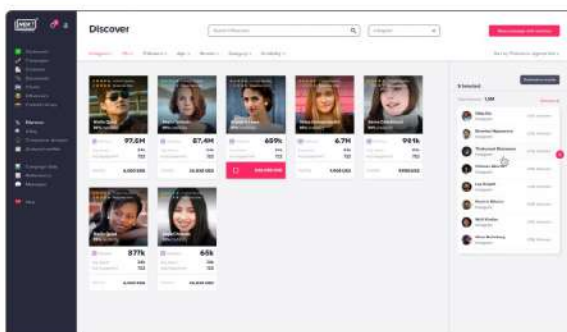
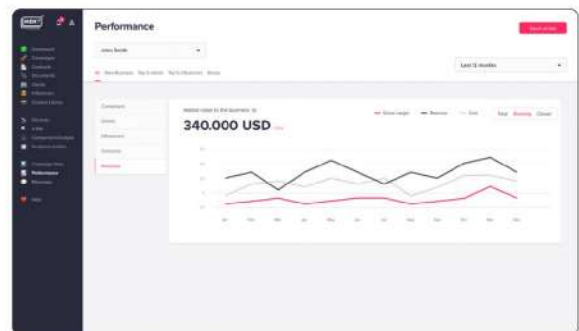
Post for Rent has been around for as long as influencer marketing has existed. This influencer marketing tool uses AI-powered algorithms to help businesses discover the right match for their marketing objectives.



Let's look at some of the key features of Post for Rent.

Extensive Database

Choose from over 90 million influencers based on their engagement metrics, relevance to your niche, brand affinity and other revenue-critical parameters.



Let influencers find you

This one is a game-changer among other features of Post for Rent. Set up a gig with your requirements and budget, and let the right influencers contact you

'NEXT' Influencer Intelligence Software

Made for large enterprises, the influencer intelligence software allows you to view all your campaigns and influencers' data, such as contracts, payments, ROI, etc., in one place.

Name	Status	Start	End
Ladainna Thompson
Fred Durbin
Nikola Katic
Melissa Powell
Ladainna Thompson
Fred Durbin
Nikola Katic
Melissa Powell

| Influence.co



Influence.co fosters a community of creators and influencers and helps them find work that aligns with their talents. As a business or marketer, you can tap into the diverse database of verified influencers with real engagement metrics. Here's how you can leverage influence.co to find the right talent for your influencer marketing campaign.



Choose from a pool of verified influencers

Influence.co lets you use various filters to narrow your search and connect with influencers that meet your selection criteria.



Let influencers discover you

All you have to do is create a campaign brief. Influence.co will market your campaign to potential influencers, and you will start getting relevant applications almost immediately.

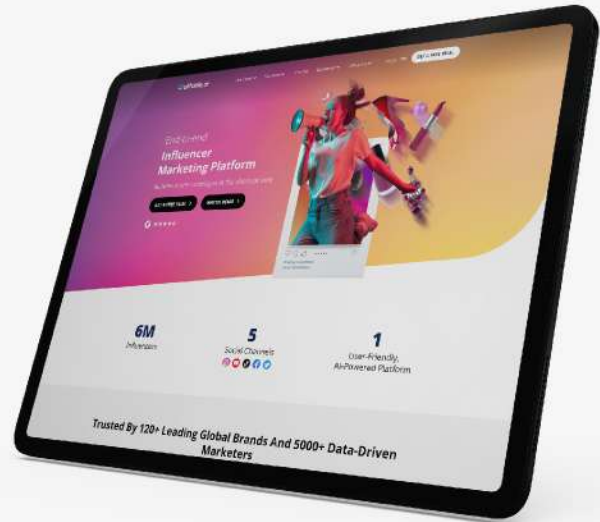


Track progress

Track your influencer's journey, right from their association to generating revenue – all in one place. The centralised dashboard reduces the clutter and saves you time.

Affable.ai

Affable.ai keeps it small and simple with its database of 6 million influencers spanning five major social media platforms – Twitter, Instagram, Youtube, TikTok and Facebook.



The platform has five modules that help businesses manage their influencer marketing campaigns smoothly.

01 Discovery Module

Find relevant influencers in any country or niche using 20+ advanced filters. You can even dig deeper into brand affinity, engagement rate and follower analytics.

03 Collaboration

Use the built-in CRM to manage all your collaborations and conversations in one place. With email and Shopify integrated with your CRM, you don't need anything else to manage your campaigns.

05 Competitor Analysis

Get detailed insights into what your competitors are doing and what types of collaborations are generating results for them. By analysing and comparing, you can improve your campaigns and avoid mistakes your competitors are making.

02 Monitoring

Keep track of your campaign's progress and see how your influencer-generated content performs.

04 Measure ROI

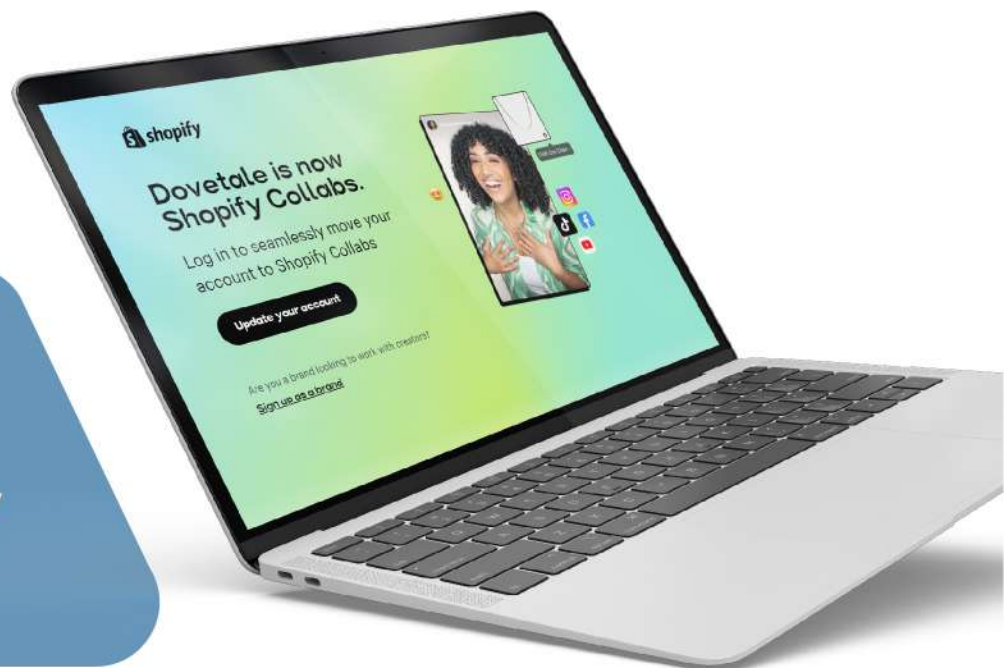
Measure the impact your influencers' content has on your sales and revenue. You can create custom reports and understand the sentiments of your target audience by analysing comments on your influencer's post.

I **Shopify Collabs** (formerly Dovetale)

Shopify allows users to create their own collaboration page according to their brand's unique theme. With a custom application page, you can leave a great first impression on your potential influencers.

With Shopify Collabs, you can set up your collaboration workflows, and it will set things in motion for you.

Let's look at some key benefits you get with Shopify Collabs.



Custom Page

Create a custom page and let your unique brand identity appeal to your potential collaborators.



Get rid of spreadsheets

You do not have to consolidate influencers' data in spreadsheets, as Shopify offers a cloud-based system for storing and tracking your collaborations.



Shopify Bill

Shopify bill allows you to track and pay commissions automatically, saving you time and hassles.

I How To Pitch **Influencers?**

Popular influencers receive hundreds of collaboration requests every month, and most get rejected for one reason or the other. When you pitch to an influencer with your campaign, the last thing you want is to get rejected or ignored. So let's go over some of the proven, data-driven ways that can get your collaboration proposal accepted and honoured.

Choose the most appropriate communication channel.

Let's say you are looking for an Instagram influencer with a collaboration opportunity, and you stumble upon a potential candidate that checks all the boxes for you. If you drop them a message in the comments or DM, the chances of your message getting noticed, let alone responded to, are little to none. That's because almost all established influencers never scroll through their comments or DMs.

According to a study by influence.co, 9 out of 10 influencers prefer email as the primary communication channel for collaboration opportunities. Data says email is by far the most effective option for pitching influencers, but the only caveat is that influencers' email addresses are not easily accessible.

If you can't find the email address in the bio, consider using tools like Ninja Outreach to send collaboration proposals to verified email addresses of influencers.

You can also visit the influencer's website and fill out the contact form. The contact form is generally a proxy for email.



I Getting Started with **email outreach**

The thought of writing an email can be overwhelming. Understandably, you don't have the time to draft an email from scratch. So, we did the hard work for you.

Here's an email template you can use to pitch influencers without spending much time and effort.

New Message

To

Subject

Hey **[influencer's name]**,

My name is **[.....]** from **[your company's name]**. I've been following your blog/social media profile since **[year]**. I was intrigued by your latest post on **[topic]**.

I understand that you're pretty selective about doing promotions. So I'm reaching out to you regarding a product I believe your audience will love.

It's a **[name and brief description of the product]**, which many of your readers/followers will find useful.

We're looking to collaborate with a select few influencers to provide their followers with a limited discount. On top of that, you will get an X% share of the profit.

If you're interested, let's schedule a call at a time that suits you.

Regards, **[Your Name]**

It's always a good idea to look into the influencer's profile and add personalised touches to your email. Nobody wants to be treated like a common face in the crowd. Make your potential influencers feel valued, and they will be happy to work with you.