

How to Find The Perfect Influencers for Your Brand



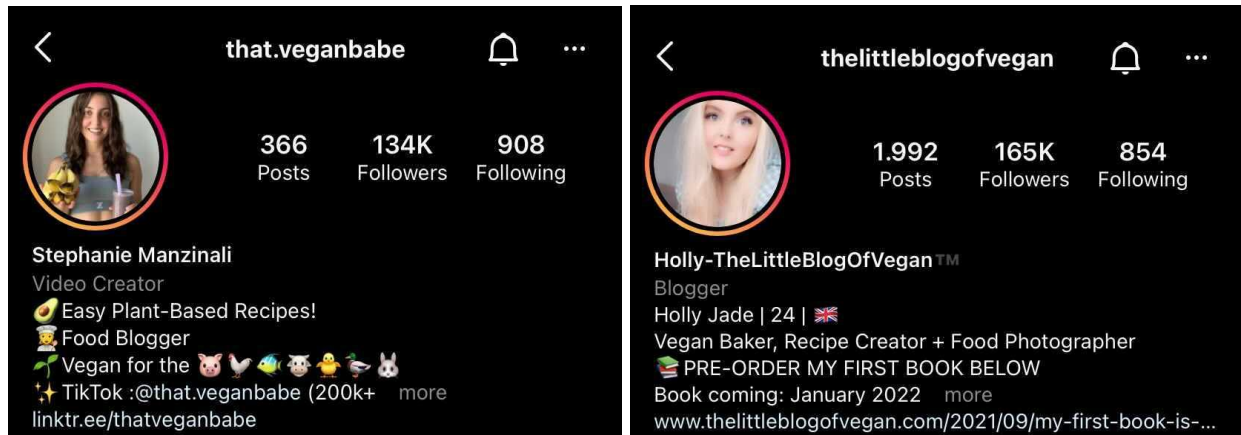
The world of social media is very dynamic. You can't simply establish a social profile and expect it to grow organically. As a result, many businesses are turning to influencers to help them grow their following on Instagram, Tiktok, Facebook and other social media platforms.

Brands are increasingly collaborating with influencers, particularly on Instagram. Influencers can help you reach a larger audience than if you were marketing your company independently. For example, your brand might discover an Instagram influencer that already has a following with a similar demographic to yours, such as a clothing company finding a fashion related influencer. This type of collaboration will help them expand their brand.

How to find Instagram influencers

Determine your brand's values.

What are your company's core values? They are the most important aspects of your brand. Knowing what matters to your company is crucial because, for example, if Vegan- Plant based diets are important to you, you'll want to collaborate with an influencer that shares your values. This Instagram influencer will be representing your company online, it's critical that you share values to avoid any misunderstanding.

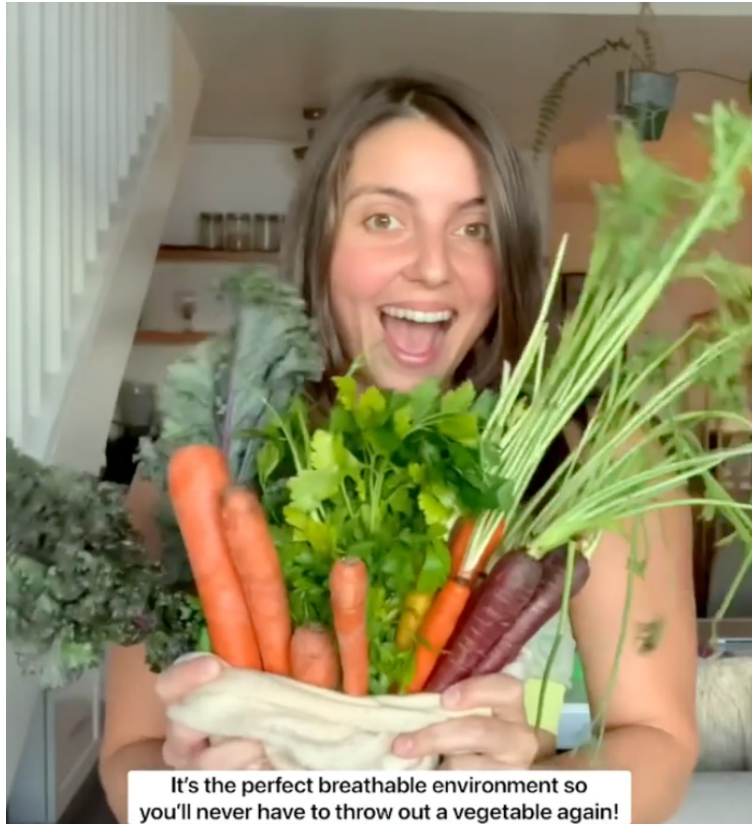


Determine the campaign's type.

Do you need someone for a one-time event or just to post about their experience with your brand every now and then? Or do you want someone to market, engage, and produce leads for your business on a daily basis on Instagram? Determine what you require and seek for an influencer who appears to have achieved the objectives you seek with your own campaign.

Do your research.

Before deciding who to collaborate with, it's critical to conduct a research on possible influencers. Check out their followers, follow them, and think about how they could be able to market your company in innovative ways that will benefit both of your audiences. Check to see if they've worked with other firms similar to yours in the past, or ask them why they want to work with you. They will want to cooperate with you for several reasons other than just the money.



Source: https://www.instagram.com/p/CUajn3pLJp6/?utm_source=ig_web_button_share_sheet

Learn about their Goals.

When looking for someone to represent you properly, you want to make sure that the influencer's goals fit with your own, so this is a smart place to start. There's no use in continuing the conversation and employing them as an influencer if they're not working on something similar or have no interest in your business.

Analyze the magnitude of their audience.

An Instagram influencer with a high following (think 100,000+ followers) may be useful for brand recognition efforts, but engagement and conversion-focused campaigns may be difficult. For those types of campaigns, a smaller influencer (think 10,000-50,000 followers) who focuses on a specific audience linked to your sector would be a better fit.



Check to see if their followers are genuine.

Examine an Instagram influencer's comments and interactions to see if their following are genuine. If they have a lot of spammy-looking or automated engagement, it could mean they bought likes to increase their follower count, which is bad for your brand because those followers won't care about your brand.



Create a job posting.

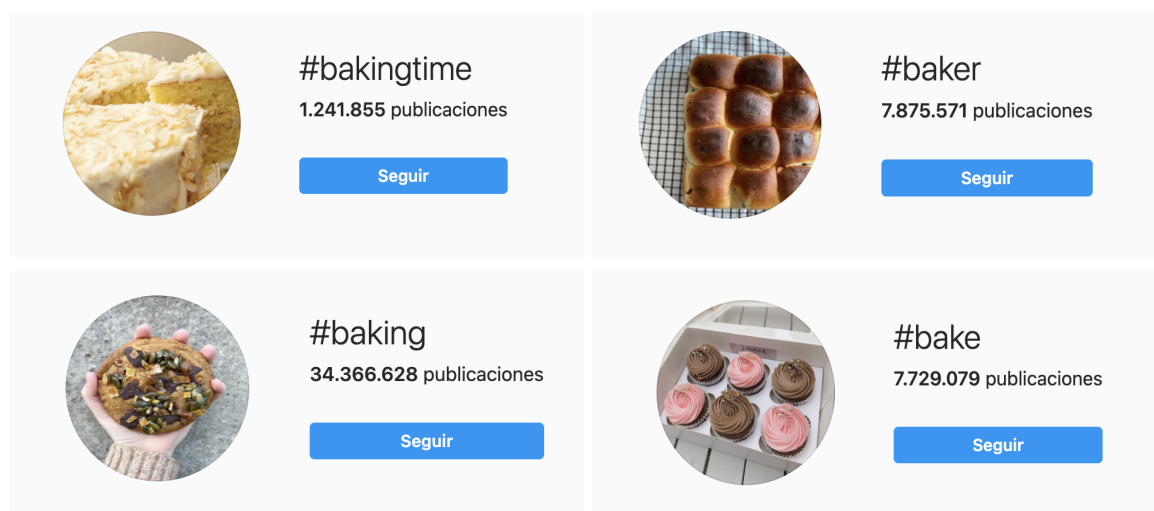
Post a job listing on your website or social media if you're searching for influencers to work with on a regular basis. Make sure to include specific details about what you require and what they will receive in exchange.

This will assist them in determining whether or not it is something they wish to pursue. When choosing someone to best represent your brand, use your specialized business knowledge and make an intelligent decision, as this will pay off in the long term by generating trust among customers and new prospects.

Follow hashtags that are relevant to your brand/industry.

You can follow more than just other accounts on Instagram; you can also follow hashtags. When you follow a hashtag, you'll see all of the trending posts that include it. You'll very certainly come across postings using that hashtag from influencers as well.

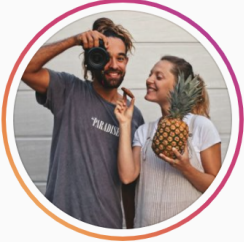
If for example you have a bakery, you might want to check out the hashtags #bake, #baking and #baker on Instagram to see what other baker influencers are up to. If someone appears frequently in your feed and you like what you see, you should think about collaborating with them.



Check their bio.


Reading over an Instagram influencer's bio to see if they're a good fit for your brand is one of the first steps in finding one. This may seem obvious, but make sure they have followers who share your target market's and brand values. The bio of an Instagram influencer will provide you


a lot of information on both of these topics. They only have 150 characters to tell you everything you need to know about themselves.



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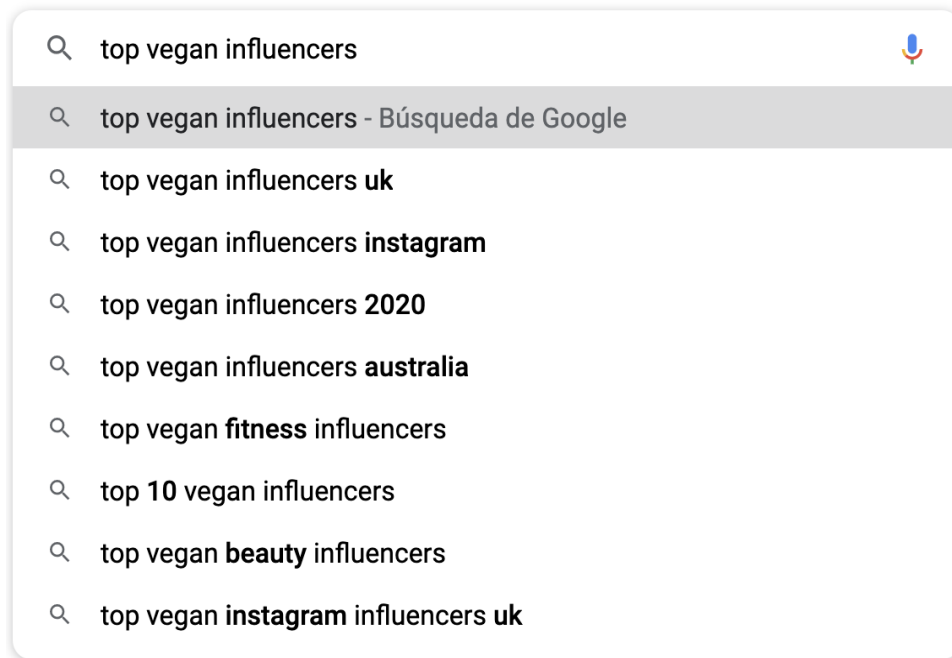
1.161 publicaciones 169k seguidores 320 seguidos

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Use Google search.

In Google, look for the best Instagram influencers in your field. You may look up "top vegan bloggers" or "top vegan Instagram influencers," for example.

Make sure to search beyond the most popular accounts, which are likely to already have a slew of relationships lined up. Take note, however, of the average audience size, post types, and interaction that influencers in your business appear to have so that you can establish expectations for your own campaign.



Make contact.

All you have to do now is reach out once you've accomplished the preceding steps. Sending your selected influencer a direct message on Instagram with the following message is a terrific approach to begin started:

- What is the name of your company or brand?
- Your suggestion for a campaign
- Why you like their account and/or believe they are a good fit for you

Then respectfully inquire about the influencer's rates, schedule for the future, and whether they would be interested in collaborating with you. To continue the conversation, including any special contact information.



Finally, selecting the proper Instagram influencer is a difficult task. It involves extensive research and a significant amount of time spent browsing through social media. However, by following these tips, you can quickly find the ideal influencer for your brand's objectives and begin acquiring new followers who already trust you.