

The background of the entire image is a grid of numerous small, square portraits of diverse people of various ages, ethnicities, and genders, all smiling or looking positively. The grid is overlaid with a semi-transparent purple color.

THE BLUEPRINT ON HOW TO FIND THE RIGHT INFLUENCERS FOR YOUR BRAND!

VOLUME 2



What Is Influencer Marketing?



Why Influencer Marketing?



How Influencer Marketing Can Benefit Your Business



Influencer Marketing Trends



Why Isn't Everyone Using Influencer Marketing?

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How To Find The Right Influencer For Your Business

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- *How To Find Influencers On LinkedIn*
- *How To Find Influencers On Instagram*
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Now, What To Do Next?

Book A 30 Min. Free Consultation

Chapter - I:

What Is Influencer Marketing?

Influencer marketing can be defined as the practice of marketing products or services through people who have the ability to influence consumers. It involves identifying and building relationships with influential individuals who can sway the purchase decisions of your target consumers.

These influencers may include trusted third parties like journalists, bloggers, public figures, and industry analysts. For instance, when a celebrity is seen visiting a particular place, they provide exposure to the establishment and may influence people to become patrons. Influencer marketing is largely based on the principles of authority and likeability from Cialdini's [six principles of persuasion.](#)

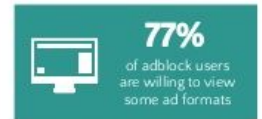
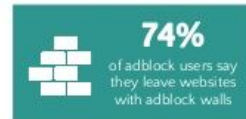
Chapter - II:

Why Influencer Marketing?

An increasing number of businesses are using influencer marketing instead of traditional advertising methods. If you look at the following statistics, this shouldn't come as a surprise:

- 91% of people between the ages of 18 and 34 years trust online reviews just as much as they trust personal recommendations. Source: [BrightLocal](#).
- 42% of people who have been exposed to an influencer's branded content have tried something they recommended, while 26% have made an actual purchase. Source: [Fullscreen](#)
- People trust influencers almost as much as they trust their friends for recommendations. 49% rely on influencer recommendations, while 56% rely on recommendation from friends. Source: [Twitter](#)
- A recent report published by PageFair revealed that worldwide ad blocking grew by 30% in 2016, with 615 million devices now using adblock. So it is wise to use other forms of advertising rather than relying on traditional ones.

Key insights



New empirical data from PageFair shows:

- Mobile adblock usage surged in Asia-Pacific by **40%** in 2016.
- Adblock adoption on desktop and laptop computers continues to grow despite user migration towards the mobile web.
- In December 2016 there were **over 600 million** devices running adblock software globally, **62%** of which were on mobile devices.
- Large emerging markets are the current driving force behind rapid growth in mobile adblock usage.

New PageFair survey of 4000+ internet users in the United States:

- Specific **interruptive ad formats** and **security concerns** are the leading motivations in adblock usage.
- Adblock users in the US are **1.5x** as likely to have a bachelor's degree than the average American adult, increasing to **3x** as likely among 18-24 year olds.
- The vast majority of users state that they abandon websites that require them to disable their adblock software.

- 86% of marketers worked with influencers in 2017 and 92% of them found it to be effective.
Source: [Linqia](#)
- Content created by influencers can deliver 11x higher ROI than traditional digital marketing channels.
Source: [TapInfluence](#)

Chapter - III:

How Influencer Marketing Can Benefit Your Business

Whether it's a standalone effort or a method of amplifying your other marketing efforts, influencer marketing can help your business in a number of ways:

- It helps you market your brand to an influencer's pre-established audience. Since this audience is already receptive to the recommendations of the influencer, it will be much easier for you to sway them.
- Influencers have hands-on experience creating content that your consumers will need and value. They can help you create and publish the right content to promote your products or services. It can also help improve your search engine rankings.
- Influencers have already built trust with their followers. Since doing the same may be an enormous challenge for your brand, you can use this connection to build your own credibility.
- Telling your brand's story through influencers can help you drive engagement and connect with your target audience.
- Despite marketing to a small group of individuals, influencer marketing still gives you the power to reach a large number of people. Therefore, it minimizes costs while increasing conversions.

- Also, working with influencers can fulfill many different goals at once which include:
 - **Brand Awareness** – Introduce your brand and products to a new audience.
 - **Education** – Educate a large audience at one time.
 - **SEO Authority** – When popular sites link to you, it can give you a huge boost in your search rankings.
 - **Social Following** – It is easier to increase social following with the support of social media influencers.
 - **Damage Control** – It reduces negative opinions and boosts consumer trust your products or services.
 - **User-Generated Content (UGC)** – Helps raise awareness by encouraging users to share your content socially.
 - **Trust** – User-generated content is more trusted.
 - **Sales** – Endorsements and customer reviews drive more sales and increases the number of leads.

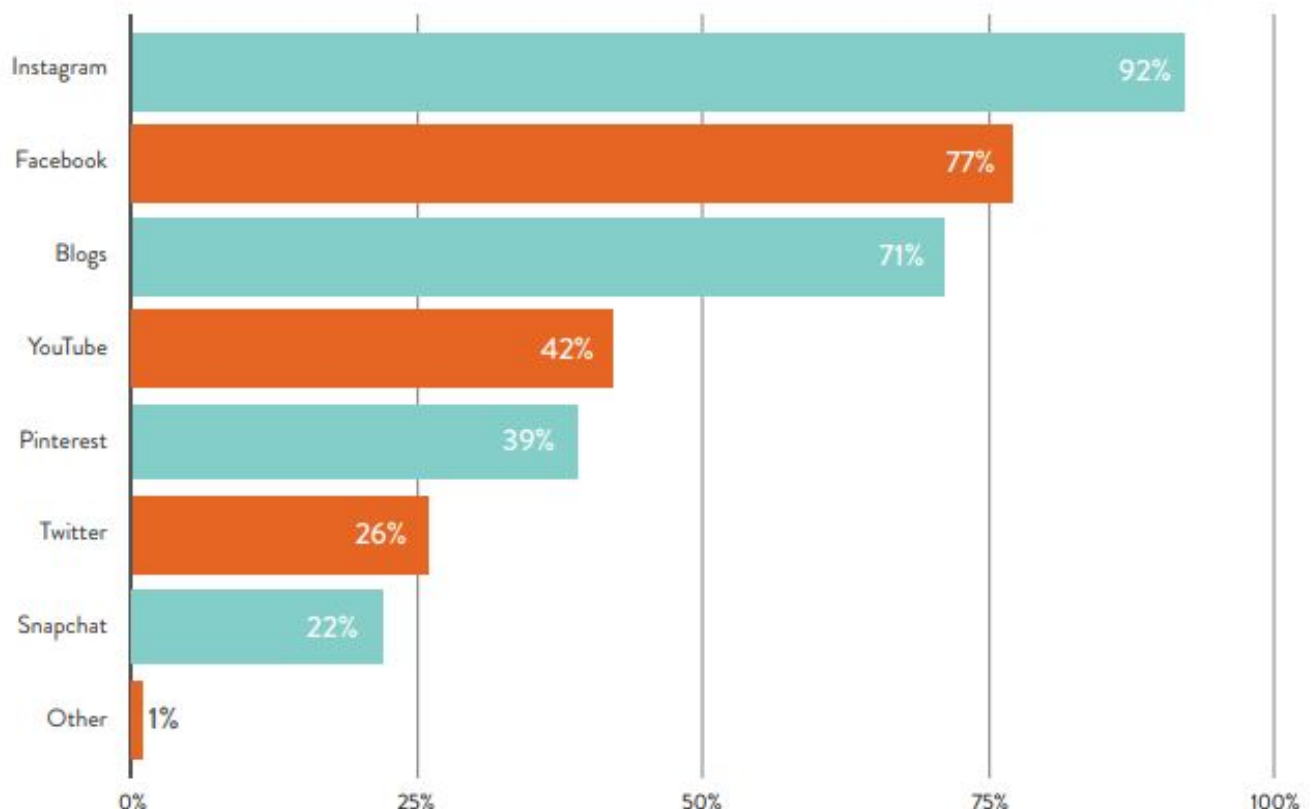
Chapter - IV:

Influencer Marketing Trends

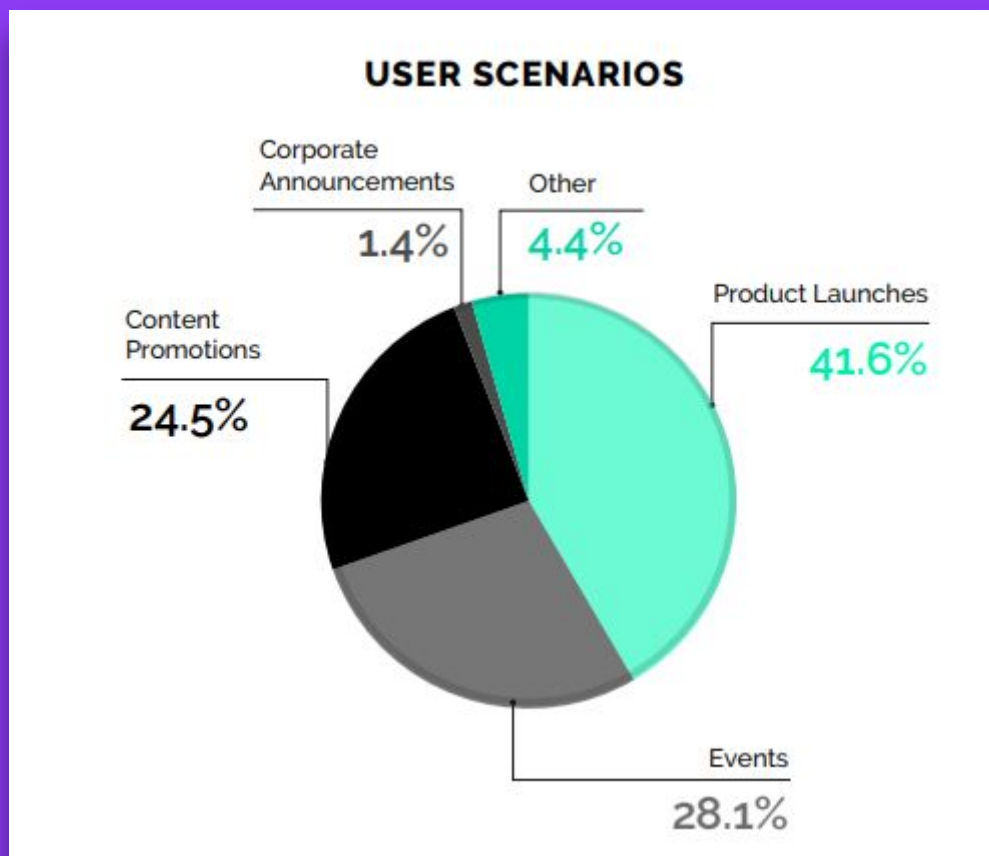
Influencer marketing has been in use for thousands of years in some form or the other. From orators in Ancient Greece to celebrity endorsers in the 19th century, influence has had a strong impact on consumers' actions. Over the years, influencer marketing trends have continually evolved.

Now social media platforms like Instagram have become the favorite channels for launching influencer marketing campaigns. According to the previously-cited Linqia study, 92% of marketers chose it as the most important platform. 77% chose Facebook, followed by blogs at 71% and YouTube at 42%.

*Which social platforms are **most important** to your influencer marketing strategy going into 2018?*



The most common reason why brands choose to work with influencers is to promote product launches. According to a Launchmetrics study, 41.6% of marketing professionals work with influencers for product launches. The second most popular scenario is for events, with 28.1% of professionals using influencers to promote events. This is followed by content promotions at 24.5%.



These are perfectly reasonable scenarios considering how influencer marketing is highly effective for raising brand awareness and boosting sales. So using it to promote product launches, events, and content makes sense. In fact, another Launchmetrics study found that 90% of marketers find influencer marketing effective for raising brand awareness. And 69% find it effective for boosting sales.

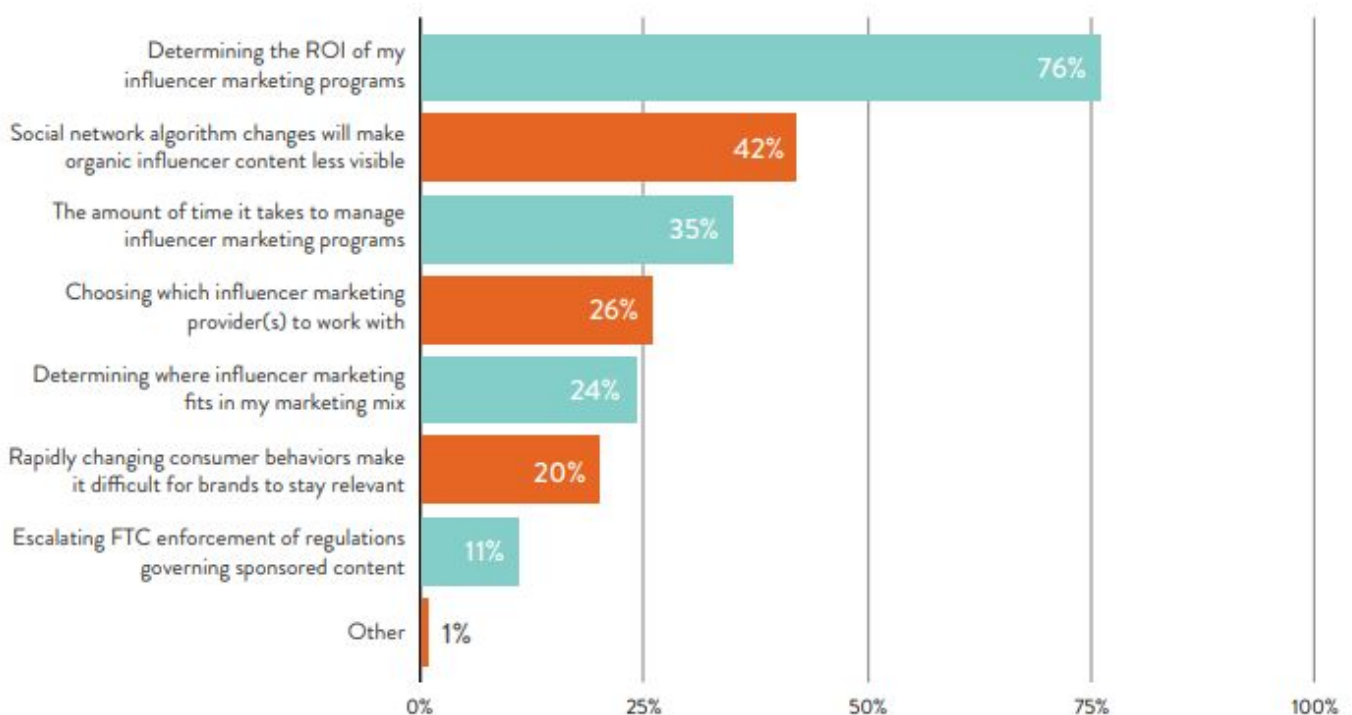
Chapter - V:

Why Isn't Everyone Using Influencer Marketing?

The same Launchmetrics study found that 60% of marketers were planning to increase their influencer marketing budgets. So that leaves 40% of marketers who are either going to spend the same amount on influencer marketing or decrease their budget.

In the Linqia study, only 39% of respondents said that they will be increasing their influencer marketing budget. And a shocking 35% were still unsure of how their budget was going to change. This uncertainty and lack of desire to increase their budgets are likely because of the challenges involved in working with influencers.

What do you see as the top influencer marketing challenges in 2018?



- The same study found that 76% of marketers were facing a challenge with determining their influencer marketing ROI.
- And with changes in social media algorithms, influencer content is experiencing less organic visibility especially on Facebook and Twitter. This poses a challenge for 42% of marketers.
- Influencer marketing can be time-consuming - right from the process of developing a strategy and discovering potential influencers to executing the campaign and measuring results. 35% of marketers felt that this is one of the biggest challenges in influencer marketing.

Chapter - VI:

How To Find The Right Influencer For Your Business

In the past, identifying the right influencers was a major challenge. But the advent of new, advanced tools has made this process much easier. There are also ways to discover influencers using social media channels.

So how exactly can you identify the right influencers for your brand? To ensure that an influencer can effectively promote your product or service, you can use the following metrics to evaluate potential influencers:

Relevance – For an influencer to truly have an impact on your target audience, they must be relevant to your industry. Are they considered an expert in your industry? Will their content be able to reach a relevant audience?

Reach – The right candidate should have an adequate level of reach to promote your brand. Do they have a substantial number of social followers? Do they generate enough engagement to help you achieve your goals?

Level of Influence (Engagement Rate) – Take a look at how an influencer's followers interact with their content. Are they actively sharing the influencer's content through relevant social channels? Are they commenting on the posts or recommending them to friends?

Next, you need to determine the engagement rate of the influencer. You can use the formula below to calculate the engagement rate of an influencer and then act accordingly.

$$\text{Engagement Rate (Eavg)} = (E1 + E2 + E3)/3$$

$$E = (\text{Number of Likes} + \text{Number of Comments} + \text{Number of Shares}) / \text{Total Number. of Followers}$$

Note 1: The “E” is counted for three similar kinds of posts on a social media network.

Note 2: For social networks like Instagram, remove the number of shares as there is no such parameter to add.

Note 3: The comparison of “E” can only be done on the same social network, i.e. you should not compare engagement on Facebook to engagement on Twitter or engagement on Instagram.

Note 4: The higher the engagement rate, the better the influencer is for your business.

Using the above metrics and formula, you can identify potential influencers for your business.

Here are a few ways you can find influencers across various social networking channels.



How To Find Influencers On Twitter

Twitter is a great place to find top influencers in your industry. You can use the advanced search option for this. You can conduct a search for certain key phrases, words, and hashtags as you can see in the image below.

Advanced search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

All languages

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Location disabled

Dates

From this date

to

Search

For example, you can type in “social media” to find top profiles relevant to that search term.

Click on the “Accounts” tab. Twitter will show the top related accounts. List the results in an Excel sheet along with important details like the number of followers, likes, and retweets. You can download (Twitter Tab) our readymade Excel sheet template for creating the list.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Date	Interested	PayPal Account	Deal Reached	Name	Email	Twitter Profile	# of Twitter Followers	Post Engagement Rate (E)	Location	Post 1	# of Likes	# of Retweets	# of Comments	# of Followers
$E = (A+B+C)/3$														
$A = (\text{\# of Likes} + \text{\# of Retweets} + \text{\# of Comments}) / \text{\# of followers}$														
														
											shanebarker.com			

Now, use the formula mentioned above to calculate the engagement rate for each influencer. It will help you understand which individuals will be the best to reach out to.

How To Find Influencers On LinkedIn

You can use the “search by industry” and location filters in LinkedIn search to find the most relevant influencers for your brand. As you can see in the image below, you can filter your searches based on industry.

All people filters

Clear

Cancel

Apply

Connections

☐ 1st

☐ 2nd

☐ 3rd+

Connections of

Add connection of

Locations

Add a location

☐ India

☐ United States

☐ New Delhi Area, India

☐ Bengaluru Area, India

☐ Mumbai Area, India

Current companies

Add a current company

☐ Upwork

☐ Amazon

☐ Accenture

☐ Cognizant

Past companies

Add a previous company

☐ IBM

☐ Accenture

☐ Tata Consultancy Services

☐ Wipro Limited

Industries

Add an industry

☐ Information Technology & Services

☐ Writing & Editing

☐ Human Resources

☐ Marketing & Advertising

LinkedIn also gives you the option to search for posts containing certain keywords. You can then filter the results based on relevance and time of posting. So you can use this platform to find prominent content creators and influencers in your industry and connect with them.

The screenshot shows the LinkedIn interface. At the top, there is a dark blue navigation bar with the LinkedIn logo, a search bar containing the text "marketing", and icons for Home, My Network, Jobs, and Messaging. Below the navigation bar, on the left, is a "Content" dropdown menu. On the right, there is a "Sort by: Relevance" dropdown menu. The main content area displays a post by David Erickson, a 3rd-degree connection, who is a Digital Marketing & Public Relations Expert. The post is titled "Elements Of Successful Email Campaigns" and is marked as an infographic. The infographic content includes the following text: "This infographic highlights research from email marketing service provid ...see more". The infographic itself is divided into three main sections. The first section has a blue background and contains three columns of text: "Working simple and concise email content performs the best.", "in minimal additional click-throughs.", and "images result in optimal email campaign click-through rates.". The second section has a dark blue background and features a camera icon with the text "Snap Judgment: Restaurants and spas, however, have peak click-through rates at around 15 images.". The third section has a light blue background and is titled "When's the best time to send emails in order to maximize open rates?" with the subtitle "It depends on what industry you're in...". Below this title is a table with five columns: "Restaurants", "Accountants & Financial Advisors", "Hotels Inns B&B's", "Religious Organizations", and "Arts & Crafts". At the bottom of the post, there is a summary line: "Elements Of Successful Email Campaigns [INFOGRAPHIC] - e=Strategy Trends" with the URL "trends.e-strategyblog.com". Below the summary line are icons for Like, Comment, and Share.

in marketing

Home My Network Jobs Messaging

Content ▾

Sort by: Relevance ▾

David Erickson • 3rd
Digital Marketing & Public Relations Expert - Strategic Communications, Content ...
2h

Elements Of Successful Email Campaigns [INFOGRAPHIC]

This infographic highlights research from email marketing service provid ...see more

Working simple and concise email content performs the best. in minimal additional click-throughs. images result in optimal email campaign click-through rates.

Snap Judgment: Restaurants and spas, however, have peak click-through rates at around 15 images.

When's the best time to send emails in order to maximize open rates?
It depends on what industry you're in...

Restaurants	Accountants & Financial Advisors	Hotels Inns B&B's	Religious Organizations	Arts & Crafts

Elements Of Successful Email Campaigns [INFOGRAPHIC] - e=Strategy Trends
trends.e-strategyblog.com

Like Comment Share

You can see in the following image that you can track all of the posts a particular user has published on LinkedIn. Then check out the number of followers the user has. The higher number of followers they have, the more likely they are to be influential in that industry.

12,058 followers

12,058 followers



Shane Barker

Published on LinkedIn

3 Likes • 3 Comments

Like Comment Share



What makes a piece of content compelling? The secret ingredient to...

Shane shared this



Thanks Joe Prete!! Have a great New Year my friend and let's make 2019...

Shane replied to a comment



How Do You Measure Whether Your Marketing Campaign is a Success?

Shane shared this

[See all activity](#)[See all articles](#)

[Download](#) our Excel sheet template, where you can list the people you may want to partner with. Make a note of important data such as the number of followers they have. You should also record data like the average number of likes and comments on their posts.

This information will make it easier for you to choose the best influencers for your brand.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Date	Interested	PayPal Account	Deal Reached	Name	Email	Linkedin Profile	# of Linkedin Followers	Post Engagement Rate (E)	Location	Post 1	# of Likes	# of Shares	# of Comments	# of Lin Follow
$E = (A+B+C)/3$ $A = (\text{\# of Likes} + \text{\# of Shares} + \text{\# of Comments}) / \text{\# of followers}$ 														
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shanebarker.com

How To Find Influencers On Instagram

One way you can find influencers on Instagram is by conducting a simple Google search. There may be some existing lists that will help you identify top influencers in a particular industry.

As you can see in the image below, you can conduct a search for the phrase, “top Instagram accounts” followed by the industry-specific search terms.

top instagram accounts fitness



All

News

Images

Videos

Maps

More

Settings

Tools

About 7,57,00,000 results (0.66 seconds)

According to grin.co



Michelle Lewin



Jen Selter



Kayla Itsines



Lauren Drain



Massy Arias



Rachel Brathen



Joe Wicks

10 Top Instagram Fitness Influencers To Inspire You

1. Michelle Lewin. With almost 13 million **followers**, Michelle Lewin is one of the biggest **Instagram fitness** influencers. ...

2. Jennifer Selter. ...

3. Kayla Itsines. ...

4. Lauren Drain. ...

5. Simeon Panda. ...

6. Massy Arias. ...

7. Emily Skye. ...

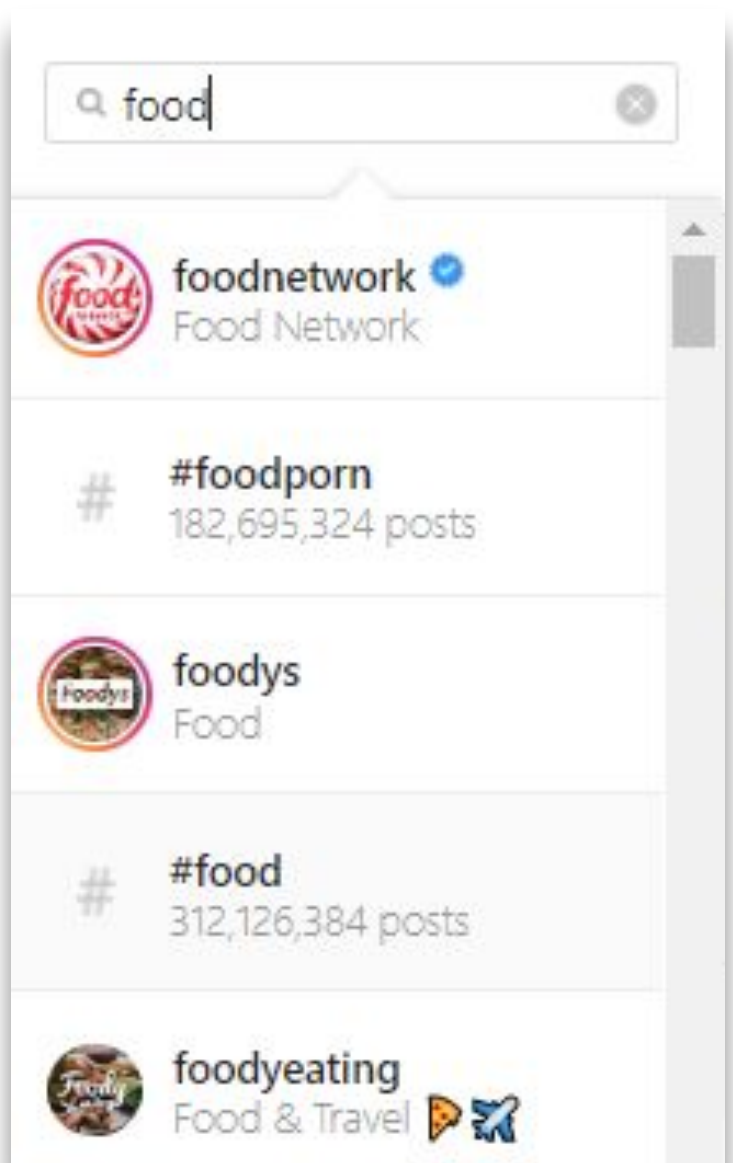
8. Rachel Brathen.

More items... • May 16, 2018

10 Top Instagram Fitness Influencers To Inspire You - Grin

<https://www.grin.co/blog/10-top-instagram-fitness-influencers-to-inspire-you>

To search within the platform, type in your keyword and you will get suggestions for top accounts and hashtags related to the keyword. Then, you can directly click on some of the accounts and check them out.



You can also click on the hashtags to see some of the most popular posts using those hashtags. Then check out who has created those posts and decide if they would be a good fit for your brand.

In the following screenshot, for instance, you can see one of the top posts under the hashtag #food. It was created by @losangeles_eats. You can check out their profile and determine their engagement rate.



Just like before, create a list on an Excel sheet with potential influencers on Instagram. Record data such as the total number of followers and average likes and comments. You can then use this information to choose an ideal influencer for your business.

Influencer Marketing [TEMPLATE]

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

Comments

Share

fx

A B C D E F G H I J K L M N

1 Date Interested PayPal Account Deal Reached Name Email Instagram Profile # of IG Followers Post Engagement Rate (E) Location image 1 # of Likes # of Comments # of Fol

2

3

4

5

6

7 E = (A+B+C)/3

8

9

10 A= (# of likes + # of comments) / # of followers

11

12

13

14

15

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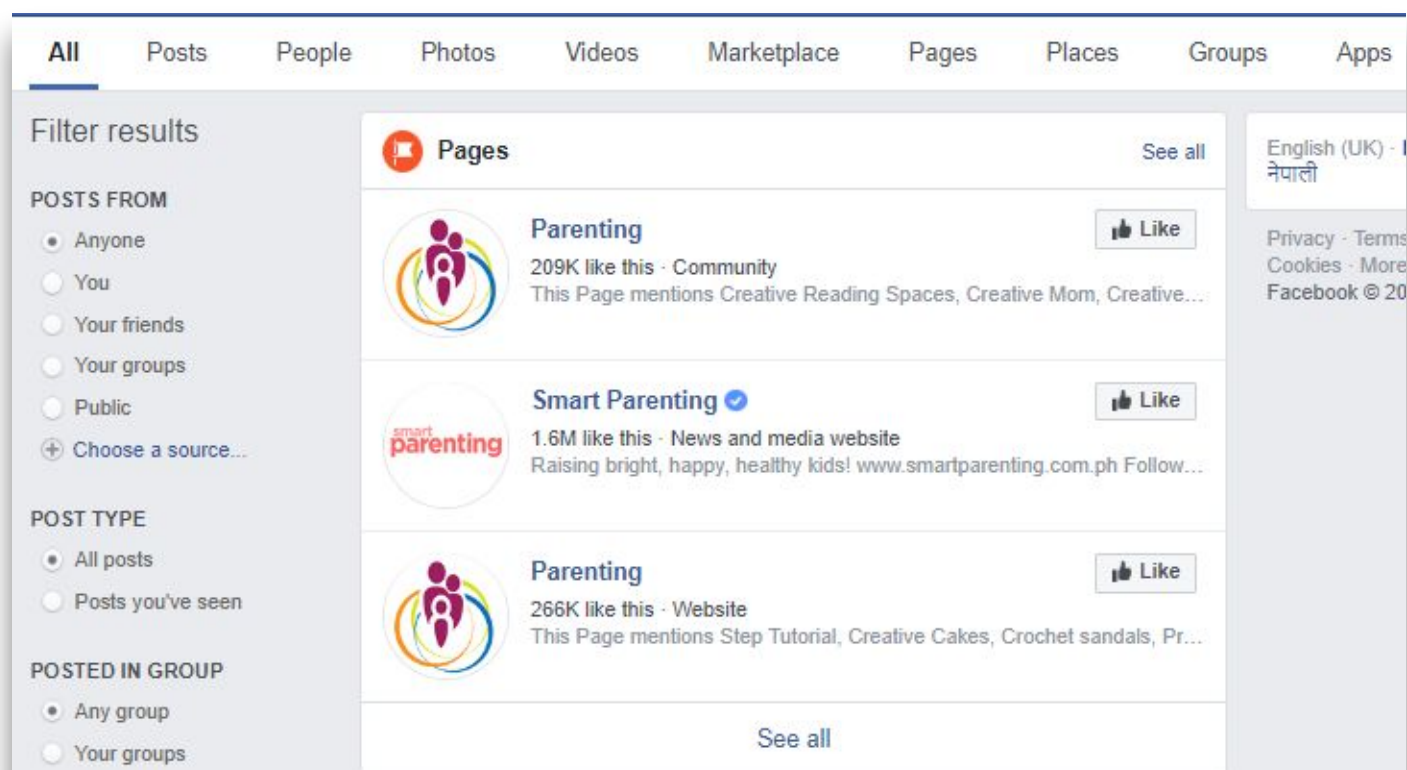
[Download Template](#) (Instagram tab)

How To Find Influencers On Facebook

Finding influencers on Facebook is a bit more challenging than any other platform mainly because of the restrictions involved. However, that doesn't mean it's impossible to find key influencers in your industry using this channel.

You can use the search bar to type in a term that's relevant to your industry or business. It will bring up some of the top people, pages, and groups related to that search term.

Instead of viewing the results for people, it would be better to view the "Pages" results. This is because most influencers on Facebook convert their accounts into Pages to get more public visibility and controls that are unavailable to private accounts.



You can also conduct a search for the same term using a hashtag. It will bring up some of the top posts from people and Pages that used that hashtag. You can then check out those profiles to see if they could be right influencers for your brand.



Similarly for Facebook, you can [download](#) our Excel sheet template and list potential influencers. Compare important data such as the number of followers and average likes, shares, and comments on their posts.

Chapter - VII:

14 Tools To Find Great Influencers

Finding influencers manually may be a bit time-consuming and challenging. Here are 14 useful tools to make your job much easier and help you find great influencers easily:

1. [Followerwonk](#) – This Twitter analytics tool is highly effective for finding the right influencers for your brand. You can search for people using specific keywords that are relevant to your business. The tool allows you to sort the results based on reach and social authority.

As the image below shows, you have the option to view the number of tweets and followers for each profile. The tool even displays an influencer's social authority for a deeper understanding.

This makes it much easier to determine whether or not someone has the potential to be the right influencer for your campaign.

The screenshot displays the Followerwonk tool interface. At the top, there is a search bar with the keyword 'food' and a dropdown menu set to 'search Twitter profiles'. An orange 'Do it' button is to the right. Below the search bar, a link for 'more options' is visible. To the right of the search bar, there are examples of keywords: 'Examples: online marketing, google, social media, moms, vampires?, recruiters, thought leaders?, authors'. The main section is titled 'Twitter users with "food" in their profiles'. Below this title, it says 'Showing 1 - 50 of 50,000 results (order by relevance)'. A filter dropdown is set to 'No filters'. The results are sorted by 'followers'. The table lists the following users:

	tweets	following	followers	account age	Social Authority
follow Ryan Seacrest @RyanSeacrest proud son, brother, friend, my lab Georgia's dad, broadcaster, producer, passion for music, food, travel, art & bringing smiles to kids in hospitals across US	15,272	566	16,051,990	10.30 years	80
follow Anna Kendrick @AnnaKendrick47 Pale, awkward and very very small. Form an orderly queue, gents.	2,288	326	7,257,675	9.43 years	87
follow Gordon Ramsay @GordonRamsay Always near food	21,566	35,481	6,883,738	8.90 years	83
follow Food & Wine @foodandwine Upgrade your everyday. Our social media terms: http://fandw.me/1GQciYi	96,151	745	6,631,935	9.71 years	87
follow Hend Sabry @HendSabry Tunisian Actress, Lawyer and UN World Food Programme Ambassador. #kotobjeya #کتبة	7,875	638	4,887,631	9.53 years	79

2. [Little Bird](#) – Little Bird is a handy tool that allows you to discover influencers who have been validated by their peers on Twitter. It gives you a list of topic specialists, which you can analyze based on the number of followers they have.

It also helps you connect and start conversations with these influencers using engagement tools.

Topic

Emerging

Listeners

Most Followed

Oldest Accounts

Most Active

Topic Specialists

Show Only People ☒



280
Insiders

The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine



280
Insiders

The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine



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The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine



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The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine



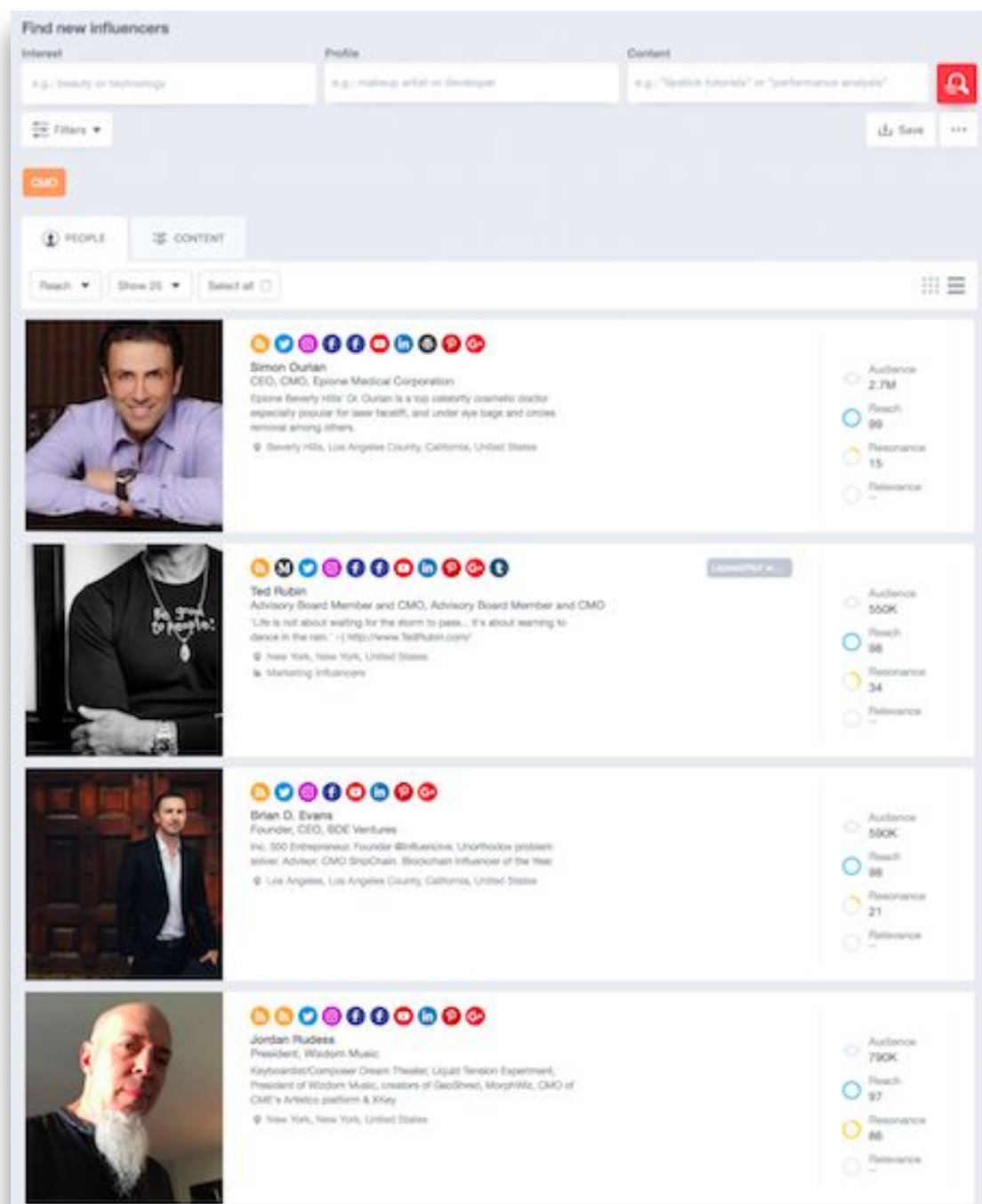
280
Insiders

The All-Time Top Brewery on Planet Earth - BeerAdvocate Magazine

Export Report 

3. [Traackr](#) – This useful tool comes with an influencer search engine that you can use to discover the right influencers in your industry. It also comes with features like dynamic lists, profiles, trending content, and sentiment analysis.

As you can see in the image below, you have the option to sort your results to help you find an ideal influencer.



4. [BuzzSumo](#) – BuzzSumo helps you find popular content relating to a certain topic so that you can identify influential content authors. This tool also allows you to find influencers using keywords and hashtags. You can even filter influencers by type including bloggers, journalists, and companies.

You can determine the page authority and domain authority of each of their websites. Other information like retweet ratio, average retweets, and reply ration are also useful to help you find potential influencers for your business.

Filter by Type: ☒ Bloggers ☒ Influencers ☐ Companies ☒ Journalists ☒ Regular People

Active Influencers: ☒ Active Influencers ☐ Ignore Broadcasters ☐ Verified Influencers Only ☐ Has Instagram Profile

Location:

Apply Filters [Reset Filters](#)

Influencers

[Search Bios](#) [Search Content Shared](#)

[Search](#) [Save Search](#) [Export](#) Total Results: 1,214

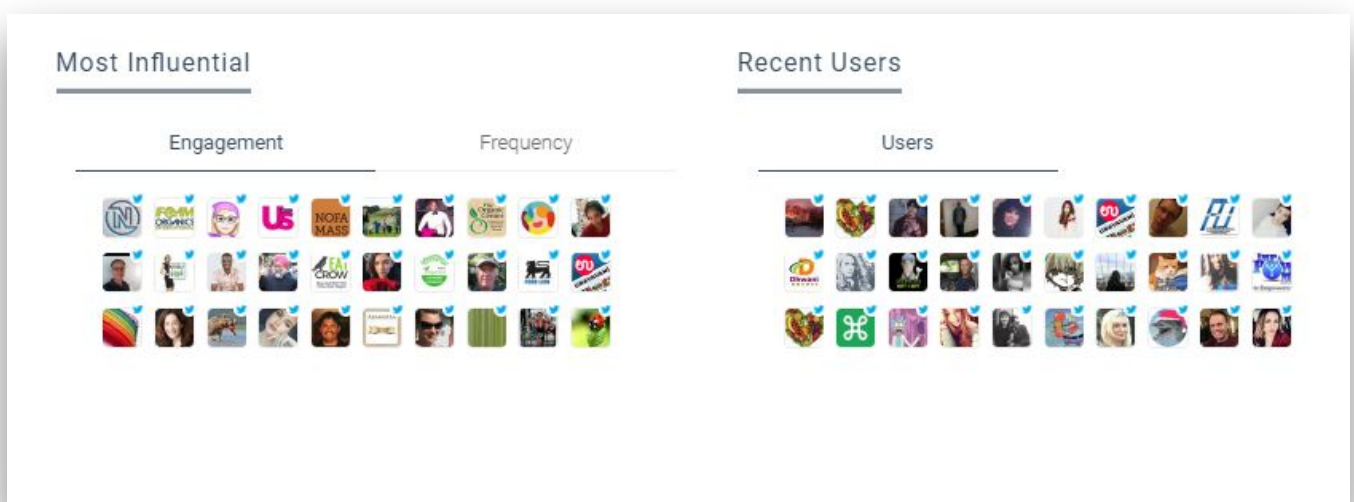
[How to run an Advanced Search](#) [All Links Shared](#)

Sort by: [Relevancy](#)

		PAGE AUTHORITY	DOMAIN AUTHORITY	TWITTER FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
☐	Deutsche Bank @deutschebank db.com/imprint Information & dialogue on #finance & #economics netiquette: https://t.co/fvnmvednt #socialmedia: https://t.co/eelffj32b \$db #dbresearch #cioview Influencer Blogger	36	77	681.1K	4%	44%	3.1
☐	Barry Ritholtz @ritholtz ritholtz.com Director of Twitter Cognitive Dissonance Chair/CIO of RWM https://t.co/ACeM9Gshks Masters-in-Business radio podcast Host https://t.co/8kjcjzUgv Influencer Blogger Journalist	56	72	132.5K	22%	31%	8.8

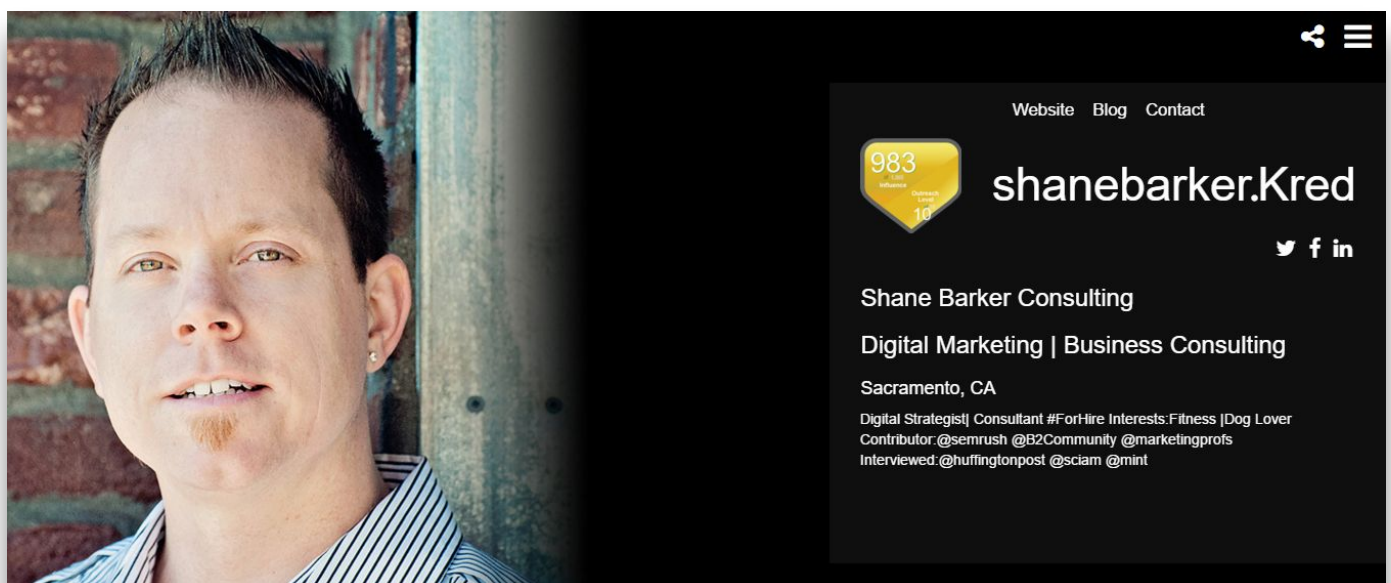
5. [Keyhole](#) – Keyhole is a tool that expanded from being just a hashtag-tracker to a comprehensive analytics platform. Now the platform offers many useful features like brand monitoring, campaign monitoring, and even influencer marketing.

Using the original hashtag tracking feature, this tool can help you discover content and influencers using specific hashtags on Instagram and Twitter. It'll automatically filter the results according to the most influential and the most recent. So you can discover individuals who are leading the conversations at industry-related events and on industry-related topics.

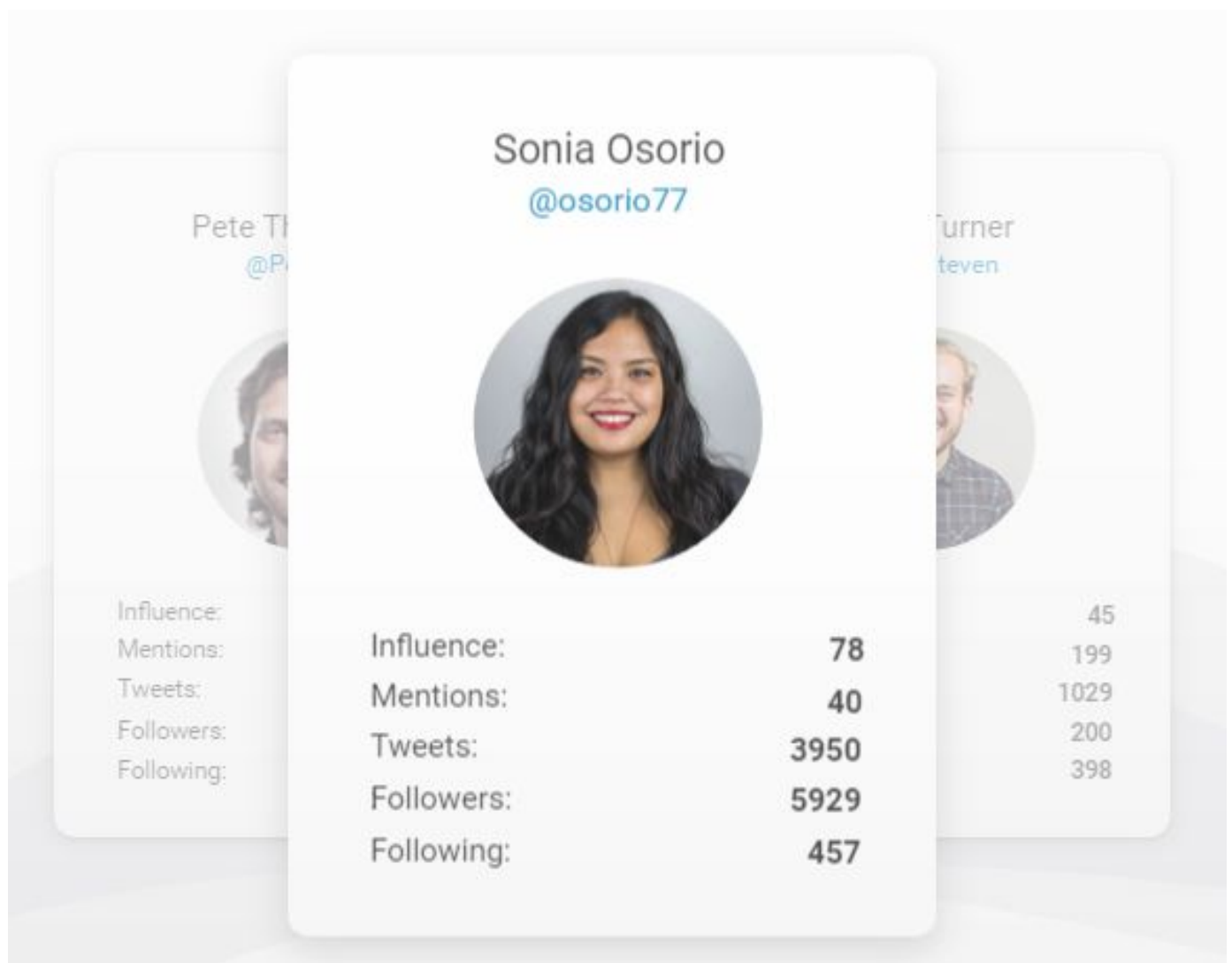


6. [Kred](#) – Kred evaluates mentions, replies, follows, and retweets on Twitter, which can help you find top influencers. It also measures the outreach activity of influencers, so you can find out if they are likely to forward other people's content.

Which means there will be fewer wasted outreach emails and DMs on your part. Allowing you to focus on influencers who are most likely to help you out.



7. [Brandwatch](#) - Brandwatch offers an Audiences feature, which was previously PeerIndex. Using this feature, you can conduct influencer searches based on various factors like professions, demographics, locations, passions, and more. The tool automatically collects valuable information like follower count, number of mentions, number of tweets, etc. and uses this to rate the influence of each individual.

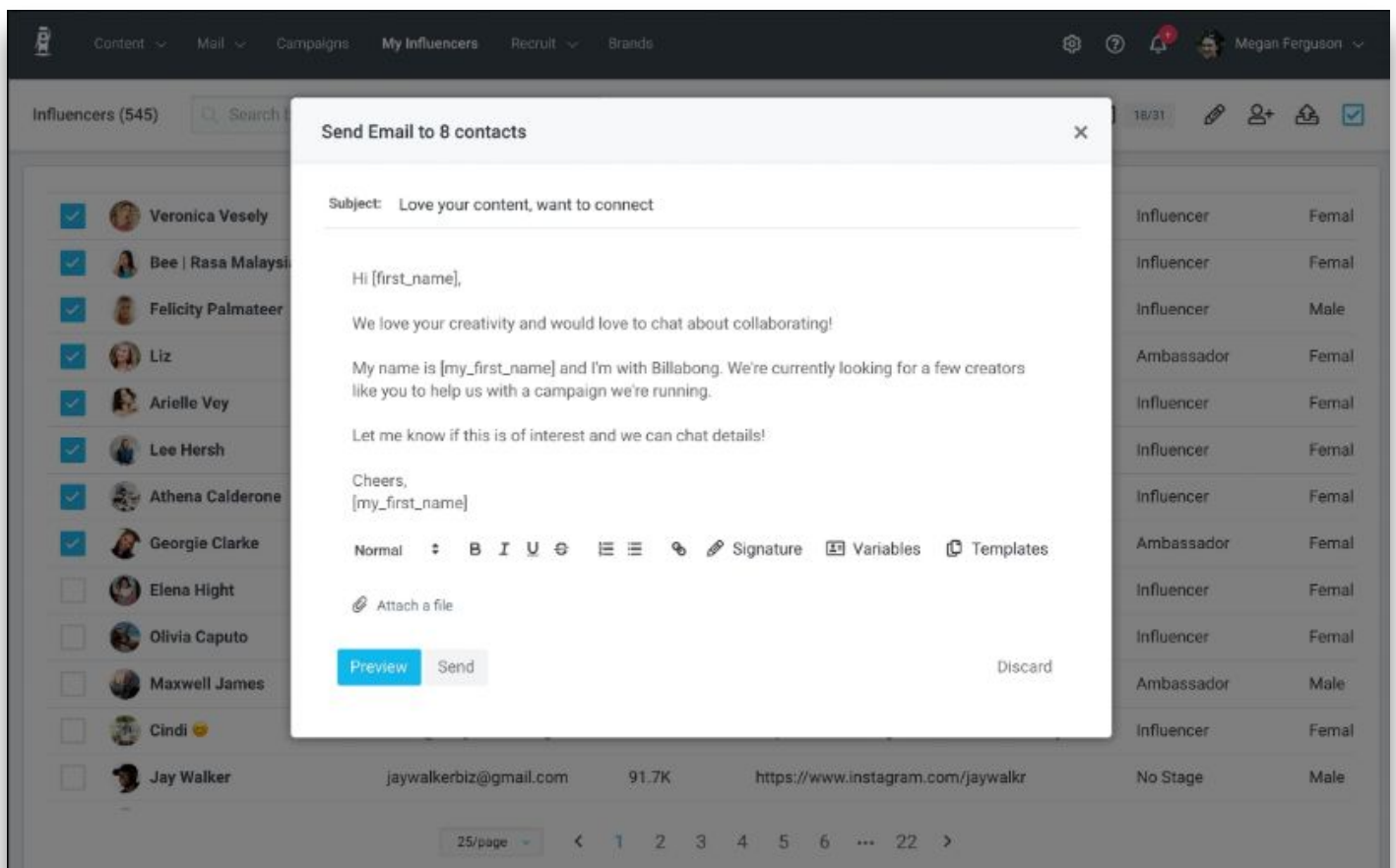


8. [Mention](#) – Mention is a useful influencer-identification tool that helps you discover people who are already supporting your brand and talking about it. You can then find the most influential among these individuals using their influencer score.

Popular Influencers				
NAME	FOLLOWERS	LOCATION	INFLUENCE	REACH
 Taylor Swift @taylorswift13	89M	Fort Wayne	93/100	150M
 UBER @uber	759K	St. Louis	85/100	582M
 Paypal @paypalpayment	448K	New Orleans	92/100	763K
 Stripe Payment @stripe	88K	Orlando	86/100	45K
 Lauren Estrada @laurenestrada	16K	Pittsburgh	74/100	8K
 Burberry @burberry	8M	London	94/100	10M
 Simple Studio @simple	2,345	NYC	84/100	30K
 Jon Olsson @olsson.jon	700K	Monaco	98/100	2M
 The New York Times @nytimes	8M	NYC	99/100	14M

9. [Grin](#) - Grin is easily the most comprehensive influencer marketing tool using which you can manage your entire campaign. It lets you conduct and filter searches to find the most ideal influencers for your campaign. It lets you conduct outreach from the platform using customizable templates.

The platform makes it easier for you to keep track of your communication with influencers. You can even manage the shipment of the products you send out to influencers for your campaign.



10. [InfluencerDB](#) - InfluencerDB is an influencer search tool that allows you to access the basic features for free. Even basic access gives you comprehensive analytics of influencer profiles.

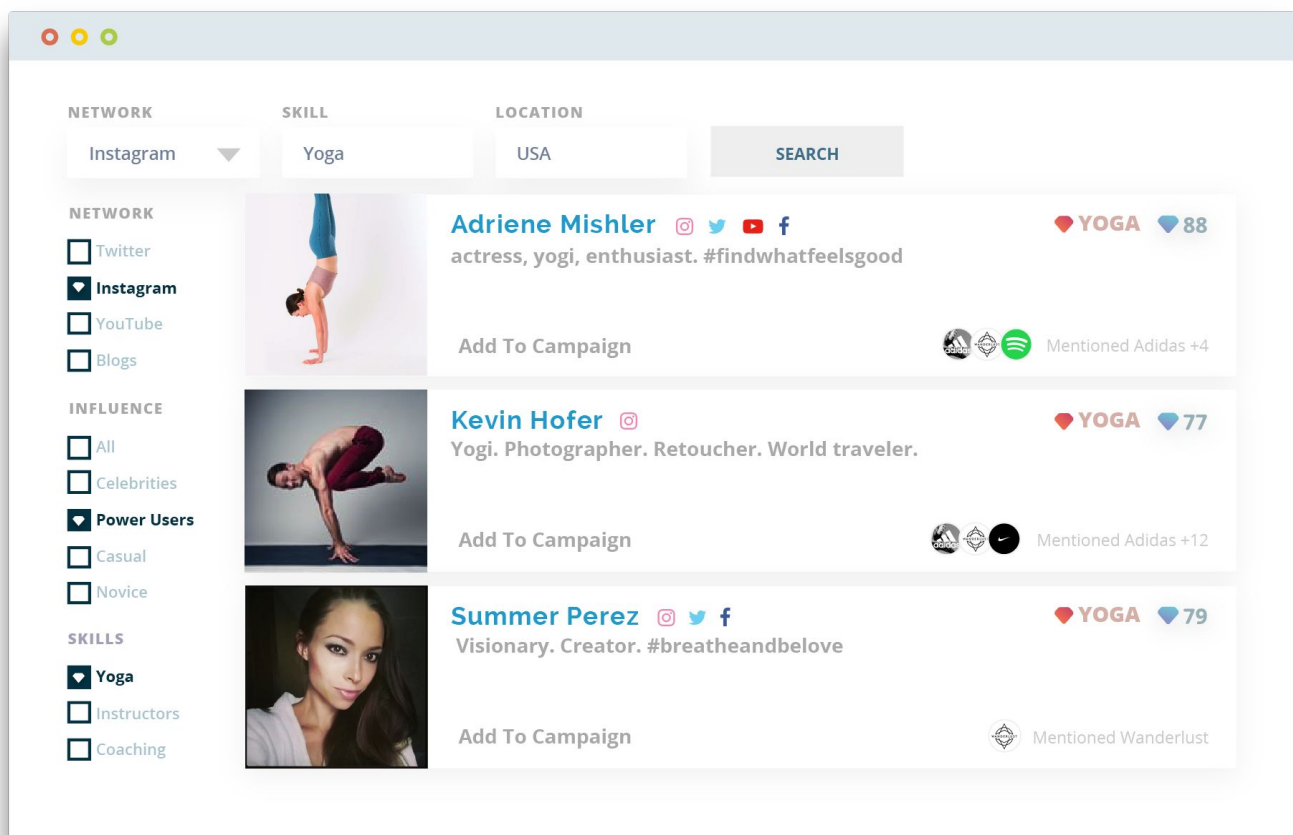
You'll be able to find information such as following size, global ranking, follower statistics, mentions, and more. You can even compare the data of two different influencers to see which one will be more suitable for your campaign.

The screenshot displays the InfluencerDB website interface. At the top, there is a blue header with the InfluencerDB logo on the left, a search bar containing the text 'fitness', and navigation links for 'InfluencerDB PRO', 'Customer Login', and a 'Menu' icon on the right. Below the header, a message indicates 'Showing results 1 to 10 (page 1) for fitness'. Two influencer profiles are shown. The first profile, for 'fitness', includes a circular profile picture of a woman in athletic wear, an 'Instagram' link, a 'Website' link, an 'ABOUT' section with contact information (KIK: ltds04, Email: talk.instagram@gmail.com, and hashtags #fitness, #workout, #gymflow, #gymmeme), and a 'Show analytics' button. To the right of the profile, a summary box lists the user name 'fitness', full name 'Fitness & Nutrition', and 999,974 followers. The second profile, for 'fitnesslovrs', features a circular logo with the text 'FITNESS LOVRS', an 'Instagram' link, an 'ABOUT' section with contact information (KIK: 4 Business : fitnesslovrs, and a DM instruction), and a 'Show analytics' button. To the right, a summary box lists the user name 'fitnesslovrs', full name 'Fitness Lovers™', and 2,045,843 followers. A chat icon is visible in the bottom right corner.

Influencer Name	User Name	Full Name	Followers
fitness	fitness	Fitness & Nutrition	999,974
fitnesslovrs	fitnesslovrs	Fitness Lovers™	2,045,843

11. [Klear](#) – Previously known as Twtrland, Klear helps you discover influencers who are already within your network or engaging with you. It allows you to filter influencers according to their level of influence – celebrities, power users, casual, and novice.

This tool also gives you the ability to measure your ROI so you can get insights into your campaign's performance.



12. [Influence.co](https://www.influence.co) - This is a free platform that lets you conduct influencer searches within specific categories. Among the free influencer marketing platforms, this is easily the most comprehensive.

You can filter the results based on follower count and location. It even lets you conduct a more advanced search according to follower count on specific platforms, age, gender, rate, and more.

The screenshot displays the Influence.co search interface. At the top, there are navigation tabs: Influencers, Advanced, Brands, Amazon Influencer Shops, Collaborations, Username, and Bloggers. The 'Influencers' tab is selected. Below the tabs, there are search filters. The 'Category' filter is set to 'x Health and Wellness'. The 'Location' filter is set to 'Choose a location'. The 'Instagram Follower Count' filter is a range slider set between 5,000 and 100,000. A 'Search' button is located below the category filter. Below the filters, there is a section titled '838 Influencer Members' with an information icon. Below this section, there is a grid of four influencer profiles. Each profile includes a profile picture, a name, a handle, and a list of categories.

Name	Handle	Categories	Location
abeautifulwhim	@abeautifulwhim	Health and Wellness, Lifestyle, Pets, Skin Care, Beauty Influencer	Phoenix, Arizona
Chelse K	@dba_chelsek	Beauty, Health and Wellness, Lifestyle, Outdoors, Travel	San Clemente, California
Katerina Seigel	@katerinaseigel	Fashion, Health and Wellness, Veganism, Fashion Blogger, Food Blogger	
Mae Elizabeth	@maeelizabethg	Beauty, Fitness, Fashion, Health and Wellness, Lifestyle	Atlanta, Georgia

13. [Brand24](#) - Brand24 may be a social listening tool, but it also offers excellent features that you can use for influencer discovery.

You can choose a keyword to begin your search, which will uncover a list of the most influential profiles related to that keyword. The tool will also provide you with valuable data on each influencer such as reach and percentage of voice share.

The most influential profiles		The most influential sites	
	MarshaCollier	★ 17.0% VOICE SHARE	📶 314 K INFLUENCE
	Meg_Urbaniak	★ 6.2% VOICE SHARE	📶 115 K INFLUENCE
	NealSchaffer	★ 5.7% VOICE SHARE	📶 104 K INFLUENCE
	MrLeonardKim	★ 5.0% VOICE SHARE	📶 92250 INFLUENCE
	iagdotme	★ 4.9% VOICE SHARE	📶 90026 INFLUENCE

14. [Ninja Outreach](#) – This tool allows you to find prospective influencers in any niche using filters like category, location, and following size. You can view important influencer data like engagement rate, likes per post, and rate per post. Ninja Outreach offers tools to create custom templates, filter metrics, and organize contacts easily.

Filter by:

Number of followers

Category

Categories

Country

Country

State/Region

State or region

City

City



112.3M FOLLOWERS

KYLIE  kyliejenner

Fashion

Beauty and Cosmetics

ENGAGEMENT:

LIKES PER POST:

3.54%  Good

3.48%

Promotional Posts Around \$688,800

Please Contact Me For Specific Pricing

Chapter - VIII:

How To Pitch Influencers

According to a survey of influencers by [Influence.co](https://www.influence.co), 89% of influencers prefer brands to contact them via email for partnership opportunities. Only 3 out of the 1,140 influencers they surveyed preferred to be contacted through social media. So email is generally the most fail-safe option for pitching influencers.

To help you begin your email influencer outreach, there are a few ways you can find the email address or contact information of the influencer:

For some influencers, their email address may be easily available in their bio. So simply checking their social media profiles or blog bios will suffice.

Some of the previously-mentioned influencer discovery tools like Grin and Ninja Outreach can also provide you with the verified contact information of potential influencers.

Some influencer marketing platforms may also give you the option to directly send messages to influencers within the platform.

If an influencer has their own blog/website, they will typically give you the option to fill out and submit a contact form, even if they don't display their contact information.

Since email is the most preferred influencer outreach channel, let's take a look at two sample templates you can use to pitch to potential influencers. One thing to keep in mind when using the templates is that you should customize them as much as possible.

Take a look at the influencer's profile and give your true opinion on why they would be a good fit for your product/service. It's crucial that your brand is relevant to their audience, or they will have no reason to accept your offer.

Template #1

Hey [influencer],

My name is [...] from [company]. I've been an avid follower of your blog since [year]. I was especially intrigued by your latest post on [topic].

I know that you're quite selective about doing promotions. So I'm reaching out to you regarding a product I believe would be of great benefit to your audience.

It's a [product], which many of your readers/followers will find useful to/for [benefits/uses of product].

We're looking to partner with a select few individuals to provide their email subscribers/followers with a special limited time offer. You will get an X% share of the profit.

If you're interested, we can schedule a call next week to discuss the details.

Regards,
[Your Name]

[Download This Template](#)

Template #2

Hi [influencer],

I'm [...] from [company]. We absolutely love your blog and how you interact with your audience.

We'd like to offer you [product/offer], which you can use as a giveaway on your blog. I believe this could be of great benefit for you. You'll be also be getting [offer] in return for hosting the contest.

If you're interested, let's discuss the details further over a call sometime this week.

Keep up the awesome work on your blog!

Regards,
[Your Name]

[Download This Template](#)

Chapter - IX:

Case Studies

Influencer marketing is one of the most compelling methods of promoting a brand. Let's take a look at some case studies to prove this:

Case Study #1

Case Study #1 – [The first case study is from Mediakix](#) and involves the luxury jewelry brand, Tiffany and Co. The brand wanted to reach a millennial audience and connect with them on a deeper level. So they chose to work with influential photographer, Jack Morris, who is a millennial and is capable of reaching their target audience.

Besides the fitting demographic, the brand and the influencer share some similar values. First of all, they both value quality. Jack Morris produces high-quality images while the brand produces high-end goods of the finest quality. They both believe in environmental responsibility and contributing to social good, which made this partnership perfect.

Since the campaign's main goal wasn't about selling products but rather about making deeper connections, the influencer was invited to Belgium, where Tiffany and Co. has their diamond grading facility. He then shared his journey with his followers and presenting the brand to them with their shared values as a basis.



With just three sponsored Instagram posts, the photographer managed to generate more than 234,000 likes. As for the sponsored YouTube video he created, it received more than 39,000 views and close to 3,000 comments.

Case Study #2

Case Study #2 – GOODFOODS is a food company that sells snack dips, guacamole, salads, and juices. They pride themselves on their use of real ingredients. The brand decided to work with influencers so they could raise awareness about their natural guacamole and dips. They [started a program](#) in which influencers provided helpful tips to their audience on party planning, healthy snacking, etc.

The program involved a total of 60 influencers who had authority in verticals such as home, lifestyle, parenting, and food. It was a three-flight program in which each flight focused on holiday, Thanksgiving, and Christmas, and Hanukkah respectively. Each influencer had to create an original recipe around these holidays, featuring their favorite GOODFOODS products.

Food blogger, Michele of [West via Midwest](#), for instance, created a recipe for white bean tortilla pizza. She talked about how it makes for an excellent light snack during the busy holiday season, and used the natural guacamole from GOODFOODS.



They further amplified the influencer-generated content through Nativo and also used them for paid Instagram ads. For the entire program, the 60 influencers created a total of 2000+ pieces of original content. This included photographs, recipes, blog posts, social media posts, and videos.

The original program returned a conversion rate of 34.2%, which is already impressive.

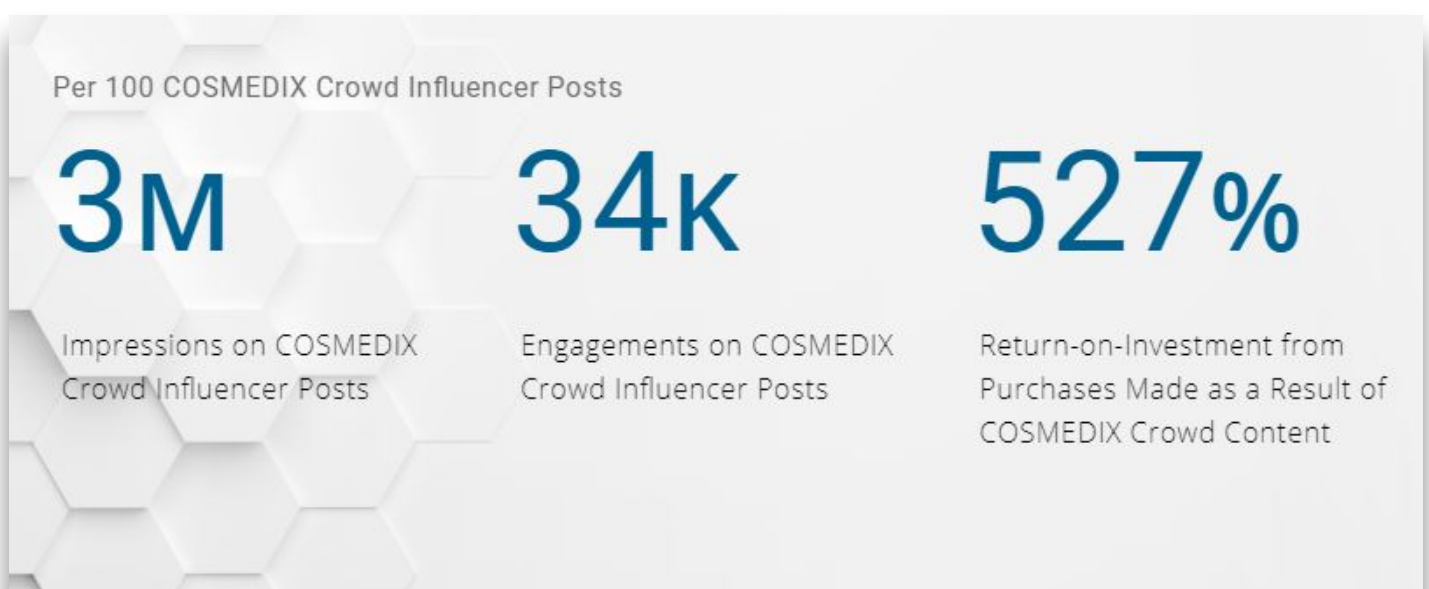
And the content republished through Nativo resulted in a conversion rate of 44.5%. While brand-created content had an engagement rate of 11%, the paid Instagram ads using influencer-generated content had a 22.8% engagement rate.

Overall, the program generated more than 70,000 online engagements. And the brand also saw a 3X lower cost-per-engagement on Facebook with the content created by influencers.

Case Study #3

Case Study #3 – COSMEDIX is a pioneer in luxury cosmeceutical skincare products that are clean and healthy. The brand recognized the benefits of social media communities for social proof and delivering personalized consumer experience. So they started their own community called COSMEDIX Crowd with relevant micro-influencers, brand loyalists, and advocates.

The COSMEDIX Crowd influencers created content that helped promote the brand in a way that sounded natural and authentic. They [garnered 3 million impressions](#) and 34,000 engagements per 100 posts. But most importantly, they managed to drive a lot of purchases through these posts. The brand saw a 527% return on investment through purchases resulting from their COSMEDIX Crowd content.



Conclusion

There is a rapid shift from traditional marketing to digital marketing, which has its share of challenges and opportunities. Brands are now targeting younger generations in an attempt to reach new customers online. And since digital and social media influencers have a huge impact on the purchase decisions of this target generation, influencer marketing is quickly replacing traditional advertising.

With an increasing number of businesses using influencers to market their products and services, you can't afford to get left behind. You can use the methods and tools provided in this ebook to come up with a targeted strategy to promote your brand through top influencers.

What To Do Next?

Influencer marketing can be challenging, even for the most seasoned marketers, but don't let your competitors get ahead of you. Contact me today and let's start building your influence across all social media platforms. You can get in touch with me by:

1. Filling out the [Contact form](#) on my website
2. Following me on Twitter [@shane_barker](#) to ask your questions

Want a free 30-minute consultation for influencer marketing? Use the link below to submit your request today.

Presented By



Shane Barker

Digital Strategist and Brand & Influencer Consultant

Instructor : UCLA



Specializes In:

- ✓ Influencer Marketing
- ✓ Content Strategy
- ✓ Driving traffic/sales

20+ Years of Experience:

- ✓ Fortune 500 Companies
- ✓ Influencers with Digital Products
- ✓ A number of A-List Celebrities



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