

## Checklist for Finding the Right Influencers

Influencers are a key part of the sales cycle on social media today due to the trust they've earned from consumers and the response they're able to elicit from their massive following.

This checklist will help you decide whether an influencer is the right match for a partnership.

Qualifications to Consider	Questions to Ask	✓	Notes
Topic Relevance	Does this influencer discuss topics related to your organization? For example, if you're a toothpaste brand, does this influencer discuss personal hygiene?	Yes    No	
Audience Reach	Does this influencer reach a large enough audience? For example, some organizations may work with multiple influencers with 10,000 followers and others with a few influencers with 100,000 followers.	Yes    No	
Audience Engagement	Does this influencer's audience actually engage with their content? For example, review the views on their YouTube videos, comments on their Instagram posts, or reach out to the influencer for insights on their engagement.	Yes    No	
Audience Alignment	Is this influencer's audience comprised of your ideal customers? For example, if you're trying to reach parents, then it wouldn't make sense to partner with an influencer with a primarily teen following.	Yes    No	

Brand Safe	Does this influencer's content align with your brand's guidelines on key topics? For example, a politically vocal influencer might not be a match for certain organizations, but ideal for others.	Yes    No	
Channel Choice	Is this influencer active on the channels where your audience is spending time and providing their attention? For example, certain industries like manufacturing would more likely partner with influencers on LinkedIn over Instagram.	Yes    No	
Content Format	Is this influencer sharing content in the formats your audience prefers to consume? For example, if your audience prefers to listen to podcasts and read blog posts, then it makes sense to partner with influential podcasters and bloggers over influencers that produce other formats of content.	Yes    No	
Partnership Cost	Does your organization have a budget or other resources available to incentivize the participation of the influencer? For example, many influencers require a paid budget to partner with a brand or, in some cases, will be compensated with free product, exposure, revenue sharing, and so on.	Yes    No	