

Welcome to video no. 3. Happy to have you back here. Without taking any time of yours, let's get started.

You know what we're discussing in today's video. **How to find the right influencers** for your campaign. To dive into the vast world of ever-growing influencers, it's important to understand different types and categories of influencers first. Primarily influencers are divided based on **content categories and follower count**. -

Based on the type & niche of content that the influencers create, they can be categorized, too, like Fashion, Beauty, Make-up, Entertainment, Gaming, Lifestyle, Travel, Pets, Food, Finance, and many others. And there can be niches inside categories such as vegan food, beauty, women's ethnic fashion, etc.

We need to identify which of these categories of influencers our target audience will resonate with and which of these creators can organically integrate our brand's products and services.

On the other hand, based on followers count, influencers can be categorized as **Nano, Micro, Mid-tier, Macro and Mega influencers**.

Let's start with the smaller ones. **Nano influencers**. They have a high engagement rate as they're closely connected with their community and have up to 10,000 followers. But their words become mightier than any promotions on social media as their reach is mostly organic. These could be your local group leader with a following of a few people but a high trust factor from their audience.

Then comes, **Micro-influencers** who have followers anywhere between 10,000 to 50,000. These are similar to nano influencers when it comes to having a strong bond and trust factor with their audience with a high engagement and conversion rate.

Coming to the next level, that is the **Mid-tier**. These are influencers with followers ranging from 50,000 to 5,00,000. They are highly experienced in creating content and well-connected with their followers. Their content holds the feeling of authenticity and familiarity in each post.

Macro influencers, on the other hand, are with an audience size between 5,00,000 to 1M followers. These are often niche experts, industry professionals, or social media personalities who have gained a substantial following within their specific area of expertise. Their content is professional-looking and helps with better reach, even if the engagement is comparatively less.

And last but definitely not the least are the **Mega influencers or celebrities** with 1M or more followers who are visible on social media due to their status. These can be celebrities, TV personalities, athletes, or thought leaders who have influence beyond social media.

Mega and Macro influencers are a great way to increase your brand's awareness and visibility whereas, micro and nano influencers would be better if your campaign objective is to drive conversions and audience engagement.

Each of these influencers have their own strengths, but to understand better, let's also have a look at various platforms where these influencers are active and the type of content they create.

Instagram and YouTube are currently the primary platforms for influencer marketing, with many content creators. These are followed by some short video platforms like Moj, Roposo, MX Takatak, etc., which have 100M+ downloads. Depending on certain factors, you can also consider other platforms, like Facebook, LinkedIn, Twitter, Snapchat, etc.

While discussing platforms, let's also talk about how different platforms help brands with their campaigns.

The first one is the most popular one, **Instagram**. It is highly engaging and ideal for quick & large-scale awareness campaigns with short forms of content. The Instagrammers are a slightly premium audience in general.

At the same time, YouTube's strength is its long-form videos, which are ideal for informational & trust-establishing content. Because of the higher attention span, the click-through rates are also high. The audience is a good mix of all varieties and categories.

Other Short video platforms work well with regional audiences but have very little support to track conversions. So ideal for quick awareness campaigns for tier 2, 3, and 4 cities

Let's look at the comparison between Instagram, YouTube and other Short video apps on the internet. How do they differ and are similar, and what do they offer in terms of content and engagement

Basis	Instagram	Youtube	Short Video apps
What is it?	Instagram was initially just a photo-sharing app, slowly converting to a content-distributing platform	Youtube focuses on long-form video sharing	Short Video apps are a new addition that became popular with the rise of Tik Tok
Present-day	Instagram focuses on more than just photo sharing. Long-form videos, every day updates with its stories, short videos aka reels, live streaming, and many more features	Youtube has rolled out its shorts feature, considering its popularity among the masses and something similar to Instagram stories	Short videos apps differ completely they provide no such features except for videos which can be made using special effects, filters, sounds

			etc.
Form of content	Better for short format content	Better for long-form content	Better for short format content
Popular niches on the platform	Popular niches on Instagram - fashion, travel, food, pets, beauty, health and fitness, and lifestyle You can find creators from these niches being the most talked about.	On Youtube, you can find creators from - gaming, Tech, fashion, food, and DIY	Apps like these are usually popular amongst people who like dance tutorials, comedy, prank videos, DIY, and fashion
Engagement rate	About 3% engagement rate	Youtube 18%	Same as Instagram short video
Investment in creating content	Instagram has a lower cost as compared to youtube but is equal to or more than other short video apps	Youtube requires logistics to create a watch-worthy video. The quality is what matters. And hence making it not-so-cost-effective	Short video apps are budget friendly and do not require a professional-looking experience for its viewer

Given the prevalence of influencers in each category, it can be quite confusing when selecting the right one. You can't choose the right influencer for your campaign based on followers or engagement. Although those are two important factors, a mega-tech influencer promoting baby products won't really help the brand target the right audience.

Don't worry. You can easily find influencers from your brand niche through

1. Keywords and hashtags
2. Influencer platforms

Search keywords, and hashtags are, as the name suggests, using a relevant keyword or hashtags from your niche. Make a list of relevant influencers related to your product or target audience, like #travelblogger, #fashionblogger, #foodgasm and so on.

And once you've found a few influencers, **check similar accounts**. Follow the influencers, and needless to say, Instagram's algorithm will automatically show you similar accounts. You can go through them and make sure they match your requirements.

This is a rather manual process and will take too long, so you can always opt for an **Influencer marketing platform**. These platforms have a mammoth database of influencers across all niches. One click, and you can filter out the influencers suited for your campaign needs. But while selecting influencers, it's essential to consider two things.

First things first, look at the **quality of the content** they create. You don't want to associate your brand with an influencer with poor-quality content. It necessarily doesn't only mean it has to be just visually appealing but also if the content is curated in a way that resonates with the audience and is authentic.

And the second one is **Metrics**. This includes engagement rate, which essentially includes likes, shares, comments, clicks, retweets etc., Depending on the platform. And, of course, the number of **followers**.

If your platform is **Instagram**, the most important metrics to look at are

- **Reels views** & comments. Reels are the most engaging and trendy content, and designing your campaign around them boosts your campaign's reach.
- Next, look at the **number of stories** they put in a day. If the story count is infrequent and less than 2, they're likely to have less reach & hardly any engagement. Recommended story count is between 3-5 per day. If it's more than 5, it's a red flag. Too much of anything can be lethal.
- Apart from these stats, ask these influencers for data on their demographics and story insights for your better understanding before making any decisions.

On **Youtube**, however, the strategy to find the one changes a bit. Going by just the number of subscribers won't do any good. Imagine if the said Youtuber has a large subscriber base but hardly any views. In this case, choose influencers with the highest **Average video views**.

Another one, consider having a look at their 20-30 recent videos. That'll tell you the kind of content they make, views per video and frequency of posting.

You should also consider influencers' metrics and how it helps in achieving your campaign objectives. Say your goal is **brand awareness** or **acquiring new customers**, then influencers with higher reach and more followers should be considered.

If your goal is to get **traffic** on your website, someone with a high engagement rate should be considered and so on. Keep your goal in focus, and that should lead you.

The number of followers can be deceiving at times. We're talking about Instagram **Bot followers**, which mimic profiles of real people and follow the influencer profiles. These fake accounts add up to the follower count, which is unethical. Make sure to be mindful of this while dealing with influencers. You don't want someone with fake followers and nothing to bring to the table in your campaign.

Once you've found the right influencers, reaching out to them by sending a DM on Instagram or an email are the two best options.

We have also shared some templates that you can use for emails/ DMs in the description. -

Template 1 - Email

Subject: Hey <name>, want to collab with <brand name>?

Hi <name>,

I'm <your name> from <brand name>. We've been following you on <mention social media platform> for quite some time, and your content is incredible and really engaging. We are truly inspired by your creativity, authenticity, and impact on your audience.

So I wanted to bring this exciting opportunity for you to work with <brand name> on our new campaign. <Talk about the campaign>

We truly enjoy your content and believe your distinct perspective perfectly complements the brand's fundamental values.

If you're interested, I'd love to chat more to go over the perks of this and how it works!

Waiting for your positive response!

Thanks!

<Name>

<Job Title>

<Company name>

<Contact details>

Template 2 - Instagram DM

Hey <name>,

We've been following you for some time now and absolutely love what you do with your content. Totally love it! Would you be interested in working with us on our new <campaign name>? It's going to be super fun, especially with your skills 😊

Let's catch up over a call to discuss further. Tomorrow work for you?

Drop me an email at <your email>, and I'll share the details.

See you soon! 😊

<Your name>

Coming to the next question that baffles a lot of marketers is about pricing. How do you price these influencers? Is there a rate card? Is everyone paid the same? Does it depend on followers?

Pricing depends on a number of factors like the influencer's size, whether they are nano, micro, macro or celebrity, and the platform they use, the number of posts/videos and stories, quality and type of content. Onboard a mix of influencers from all categories.

Breaking down these influencers into different categories, Macro and celebrity influencers have their fixed amount charged to the brands per post/video or story. Whereas, while working with micro and nano influencers, costs vary and fluctuate a lot. Calculate average views per story and post and compare with other influencers. This gives an idea of how much reach each post creates and makes it easier to decide the pricing.

When it comes to barter campaigns there's no pricing strategy to be in place but you do need to keep a few points in mind -

1. Product value - The more the value of the product, the more likely influencers to promote it
2. Efforts and deliverables - What is expected out of influencers and how much of their time they need to put in
3. And lastly, the type of influencer you choose - Macro influencers might not want to particularly go for a barter campaign

Always negotiate the costs based on the reach/views the influencers can garner with the collaboration. And that's how you negotiate with influencers.

Let's now create our media budgeting plan in the next video