

≡ Measuring Influence ≡

A Guide to Choosing the Right Influencer for Your Brand

WHEN DECIDING ON YOUR NEXT POTENTIAL INFLUENCER, ALWAYS KEEP THE FOLLOWING CONSIDERATIONS TOP OF MIND.



Brand Alignment

- Do they share your same views, aesthetic, and overall vibe?
- Do they reach your target audience?



Shared Goals

- What are the goals, responsibilities, and anticipated outcomes for the partnership?
- What are you both aiming to achieve by partnering?



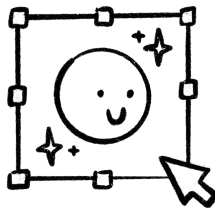
Authenticity

- Do they have an authentic connection with your specific target audience?
- Does their content resonate with your target?



Engagement

- Does the engagement on their social posts seem real and legitimate?
- Is their engagement rate on-par with their number of followers?



Past Work

- How well did their previous sponsored posts perform?
- What was the content quality of their previous brand partnerships?



Credibility

- Are they respected by your target audience?
- Have they steered clear from any negative media coverage or scandals?