

A Guide

HOW TO FIND INSTAGRAM INFLUENCERS

Overview



With over **1 billion** active users, Instagram has become the most popular platform for influencer marketing **in the world**.



In fact, **63%** of consumers admitted to making a purchase because of a digital influencer. No wonder **75%** of advertisers in the US work with influencers!



Yet, **67.6%** of marketers consider finding influencers their biggest influencer marketing challenge...



This guide will provide trusted and true **industry criteria** to find Instagram influencers who are on brand, have real followers and strong engagement.





10 Criteria for Finding (the right) Influencers on Instagram



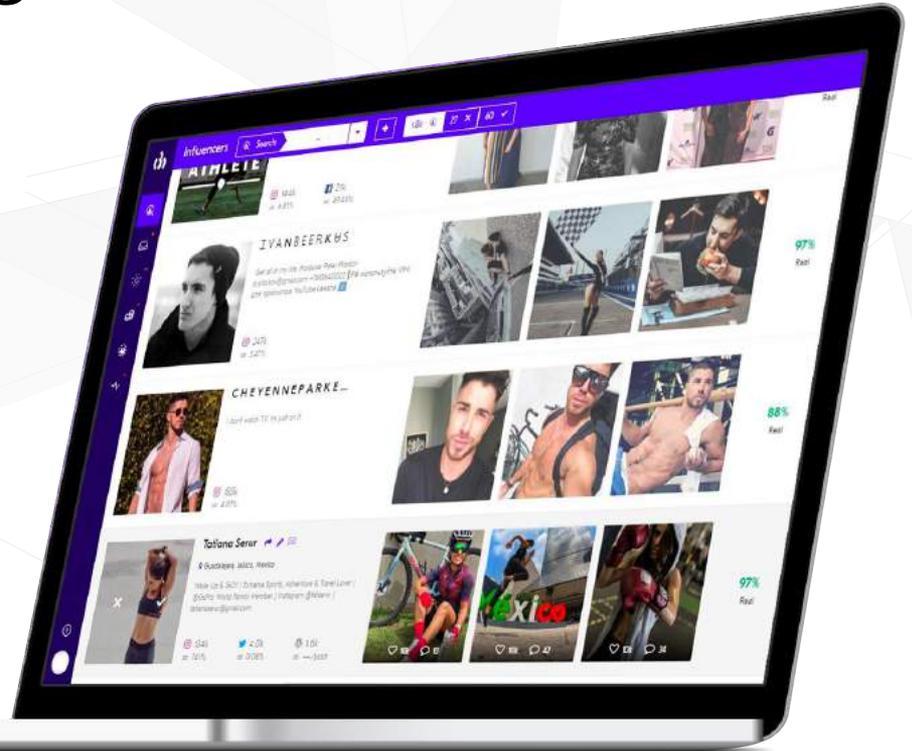
1 Target High Engaging Followers

Engagement Rate. This handy metric shows how **influential** an influencer really is with their followers.

3.5%-6%

is a high engagement for Instagram influencers with 100k followers.

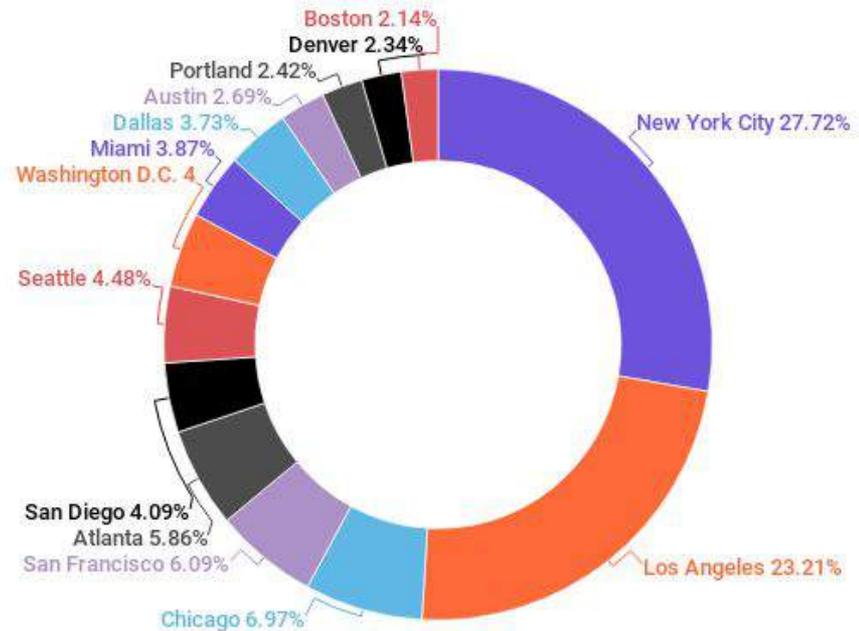
Engagement rate can be calculated by the number of interactions an influencer's post generates divided by their following size. When looking for Influencers, engagement rate should be the **first criteria** to check.



2 Search by Geographic Zone

- **Did you know** the region where an influencer is located and the language they speak will impact their price? In some cases, like in the UAE, posts can cost up to 10x more!
- Thanks to geolocation tagging, Influencers can be identified based on **where they live**. Whether you're launching an international campaign or working with **local** influencers, it makes sense to narrow your search by location.
- It's important to keep in mind however that the influencer's location doesn't necessarily equate to the audience's location. (This is especially the case for macro-influencers.) *Which brings us to our next search criteria: **follower demographics**.*

**Influencer Distribution in the USA
Top 15 Cities, Upfluence Data.**





3 Filter by Demographic

- **Audience targeting** is an easy way for marketers to improve the relevancy of their campaigns and therefore should play a key role in the influencer search process.
- **Age, Gender, Location.** These three follower demographics can reveal *a lot* about an influencer's sphere of influence. Why pay for content that won't reach your target customers?
- **Greater compatibility = happier influencers.** Influencers prioritize brands who their followers will resonate with. Leveraging follower data in your searches not only ensures more partnerships, but greater quality ones!

Need to check an influencer's audience data? Either request the analytics directly or use **free tools** like The Upfluence Plugin for Chrome, Hype Auditor, and more via Influencer Marketing Hub.



4 Use Trending Keywords

- Influencers put keywords in their username, bio, and posts that affiliate them with certain topics. Marketers can leverage these keywords to **find influencers by niche**.
- **Keywords can be used** when searching directly in Instagram via hashtags, with social listening tools, or in an influencer database that is equipped with a search engine. (Pro tip: turn Instagram into a free social listening tool by following a hashtag you want to track.)
- How does it work in practice? At Upfluence, we ran a search for the keyword **#naturalhair** and found 7.9K posts on Instagram that generated over 13M likes. The most popular posts among these show which voices best represent this niche... there you will find your influencers!

The screenshot shows a vertical list of Instagram profiles under the hashtag #NaturalHair. The profiles are:

- Coral**: bio includes "PR: borica, living in Philadelphia. wife. dog mom creator. curlswithcoral@gmail.com", 43k Instagram followers, 5.10% engagement.
- LYNN KATE**: bio includes "NYC • ec Lynnkatem@gmail.com // Apert B S C R I B E NEW VIDEO EVERY SUNDAY", 167k Instagram followers, 4.18% engagement, 23k YouTube subscribers, 0.03% engagement.
- Micalyn Detroit**: bio includes "When you want something, all the universe co helping you to achieve it. Detroit | YouTuber | FMOInstagram tho...", 40k Instagram followers, 3.03% engagement, 27k YouTube subscribers, 0.01% engagement.
- ASHLEY • HALL**: bio includes "Beauty + Lifestyle Influencer • IG: curlsofthegirls ashley@curlsofthegirls.com • New videos weel", location is Bronx, NY, USA.

5 Eliminate Fakes



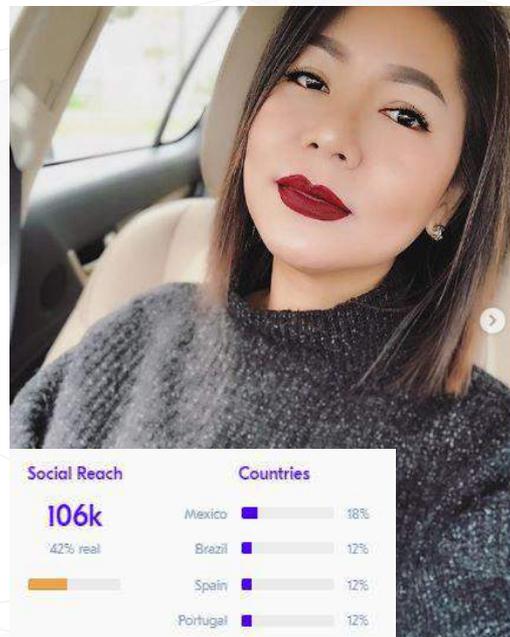
Fake influence is when a content creator buys followers or engagement to inflate their metrics. This is **fraud**. Luckily, there's solutions: for those with tech and without.



Fake followers can be spotted in the comments (nonsensical) and by comparing demographics for incoherencies. Learn more **tips** for identifying fakes on your own [here](#).



Still unsure? There are many **free** tech tools for spotting fakes like [Social Blade](#), Influencer Marketing Hub's [Audit Tool](#), or the [Upfluence Plugin](#) for Chrome.



6 Go for Genuine Dialogue

When looking for an influencer, always check the comments section.



“

Look at the comments on a influencer's post to see if there's real engagement with the clothing, products, or brands in the post. The hallmark of a good influencer is the ability to stimulate **conversation** in the comments section. And word of mouth reactions (friends tagging friends in a post) is the type of engagement that leads to future conversions.

”

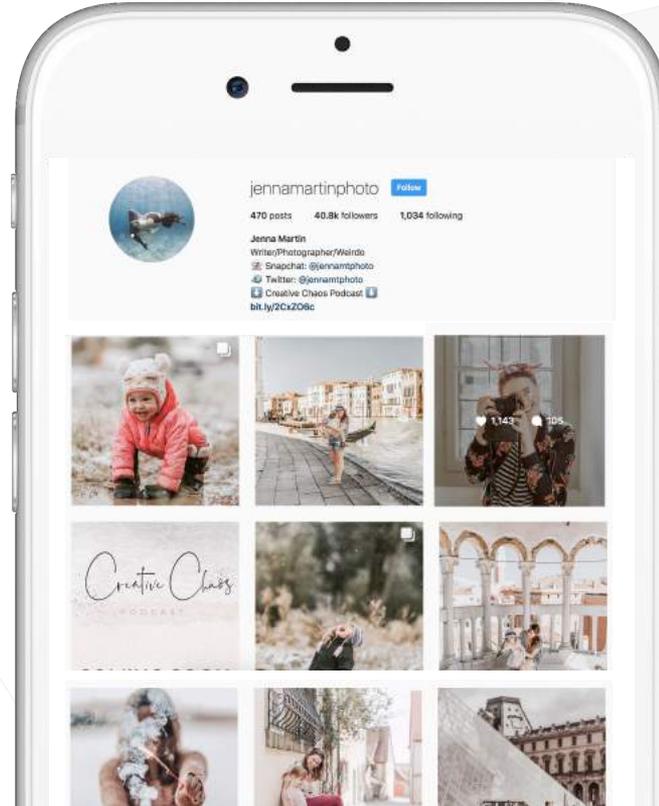
Kim Westwood,
Later

7 Find Frequent Posters

75%  

Of Instagram influencers post at least **once per week**.

Upfluence Data.



Find accounts that have been active within the last week for greater engagement and **faster negotiating**.

☰ Last Publications

Yesterday ... Instagram can be a difficult place to be sometimes

Last Wed... At 22 I thought I should change careers, do some

Last Mon... I couldn't find the podcast That spoke to me, so I

8 Avoid Saturation

Work with influencers who produce mostly organic content for best results



Sponsored vs. Organic

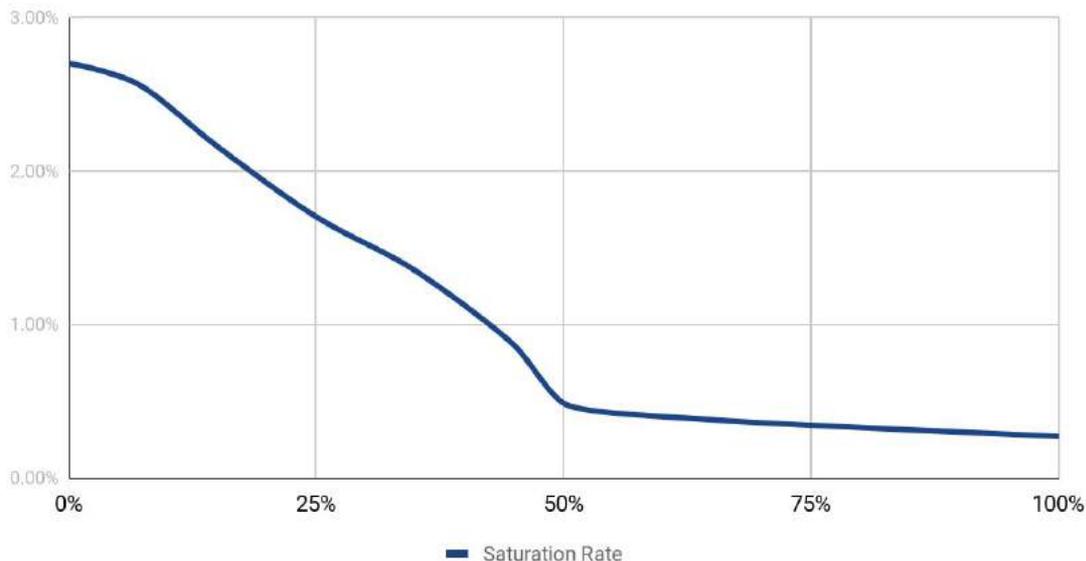
Too much sponsored content will bring engagement rates down. Influencers should have a balance.



A Direct Correlation

A healthy profile has around **7%** Sponsored content (so 93% Organic!)

Instagram: Saturation Rate vs Engagement Rate



9 Go Micro

Greater Variety



Micro-influencers outnumber macro-influencers **9 to 1***

276,000 micro-influencers

6x cheaper



Cheaper

Micro-influencers charge on average **less than \$200** per post. Some work in exchange for just samples!

Engagement Rate



Smaller, more targeted audiences = **more engagement**

+ 4-5% ER

+ 22x



Conversion Rate

Thanks to their relatability, micro-influencers inspire **more action**.

* According to numbers from the Upfluence Database

10 Growth Rate

Work with a Rising Star, or a Falling Comet



Partnerships are long term

Long term partnerships are the **future** of influencer marketing: which means it's more important than ever to pick influencers with positive growth trends.



Rising Stars are the future

With access to **historical data**, brands can make informed choices about their partnerships and find influencers worth investing in (for the long run.)

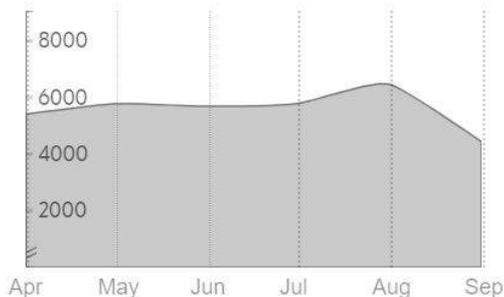


Toi Hardy

Unst Gerd. I own The Toi Boutique - Hai-marketing.com - Hai-hotels.com - Kites & stylst studio! - Fashion #music
#cheridy #travel! - Fanschaft toihardy

👤 57k
= 0.30%

📉 -23% engagements over 60 days

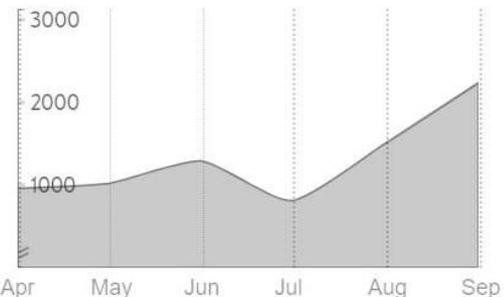


Max

I have no story. I am a story about being a story. Twitter: here2surreycall

👤 59k
= 1.29%

📈 176% engagements over 60 days



The Takeaways



Potential

Instagram is the #1 platform for influencer marketing with 328K influencers to choose from!



Problem

Marketers have a hard time finding the right influencers for their brand.



Solution

This guide has provided qualitative and quantitative criteria for finding influencers.



Qualitative

Audience demographics, niche keywords, and the quality of conversation should shape your search.



Quantitative

Engagement rate, historical performance, and following size are a couple key figures to track.



Agnostic

These criteria can be applied to your search regardless of the tools or platforms you're using.

Struggling with influencer analytics?

The Upfluence Plugin **for Chrome** can help.



Free

The Upfluence Plugin is free to use, forever. Never sign a contract without insights again.



Limitless

Integrates directly into your browser so you can analyze any Instagram influencer, anytime, anywhere.



Analytics

See audience demographics, engagement rates, historical data, fake followers and more.

Thank you!



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