

Influencer Criteria Worksheet

Every influencer campaign is different, but there are certainly some best practices that can help attendees efficiently work with their partners. If possible, put these elements into the contract to ensure accountability.

Influencer Demographics

What are the influencer's vitals, topics, interests, and story focus?

AGE

16 or less	17-19	20-24
25-29	30-34	35-39
40-49	50-59	60+
18+	21+	

SEX

Male Female Non-binary

WHAT TOPIC AND VERTICALS DO THEY TALK ABOUT MOST?

(Ex: Art & culture, beauty, fitness, etc.)

- 1.
- 2.
- 3.

WHAT ARE THEY INTERESTED IN?

(Ex: Poker, mindfulness, etc.)

- 1.
- 2.
- 3.

WHAT KINDS OF STORIES DO THEY TELL?

Ex: Lead by example, gather ideas, explore new terrain, etc.

Personality and Brand

What does the influencer's content look and feel like? How does it align with your brand's values?

tone of voice

Ex: Inspiring, educational, funny

- 1.
- 2.
- 3.

Visual Identity

Ex: Moody, colorful, city life, landscapes

- 1.
- 2.
- 3.

Audience Criteria

What does the influencer's audience need to look like? This should map to your target audience.

AGE			SEX			PERSONAL INCOME
16 or less	17-19	20-24	Male	Female	Non-binary	
25-29	30-34	35-39				
40-49	50-59	60+				
18+	21+					

INTERESTS	LOCATION	LIFESTYLE
<i>Ex: Poker, mindfulness, etc.</i>		<i>EX: inspirational Brands that reflect their lifestyle</i>
1.	City:	1.
2.	State:	2.
3.	Country:	3.
	Region:	

Reach and Engagement

How large is your influencer's audience, which platforms do they have a presence on, and how often do they interact?

WHAT PLATFORMS SHOULD THEY POST ON?



Instagram



Youtube



Facebook



Twitter



Pinterest



Blogs



Podcasts



Twitch



Snapchat



TikTok

HOW MANY FOLLOWERS SHOULD THEY HAVE?

Nano — 0-9,999 followers

Micro — 10,000-99,999 followers

Macro — 100,000-999,999 followers

Mega — 1,000,000+ followers

HOW FREQUENTLY DO THEY POST ON BEHALF OF BRANDS?

Never

1-4 a month

5-9 a month

10+ a month

HOW ENGAGED DO THEY NEED TO BE WITH THEIR FOLLOWERS?

Low — doesn't engage

Medium — occasionally engages

High — engages on every post

Logistics

What can you offer in compensation and what does the influencer need to be able to do to execute your campaign?

WHAT CAN I OFFER AS A FAIR VALUE EXCHANGE?

Cash:

Assets:

Opportunity:

WHERE DOES MY INFLUENCER NEED TO LIVE?

City:

State:

Country:

WHAT UNIQUE CAPABILITIES DOES THE INFLUENCER HAVE?

Ex: Create a recipe, conduct an interview, surprise a friend, shoot a video

HOW MANY INFLUENCERS DO I WANT TO PARTNER WITH?

___ x 4 = _____ *(how many influencers I need to identify)*

Protecting Your Brand

How will you protect your investment and what are your non-starters for working with influencers?

WHAT IS MY EXCLUSIVITY WINDOW?

Not applicable

1 month before and after

3 months before and after

6 months before and after

They can't have worked with a competitor

WHAT ARE MY RESTRICTIONS AND BOUNDARIES?

Ex: They use profanity, they have a substance abuse issue, etc.

Don't forget to check the quality of their followers and engagement!