

TIPS FOR FINDING INFLUENCERS

1

Set up brand24 to monitor mentions of competitors and identify influencers sharing content. Brand24 will show you the influence of people sharing the content

2

Find an influencer on Twitter and put their Twitter address into Twitonomy. Find out who they chat to the most. It's likely to be other influencers.

3

Buy a tool - I really like Buzzsumo, Klear, Grouphigh.

4

Use SEMRush to find influential websites. Search for keywords and analyze the website results

5

Use Agorapulse to manage your social media activity and track the 'Ambassadors'. These are influencers already sharing your content

6

Ask influencers - Reach out and do an expert post and ask them what person they would recommend to be also part of the post

7

Use Buzzsumo to find influencers sharing content that you are going to write about

8

Find top related content and analyze backlinks through Ahrefs. Find the influential websites linking to your competitors

9

Attend industry events - Speakers are typically the top influencers in your industry

10

Track results from shared links - Give your audience a unique tracking link to share out a promotion you are running. The influencer is the one that gets more sales.

11

Look up expert articles - In most industries you'll find an expert article full of tips written by someone else. They have done the work for you already identifying influencers

12

Use Amazon and search for authors in your industry

13

Find people with big communities - I'm talking about a big LinkedIn, Slack or Facebook group. They will probably be influencers and they'll certainly know influencers

14

Search for podcasts in your niche. They'll invite influencers on.

