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If you haven't yet joined Profit Platform, this is an example of the materials given to our members during various training sessions.

How to Tell If an Influencer Is Worth Pursuing

Definition of Influencer:

"A person or brand who has the attention of a large audience who listens to them"

Vetting your Influencer

When finding influencers to promote you, the qualifications are mostly the same. You're mainly looking for a real following in your niche with high engagement. Here are the details on vetting your influencer for each social media platform.

Why Look for Influencers:

The primary reason we recommend finding influencers are to arrange affiliate partnership deals to get them to promote your website for no up-front costs. You don't pay anything to get them to send you traffic, but you offer them commissions on any referred sales.

Other deals we recommend making with influencers is to send them free product in exchange for a review sent out to all their followers.

Lastly, you can contact them and arrange to buy paid sponsorships of your website for an upfront fee. These kinds of deals can be very lucrative but require an up-front payment to the influencer.

Instagram:

Now that you've found a group of influencers that you potentially want to work with, it's time to vet them to make sure they're worth working with.

Here's the point-by-point rundown of what you're looking for in an influencer:

1. At least 5,000 followers
2. Under 5,000 following.
3. Minimum of 2.5% engagement
4. Natural follower trend
5. Natural following trend
6. Real followers and engagement
7. Followers consistent with your niche
8. Good price

Don't work with an influencer on Instagram unless their account meets all of the 7 criteria. Here's the step-by-step guide on finding out if an influencer meets these criteria:

1. Go over to their page and check their follower count. If they have over 5,000 followers, they make the cut. I've found that influencers with less than 5,000 followers just aren't worthwhile.
2. Make sure they follow less than 5,000 other accounts. A lot of influencers will grow in their early stages by following a lot of accounts. That's fine, but you don't want to work with influencers who are still in this stage. If they have over 5,000 accounts they follow, then it's clear they're still in this follow-for-follow stage, and you might want to wait until they've moved on from this technique.
3. Check to make sure their followers are real and are actually engaging with the content. A lot of Instagram users will buy fake bot followers to make

their influence look bigger than it actually is. The way to make sure their audience is actually engaging with their account is to use an Instagram engagement calculator. I like to use the calculator on phlanx.com. This calculator only gives you a limited amount of uses per day, but I've been able to get around it by opening another tab on Chrome incognito. You're looking for an engagement rate of at least 2.5%. Anything below that and you avoid that user. Engagement rates can be MUCH higher than 2.5%. That's just the minimum. Obviously the higher the engagement the better.

4. Use tools like socialblade to look at a user's follower graph over the history of their account. You're looking for a smooth, gradual climb in followers. Steep spikes in followers can indicate shady activity. You only get steep staircase looking spikes if followers are bought. You don't want fake bought followers – if a user's follower graph looks like a staircase rather than a gentle climbing hill, then you should probably avoid them.
5. Don't work with users who are currently engaged in the follow-for-follow technique. There's nothing wrong with using this technique to get started on an account, but you don't want to work with accounts that are using this technique in present time. You can see if a user is still using the follow-for-follow technique if the graph of the accounts they're following routinely goes up and down. Make sure the number of accounts they're following doesn't have an up/down trend within the past 30 days.
6. While an account's engagement rate might be 5%, a really solid number, that doesn't guarantee that the 5% engaging are real or genuinely interested in the content. An account could have 5% engagement, but that engagement could be made up of bots. To see if the engagement is real, take a few minutes to investigate the page. Check the comments on their most recent posts. If the comments seem to be relevant to the actual content of the posts they're on, then the engagement is genuine. Though, if the comments are vague, too general or overly brief, then it's a sign that they're from bots or engagement groups where accounts all engage with each other's posts. A common type of comment from a falsely engaged user might be a comment with emojis and nothing else. Or a comment with

a vague, irrelevant compliment like “Great content!”, etc. After you make sure the comments are genuine, check the likes on the most recent posts. If more than a fifth of the likes are from users with no profile picture, then that means the account is likely garnering fake likes from fake accounts.

7. Check to see if the account has users that would actually be interested in your content. You wouldn't sell cupcakes to a crowd of fitness enthusiasts, or dainty women's jewelry to a group of hardened, tough bikers. Take the time to look at the followers and likers of your influencer's most recent posts to make sure they're people you think would be interested in your offer.

8. The best way to get a solid return on your investment is to find micro-influencers in the range of 5k-30k followers. These influencers are on their way up and have an engaged audience but are still interested in partnering or promoting your products. As accounts get bigger, many people start to expect to be paid up front for a promotion. With the influencers who are on their way up: They'll be very open to promoting your affiliate program. Many will even promote if you just send free products. At this range, Instagram influencers make the perfect affiliates. If they prove to be beneficial for your business, consider giving them an affiliate link to your product.

Facebook:

Here are the 5 criteria you want to consider before sealing the deal with a Facebook influencer:

1. In your niche
2. Engagement
3. Real engagement
4. In your target country
5. Willingness to share stats

Here's the step-by-step guide to find out if a Facebook influencer meets your criteria:

1. You want the influencer to be in your niche. Just like with any other social media platform. If you're selling dad t-shirts and your target influencer's comment section is full of 20 year old women, then they're probably not in your niche.
2. Make sure that the influencer's content is actually getting interaction. If they have 100,000 likes on the page and the posts only get 50 likes, shares and comments combined on average, that's low engagement. You should be looking for an average of .1% of the page's likes to be interacting with each of the 10 most recent posts. If a page has 1 million likes, the most recent posts should each be averaging 1,000 likes, shares and comments or more.
3. Check if the page's engagement is from real people. You can see if the engagement is genuine by checking if the page's posts have at least a few comments on them pertaining to the subject matter of the post. If your target page posted a picture of a cute pug, check to make sure there are at least a few comments talking about the dog.
4. Make sure the page's audience is in the country you're attempting to target.
5. After you've started negotiating with them... if you're still unsure if they're worth working with: ask the influencer to show you their key stats. If they have a healthy, converting page then they should readily send you screenshots of their page or group's statistics. If they're reluctant to share their stats with you, then that can be a sign their audience isn't real or isn't very engaged after all.

YouTube:

When vetting your YouTube influencers to see who is right for your brand, these are the five criteria that you are looking for:

1. Brand compatibility
2. Subscriber count
3. Consistent viewership
4. At least 100% views per month
5. High like-dislike ratio
6. Reasonable price

Here's how you check to see a potential YouTube brand partner meets all five criteria:

1. First, make sure your influencer makes content that's consistent with your brand. If you're selling cupcake sprinkles, it would make sense to work with a baking tutorial YouTuber. But, it wouldn't make sense to work with a car YouTuber for those same sprinkles – your sprinkles just aren't compatible with the YouTuber's automotive focused audience.
2. Once you find a YouTuber that fits your brand, make sure they have a decent subscriber count. The more the better – don't work with a YouTuber with less than 5,000 subscribers.
3. Now that you have an influencer with a high subscriber count that's compatible with your brand, you need to check if they're consistently getting views. A lot of YouTubers are one hit wonders, with one viral video that the rest of the videos just can't match. Additionally, a lot of other YouTubers don't have a stable view count. Some weeks they're getting 300,000 views per video, some weeks they're getting 1,000 views. You want to find a YouTuber that has a steady uptrend in viewership, not a one hit wonder.
4. A YouTuber might have 500,000 subscribers, but only get 1,000 views per video. That's a dead channel. Subscribers aren't everything. Make sure those subscribers are actually tuning in and watching the channel's videos.

The key threshold is 100% of their subscriber count in channel views or hopefully more. You can see this information if you search the channel on socialblade.com.

5. A channel that nobody likes is not a channel you want to work with. A channel might be getting high views, but that could be haters flocking over to the channel to bombard it with dislikes. They're not going to be receptive to any offers the channel advertises for you. For example, the 2018 YouTube Rewind video got 176 million views. Sounds incredible! But, then you see the like to dislike ratio. 16 million dislikes. 2.5 million likes. 86% of the raters disliked the video. Ouch. You want to avoid channels like that.
6. Lastly, you want to make sure they'll promote you as a partner without paying them.

Other Types of Influencers:

There are many other types of brands and people with a large, receptive audience outside these three main sites we haven't covered in this manual. You should consider looking for these alternative types of influencers as well:

- High traffic bloggers
- Mailing list owners
- Large Twitter accounts
- Snapchat influencers
- Successful businesses in your niche

A Word on Oversaturation:

People are significantly less receptive to offers from influencers when those influencers have bombarding them with significantly more ads than actual

content. Oversaturation can overcook an audience and just turn them off to any other deals.

For all influencers, just check to make sure they're not bombarding their audience with too much marketing instead of content. There's no set ratio for content to advertisement here, it really does vary. Just use common sense. Check the comments to see what their followers think, are they upset about advertisements, or do they not seem to mind?

Your ad just won't be effective if it's come after 50 other ads from 50 other brands in the same month. After so much sales material the ads just become predictable noise that the audience will either ignore or scroll away from.

The best influencers are the ones who haven't received any sponsorship yet. When you catch them when they're fresh and without any previous brand deals, you're catching an audience that's ripe and ready to be sold to.

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We provide a variety of benefits to members including: Unlimited free website building & hosting, free webmaster services & support, \$9,074 in paid premium plugins, themes & tools for free, funnel builder, page builder, shopping cart for your site, live training, coaching, live chat help and many other benefits.