

Your Checklist for Identifying Influential, **Authentic Creators** in Your Search

The most effective creator partners don't just meet your follower count and engagement rate thresholds—they're also genuine fans of your brand. Creators who are passionate about you are more likely to create authentic content, invest in a long-term partnership, and have an engaged audience that's interested in your brand.

So, how do you find these ideal creators? We compiled a checklist to help you get started:



Step 1

Determine Campaign Fit

- ☐ Based on your program or campaign goals, identify any relevant topics or keywords to include in your search.
- ☐ Consider the other key criteria that you'd like to prioritize for your partnerships, such as follower count, creator and audience demographics, and engagement rate.
- ☐ Clearly define any aesthetic and content considerations. What elements align with your brand's style and tone?
- ☐ Decide whether you want to work with creators who mention your competitors. Depending on your goals, you might choose to include them because they're interested in similar products, or exclude them to focus on creators loyal to your brand.



Step 2

Refine Your Creator Search

- ☐ Kick off your search with the keywords and filters you identified based on your partnership requirements.
- ☐ Leverage AI to identify creators talking about your brand or a competitor. In CreatorIQ, you can search by a brand name to surface all organic mentions—beyond just @ tags or hashtags.
- ☐ Narrow your results to your active advocates by focusing on creators who have mentioned your brand in recent months. Achieve this quickly in CreatorIQ with a date range filter.

- ☐ Review the content of creators' posts that include mentions of your brand to gauge organic performance and confirm alignment with your brand identity. In CreatorIQ, you can easily view all posts by a creator that include your brand name.



Step 3

Measure Impact and Optimize Your Strategy

- ☐ Establish clear metrics for evaluating the success of creator partnerships, such as engagements, impressions, reach, or EMV.
- ☐ Use dynamic reporting to analyze the performance of your converted organic fans versus other creator cohorts.
- ☐ Evaluate the impact of your partnerships and campaign efforts on brand awareness by comparing your Share of Influence to your competitors. CreatorIQ users can access Competitive Benchmarking to select and measure against a set of brands.
- ☐ Determine which creators and campaign strategies are worth further investment.

Identifying your existing fans is a shortcut to success that will expedite your discovery process and drive greater impact for your brand. By following this checklist, you'll unlock a new cohort of creators who will likely be excited to work with you, produce high-performing content, and stick around for the long run—it's a win-win.

