

How To Find YouTube Influencers?

Influencer marketing can help beat the competition. It is the right way of presenting a business.

Mobile app influencer marketing has changed the way businesses used to promote their brands, products, and services. An influencer is a social media celebrity or key opinion leader and anyone can become an influencer. If a social media celebrity becomes your brand ambassador, you will see a quick surge in the online popularity of your brand.

Influencer marketing is the need of the day but the problem is that most brands run after numbers. They want to join hands with the celebrities that have the highest number of followers. But little do they know that there are many factors to look into before you make an opinion on a key opinion leader.

Important factors to consider when looking for an influencer

1. Platform

The first factor to consider when looking for social media celebrities is a platform like TikTok, Instagram, and YouTube. If you want to make educative videos for your targeted audiences then you should [find YouTube influencers](#). Similarly, you can find celebrities of other platforms like Facebook and Twitch.

2. Followers

Next important factor to consider about influencers is their followers. Your objective should be to locate the celebrities with highest number of followers. It is better to join hands with key opinion leaders that have large followings. By hiring celebrities, your objective is should be to reach out to as many social media users as possible. For example, if your influencers have millions of followers, you can target millions of users at one time.

3. Relevance

Depending on the nature of your brand like cosmetics, healthcare, home fittings, and food, you should find an influencer better suited to your brand. For example, if you want to promote cosmetics, you should find a beautician or dermatologist that can connect your brand to the right audiences. The good thing is that you can take advantage of **KOL automation** software.

4. Rate of engagement

The rate of engagement stands for the rate at which influencers engage their followers. For example, the rate of engagement 6 shows that the celebrity can engage 6 followers out of 10. Find the opinion leader that has a high rate of engagement so your marketing message reaches to maximum audiences.

5. Fake followers

It is the most important factor to consider when looking for influencers. You should know that social media celebrities could inflate the number of their followers to look reliable and bag lucrative marketing projects like yours.