

Micro-Influencer Discovery Checklist

Print off this checklist and tick off each step as you go through the [‘Discover Micro-Influencers Who Will Drive Customers to Your Door’](#) guide on our Talk About Digital Podcast website.

Understanding Micro-Influencers

- Understand the definition of a micro-influencer
- Recognise the role of micro-influencers in reaching niche audiences
- Identify the benefits of partnering with micro-influencers for your business

Defining Your Ideal Customer

- Define the demographic characteristics of your ideal customer (age, gender, location, etc.)
- Identify the psychographic traits of your ideal customer (interests, values, lifestyle)
- Create customer personas to guide your search for micro-influencers
- Map out your customers’ interests and online behaviours
- Determine the social media platforms and online communities your customers frequent

Finding Micro-Influencers Within Your Industry

- Identify relevant hashtags related to your industry
- Search for micro-influencers on the social media platforms your customers use (Instagram, X, LinkedIn, YouTube, TikTok, Facebook)
- Use location tags to find local influencers if your business is location-specific
- Explore related content and accounts to uncover additional potential influencers
- Bookmark and save profiles of promising influencers you find

Matching Your Target Audience with the Influencer's Audience

- Compare the demographics of each influencer's followers with your ideal customer profile
- Analyse the interests and engagement levels of the influencer's followers
- Check for alignment between the influencer's values, lifestyle, and your brand's ethos
- Ensure there is a good overlap between the influencer's audience and your target market

Evaluating Potential Micro-Influencers

- Analyse the engagement rates of each influencer (likes, comments, shares)
- Review the quality and relevance of the influencer's content
- Cross-check that the influencer's audience matches your business goals
- Make notes on each influencer's strengths and areas for improvement

Narrowing Down Your List

- Compile a shortlist of the most promising influencers
- Categorise influencers based on strengths (engagement, audience fit, content relevance)
- Limit your shortlist to 5-10 top influencers
- Organise your shortlist in a spreadsheet, including key details for each influencer
- Prioritise influencers based on audience fit and engagement levels
- Rank the influencers on your shortlist according to their potential impact

Finalising Your Choices and Preparing for Outreach

- Double-check that each influencer aligns with your brand's values and goals



- Conduct a final review of the content and persona of each shortlisted influencer
- Draft personalised outreach messages for each influencer
- Outline your proposal and prepare to answer any questions
- Set up a system for tracking your outreach and responses

By using this checklist and following the related guide on the TAD website you will understand how to discover and identify the right micro-influencers who share the same audience as you need to attract to grow new customers. It's not about the numbers, it's all about the connections and interactions.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.