

Guide

How to choose the right influencers for your Instagram & TikTok organic posting campaigns



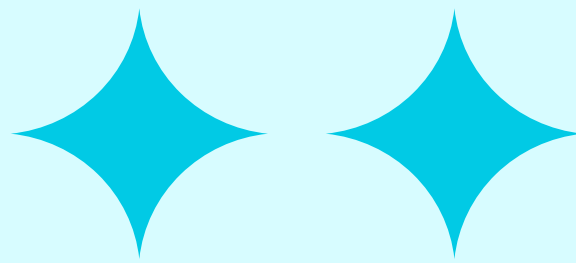
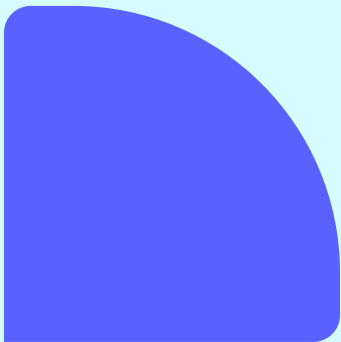
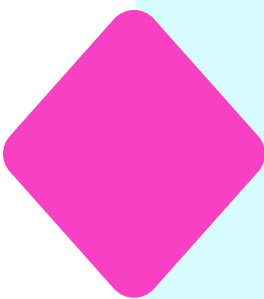


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Instagram and TikTok creators are passionate about producing content for their page, so they understand which content types are working and what's currently trending. But how do you select the best creators for your campaign who align with your brand, product, and objective to maximize your performance?

Here are 4 steps to find your perfect creators for organic posting campaigns.

Let's get into it.

4 steps to choose the right influencer

Step 1: Identify the platform

For organic posting campaigns you need to choose creators with a presence on the social media platform you want to use. Therefore, for an Instagram organic posting campaign, choose creators with a presence on Instagram - and the same for TikTok.

Step 2: define the audience

You need to take into consideration the persona of the creator as well as the creator's audience. For example, you might want an Asian female in the US who's audience is in Japan. Therefore you would analyze their profile and followers:

- **The creator:** Asian, female, located in United States, speaks Japanese
- **The creator's audience:** located in Japan, female



Check that the creator aligns with your brand identity

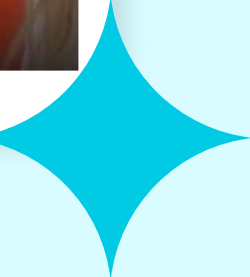
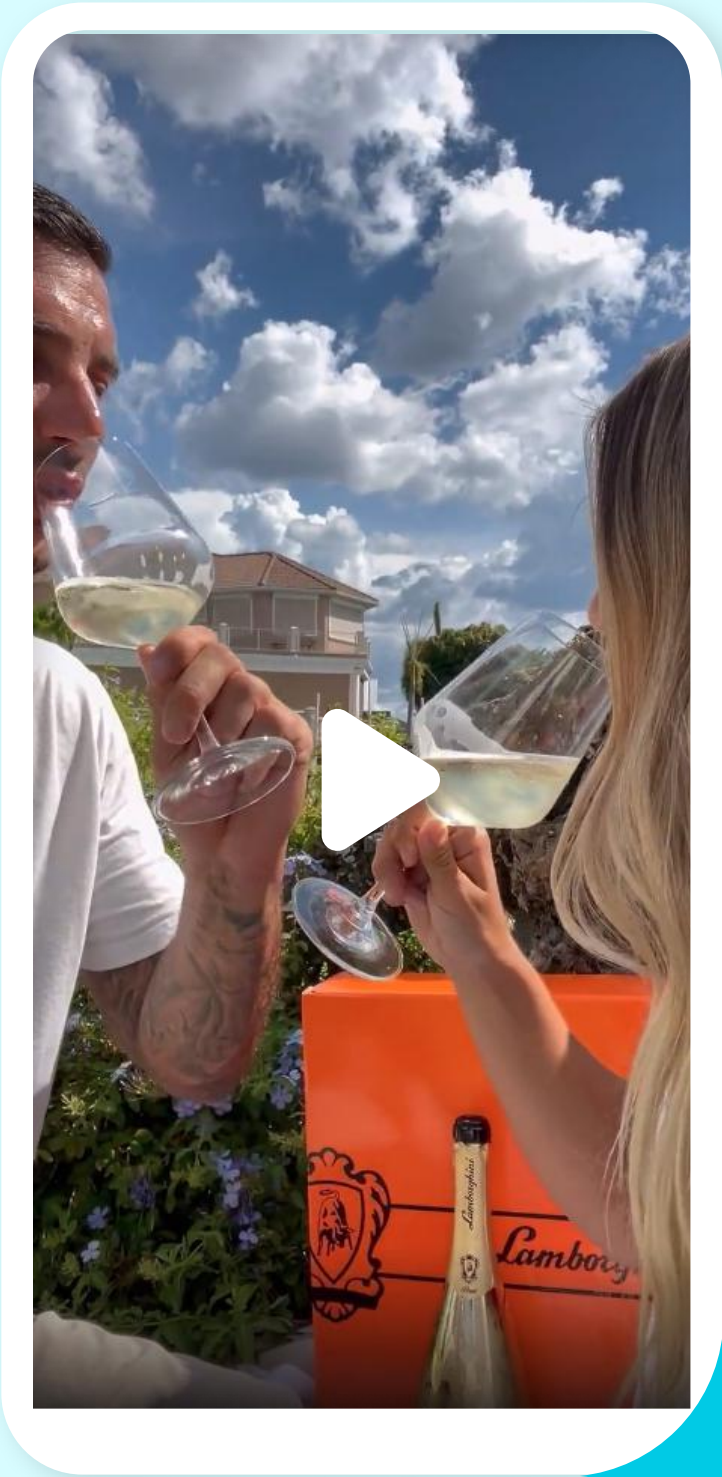
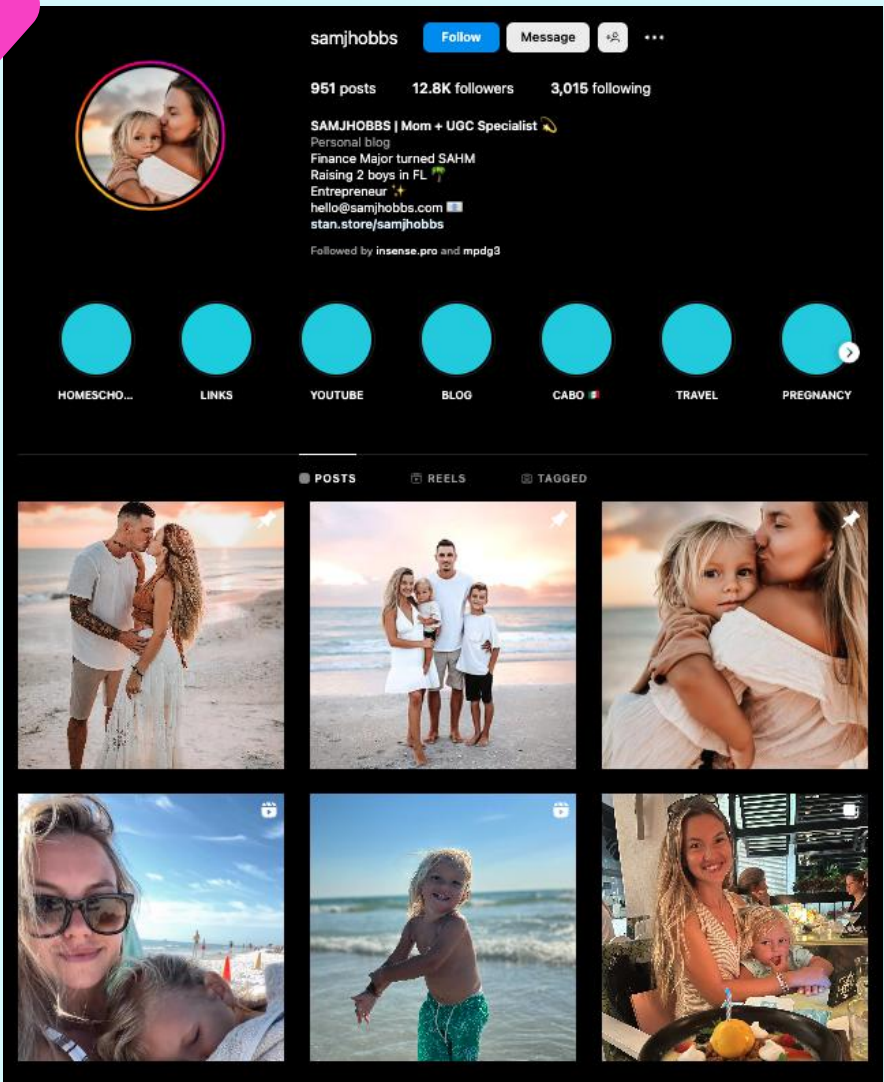
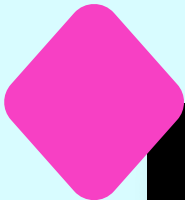


Check that the majority of the creator's audience is your target audience

Tip: for both TikTok and Instagram, we recommend choosing creators who have at least 60% of the audience located in the targeted country.

Note: Before hiring a creator, you need to check that the creator’s type of content is aligned with your brand. For example, if you are a beauty brand, food creators may not be the right ones to work with.

Here's an example of an Instagram creator on Insense who has clearly identified herself as family-oriented lifestyle influencer. You can see that her content is very focused on this niche.



Step 3: Choose which type of creator you want to work with

There are 3 different categories of creators depending on their audience size:

- Nano-creators: (1K-10K followers)
- Micro-creators: (10K-100K followers)
- Macro-creators: (100K+ followers)

Note: If you want to use creators with a variety of different audience sizes, for example you want to work with some micro-creators and some nano-creators, it's recommended to provide the same brief but with the appropriate pricing adjustments.



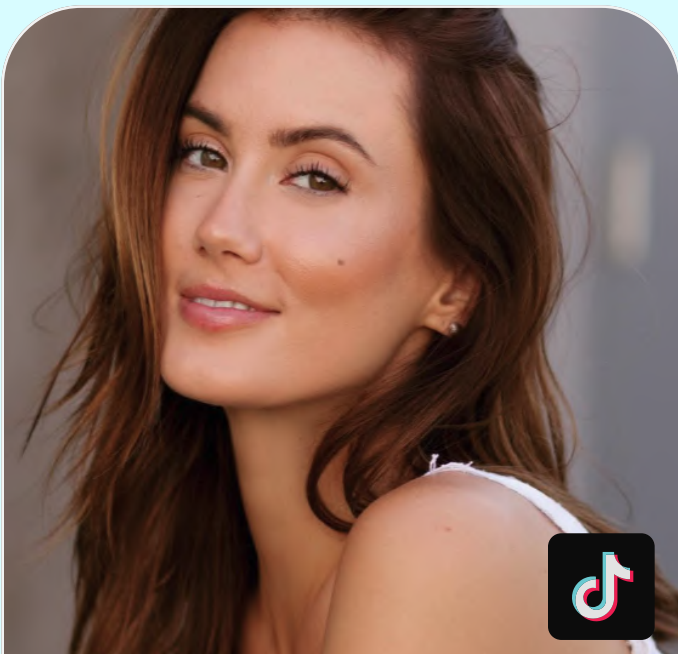
Nano-creator
@tristenlange
9k+ followers



Micro-creator
@lakatwoman.og
50k+ followers



Macro-creator
@vanezznezz
105K+ followers



Nano-creator
@janelle_gray
8k+ followers



Micro-creator
@diegochaveztv
58k+ followers



Macro-creator
@kwhxte
3M+ followers

Step 4: Ensure the quality of the creator's influence

Real followers

As a rule, for both TikTok and Instagram, we recommend checking that the creator has **65% and more** real followers.

Creator's relevance

Ensure that the creator's profile aligns with your target customer and your brand look and feel. Ideally you should find creators who will genuinely love your product, build a relationship with them and continue long-term collaborations.

Here's an example of a creator that was a perfect match for beauty brand Wonderskin:



Target audience

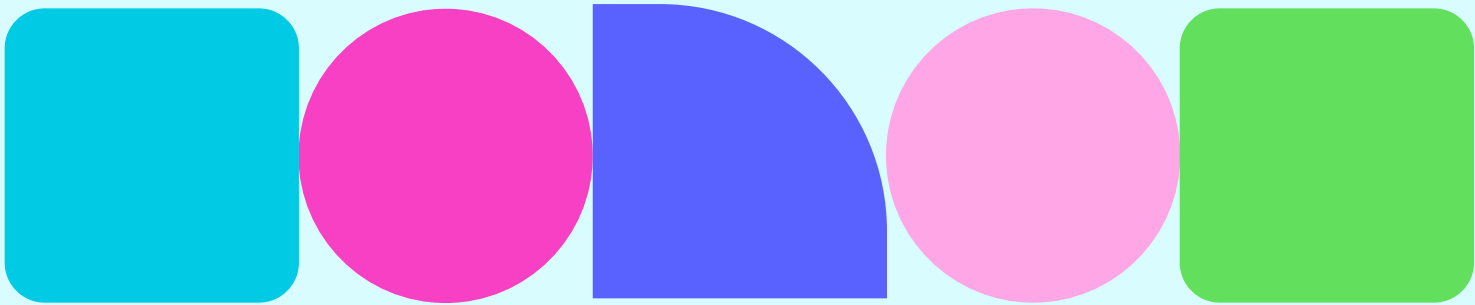
- Age 20+
- Females
- Based in the US
- Beauty + skincare enthusiasts
- Looking for innovative beauty products

Creator profile

- Age 25 - 35
- Based in the US
- Aesthetic female
- Beauty + lifestyle
- Elegant, confident and composed personality

Comments

Check if the comments on the creator's posts come from real people and look at how their audience reacts to branded content.



Authenticity

Make sure that they are comfortable in front of the camera and believable. Ask yourself;

- Do they look natural on camera?
- Do they know how to connect with their audience?
- Do they have positive body language and good eye contact?



Engagement rate

The engagement rate shows the average number of interactions that social media content receives per follower and defines the level of interaction between the creator and their followers.

We recommend choosing creators with an average engagement rate of:

- at least 6-8% ER on TikTok
- at least 2% ER on Instagram

Below is the recommendation based on the audience size of the creator on Instagram:

Categories	% of reach
Nano-creators	4 - 8%
Micro-creators	2 - 4%
Macro-creators	>1.5%



Additional metrics to check on Instagram

Reach

Reach is the total number of unique profiles that have seen the creator's Instagram posts or stories.

We recommend checking both Instagram stories & Instagram posts reach to understand if the audience really interacts with the content and what % is interacting.

Below is our recommendation of what a good audience reach should look like based on the size of the creator's audience:

Avg. reach via IG stories

Categories	% of reach
Nano-creators	7 - 8%
Micro-creators	2 - 6%
Macro-creators	>2%

Avg. reach via IG posts

Categories	% of reach
Nano-creators	20 - 25%
Micro-creators	11 - 18%
Macro-creators	>10%

Followers vs following

Creators sometimes use ‘follow-for-follow’ tactics, so take a look at the followers-to-following ratio. We suggest a following that doesn't exceed 30% of the number of followers.

Frequency of posting

Keep in mind that a good TikTok creator will be consistently posting at least a few times a week, and won’t disappear for months.



Additional metrics to check on TikTok

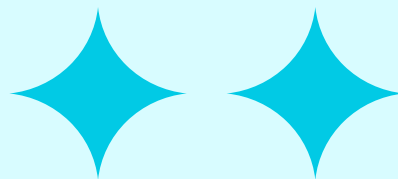
Median views

By checking this number, you can understand approximately how many people will see your content on the creator's account. We recommend choosing creators with **at least 1-5k median views**.

Frequency of posting

Keep in mind that a good TikTok creator will be consistently posting at least a few times a week, and won't disappear for months.

Things to avoid



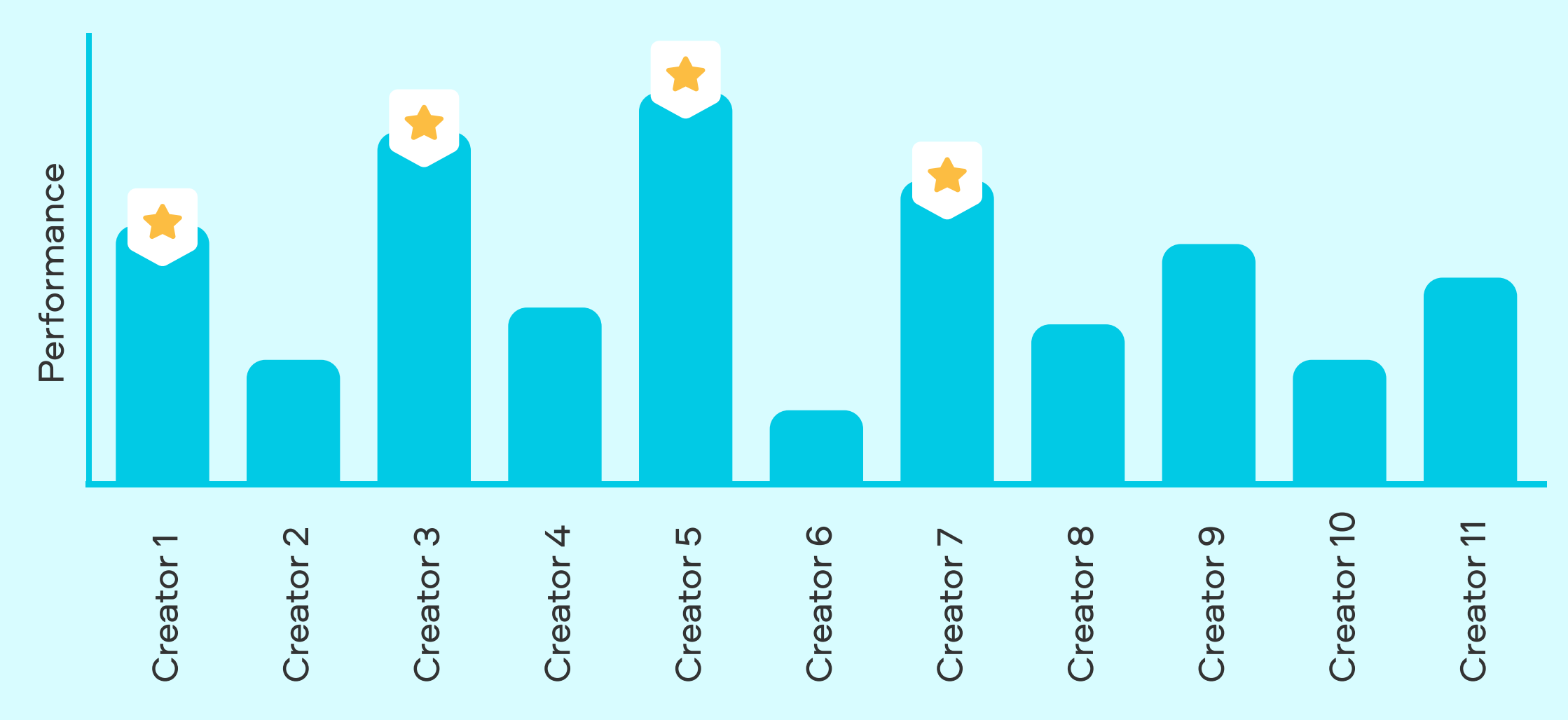
Don't select creators based only on their follow count

The follower count alone is not enough to determine which creator is good for your organic posting campaign, you need to ensure the audience alignment with you brand and how the audience engage with the creator's content.

Hire more than a few creators for a campaign

We recommend working with at least 10-20 creators as influencer marketing works better when you have multiple people talking about the product. **Using 10-20 creators is also better for testing** so you can collect plenty of data.

After the campaign is finished, analyze the performance to see which creator(s) work best for your brand and what is unique about them. You can then double-down on this and find similar creator profiles.



Judging the quality of creators based only on the sales from their first post

“Marketing Rule of 7's” states that it takes seven “touches” before a person will act upon your CTA.

Always check the overall engagement with the content even if you got no sales from it; if the reach and engagement are good, the audience is interested in the product - it could still be a valuable partnership to increase your brand awareness and drive sales in the future.

Also pay attention to whether the creator is excited and enjoying the collaboration. Remember, most highly converting collaborations are long-term collaborations so it's a good idea to be friendly and build relationships with the creators.

Discover how Insense can help you match with the best creators for your organic posting campaigns.

[Book a call now to learn more.](#)



Use [Insense](#) - the all-in-one platform for UGC ads, organic posting, and whitelisting on Meta + TikTok - as a centralized space for all your UGC and influencer marketing campaigns.

Their platform combines a creator marketplace of 20,000+ UGC creators + micro-influencers, an interactive brief, integrated chat feature, automated payments and copyrights, and more.

[Book a call now to learn more.](#)

