

Cheatsheet

How to find and choose the right creators for UGC & influencer partnerships



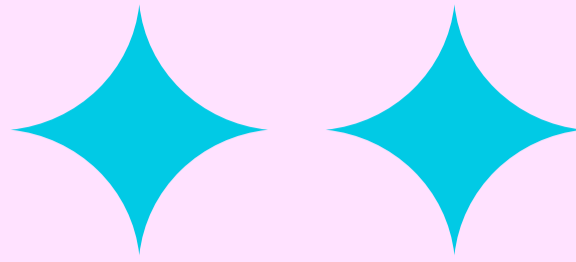
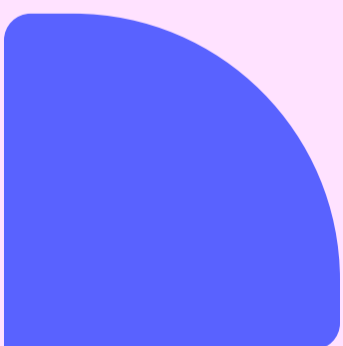
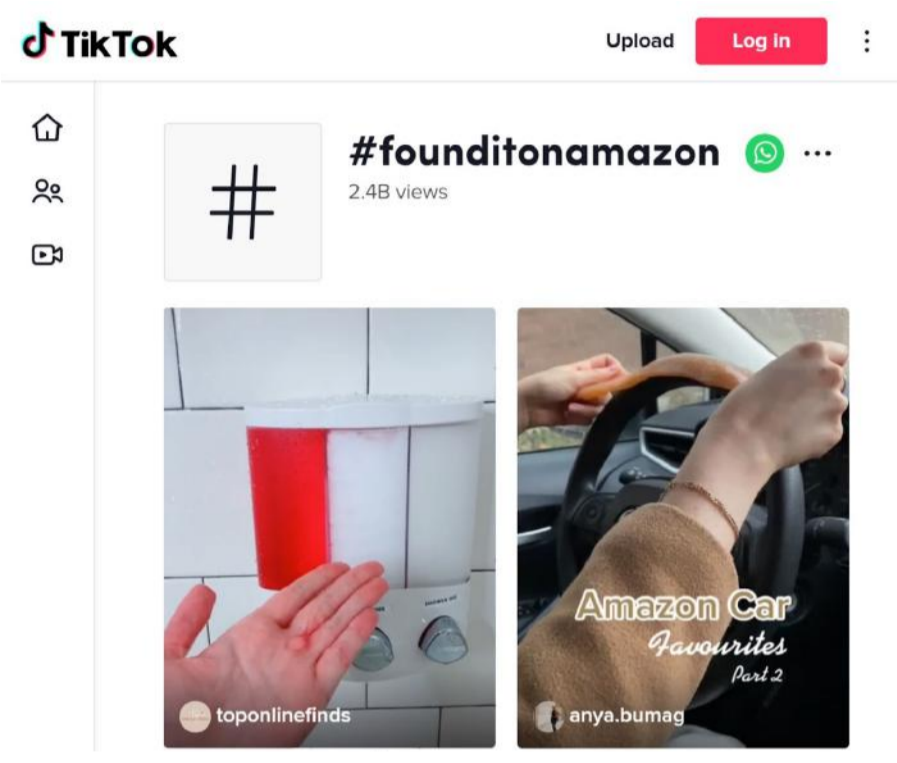


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4 ways to find creators



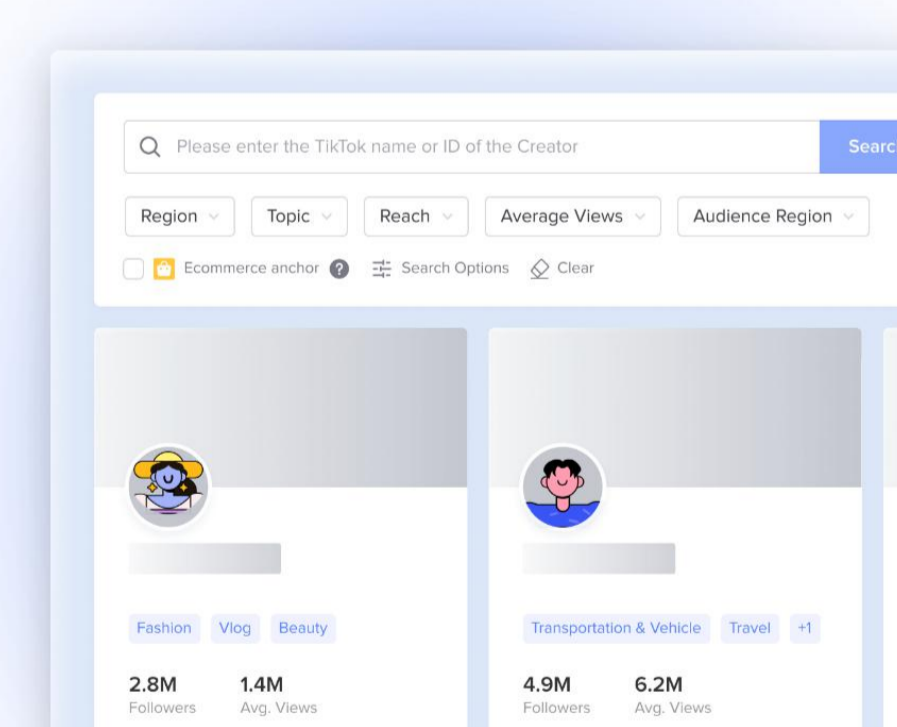
The screenshot shows the TikTok app interface. At the top, there's a search bar with the hashtag #founditonamazon and 2.4B views. Below the search bar, two video thumbnails are visible. The first thumbnail shows a hand holding a red object, with the username 'toponlinefinds' at the bottom. The second thumbnail shows a person driving a car, with the text 'Amazon Car Favourites Part 2' and the username 'anya.bumag' at the bottom.

01.
Manual search on TikTok + Instagram via hashtags



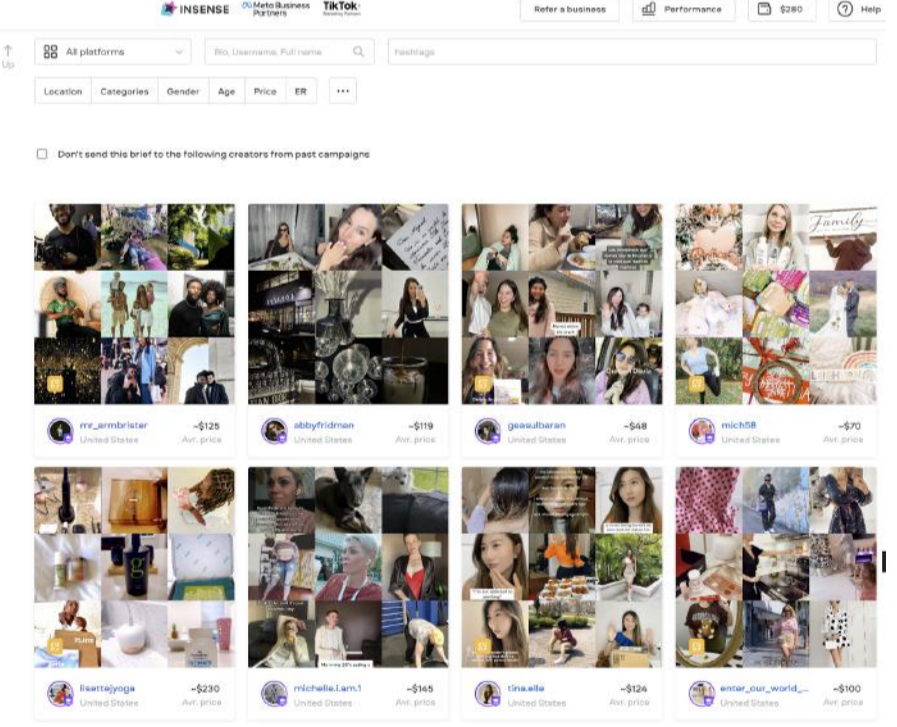
The screenshot shows the Twitter app interface. At the top, there are tabs for 'Top', 'Latest', 'People', 'Photos', and 'Videos'. The 'People' tab is selected. Below the tabs, there are four user profiles listed. Each profile includes a profile picture, a bio, and a 'Follow' button. The profiles are: Sarah | UGC Creator & CMO (@5foottraveler), Denise | UGC Creator TikTok Ads Creatives (@SunnyDSocial), Orunchukwu | UGC Creator (@Vickieeeee_), and Social Cheat Sheet | UGC Creator | Content Creator (@soc_cheat_sheet).

02.
Search for creators on Twitter by searching "UGC creators"



The screenshot shows the TikTok Creator Marketplace search interface. At the top, there's a search bar with the text 'Please enter the TikTok name or ID of the Creator'. Below the search bar, there are several filters: Region, Topic, Reach, Average Views, and Audience Region. There are also checkboxes for 'Ecommerce anchor' and 'Search Options'. Below the filters, there are two creator profiles displayed. The first profile has 2.8M Followers and 1.4M Avg. Views, with tags for Fashion, Vlog, and Beauty. The second profile has 4.9M Followers and 6.2M Avg. Views, with tags for Transportation & Vehicle and Travel.

03.
TikTok Creator Marketplace

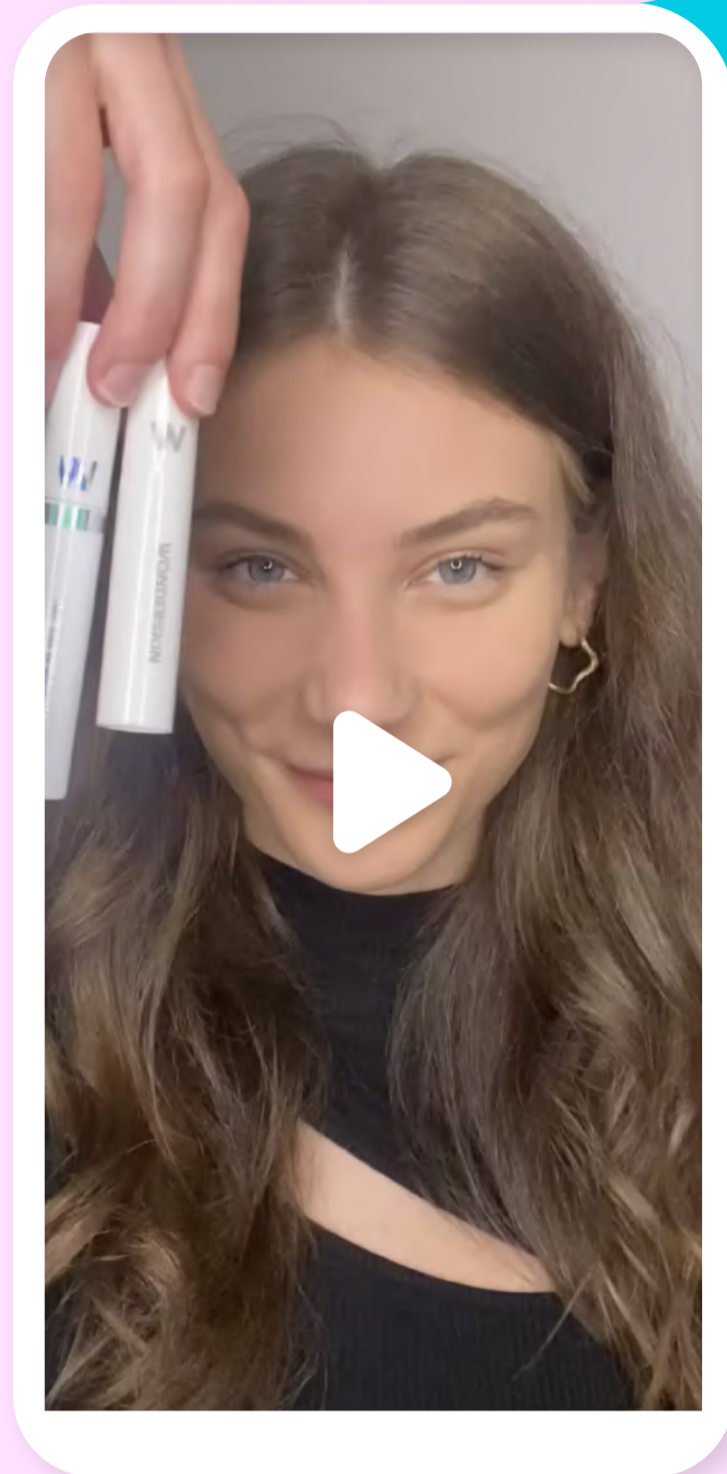
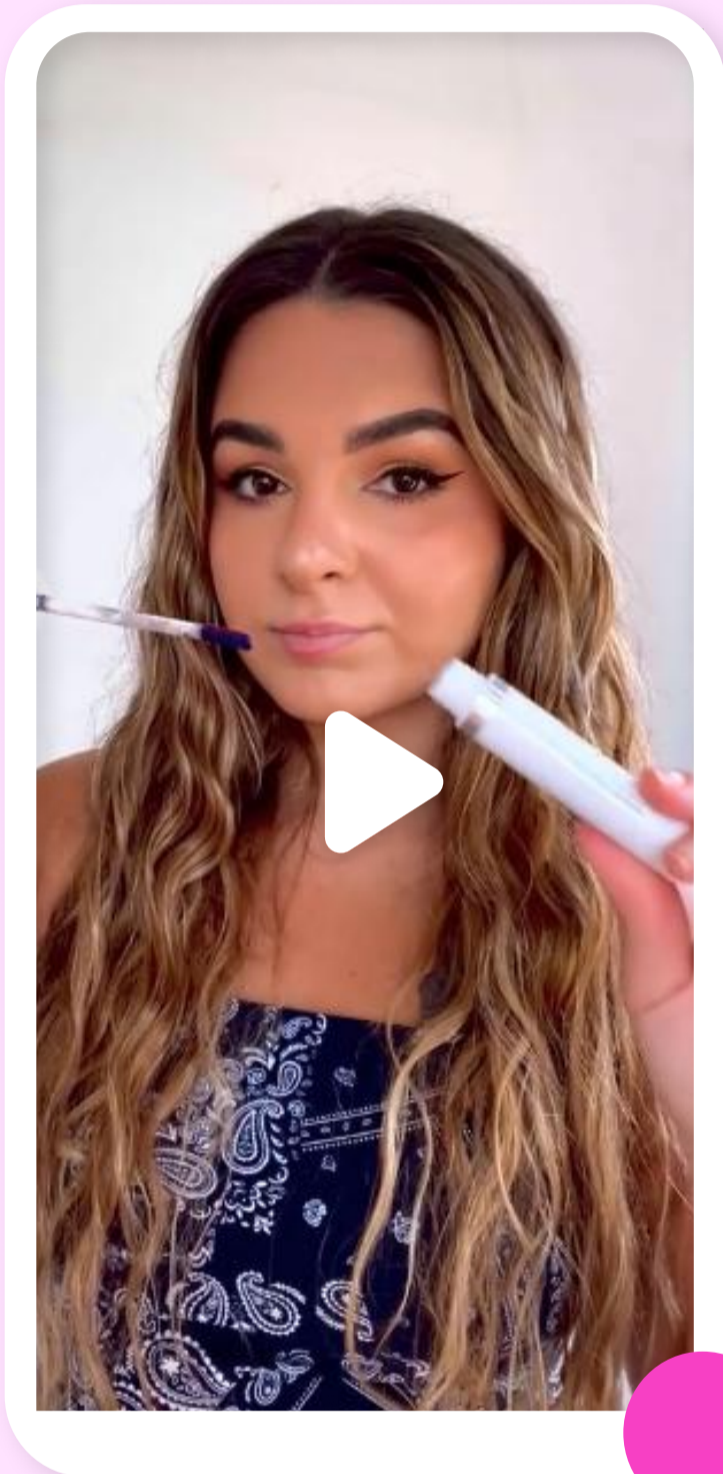


The screenshot shows the INSENSE software interface. At the top, there are tabs for 'Refer a business', 'Performance', '\$280', and 'Help'. Below the tabs, there's a search bar with the text 'All platforms' and 'Bio, Username, Full name'. Below the search bar, there are several filters: Location, Categories, Gender, Age, Price, and ER. Below the filters, there's a grid of creator profiles. Each profile includes a profile picture, a bio, and a 'Follow' button. The profiles are: ivy_ambler, abbyfridman, gessubaran, twick08, heartjynja, nichelle.Lam1, drea.elle, and wendy_our_world_.

04.
Outreach softwares or marketplaces

How to choose the right creators for your brand + product

The creator must be aligned with the brand identity & product.



Target audience

- 20+ female
- Based in the US
- Beauty and skincare enthusiasts
- Looking for innovative beauty products

Creator profile

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

Brand affinity aka "the vibe"

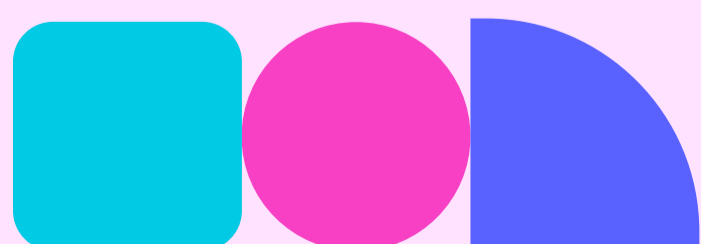
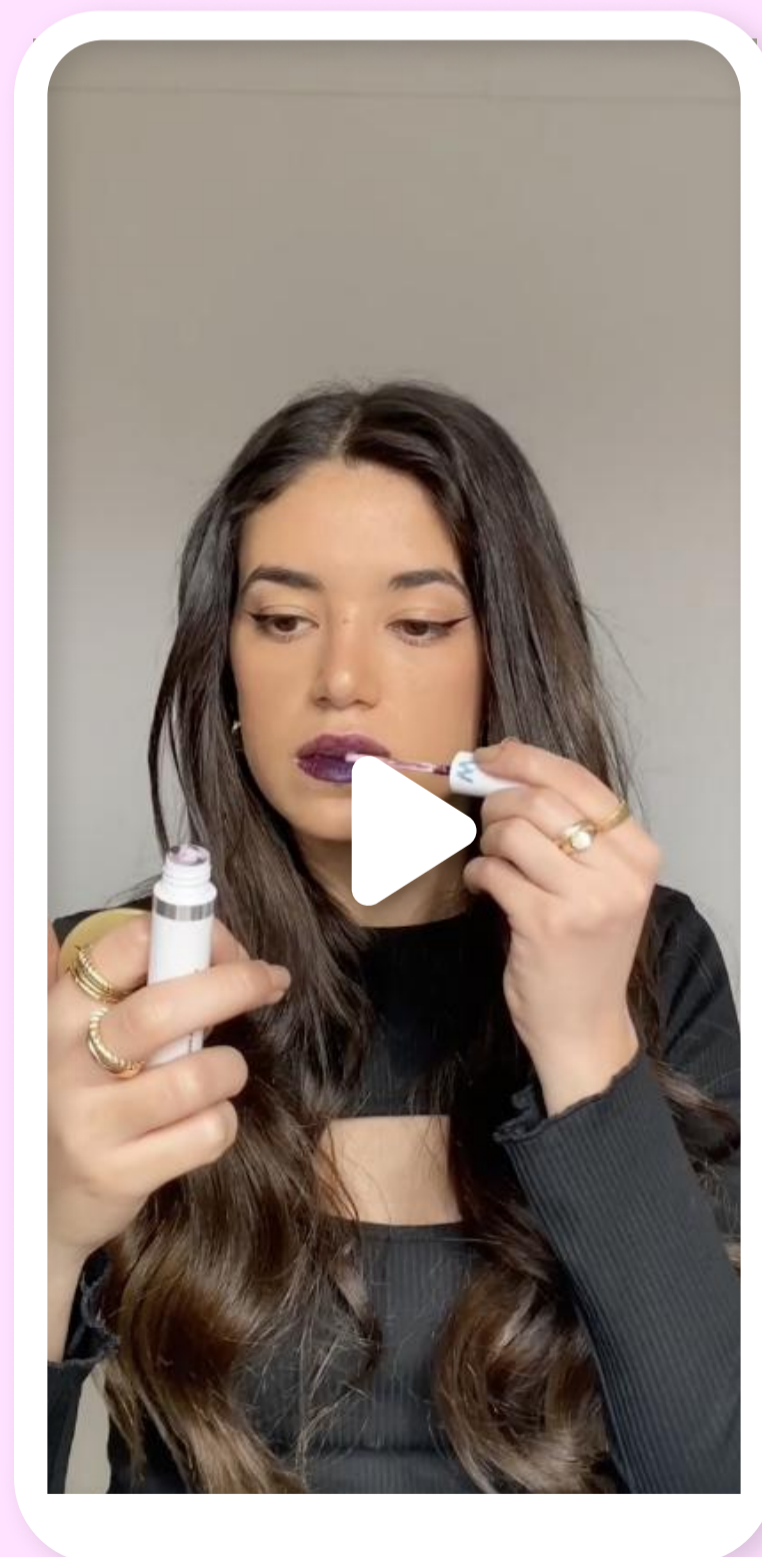


Ask yourself:

- Would they use our product?
- Would they inspire our audience?
- Can our audience relate to them?
- Does their personality fit with the brand?

Make sure they are comfortable in front of the camera.

- Choose creators that produce authentic-looking content.
- Make sure they are believable. Ask yourself if you believe them.
- Do they look natural in front of the camera?
- Do they know how to connect with their audience through positive body language and eye contact?



Choosing creators for UGC vs influencer partnerships

You need to choose creators who will help you achieve your marketing goal. For example, if you want to acquire UGC to post on your brand's social media page then you don't need to work with creators who have a large following - the most important thing to consider is the quality of their content. Whereas with influencer partnerships you need to pay close attention to their audience.

Let's look at this in further detail.

#1 Choosing a creator for UGC



Look for creators with strong on-camera presence: voice, emotion, and energy.



Prioritize those who have experience producing content in your industry.



Don't focus on follower count; prioritize content quality and aesthetics.



Choose creators who are relatable to your product and would be likely to buy it in real life.

#2 Choosing a creator for organic posting

Firstly, you need to select which type of creator you want to work with. There are 3 main types of creator depending on their audience size, which subsequently determines the price.

1	Nano-creators	1K-10K followers
2	Micro-creators	10K-100K followers
3	Macro-creators	100K+ followers

Ensure the quality of the creator's influence... ...on Instagram



Real Followers: we recommend ensuring the percentage of real followers in their audience is at least 65% or more.



Engagement rate: the average number of interactions a piece of content receives per follower. Based on audience we recommend an ER rate of 4-8% for nano-creators, 2-4% for micro-creators, and >1.5% for macro-creators.



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



Followers vs following: take a look at the followers-to-following ratio. We suggest a following that doesn't exceed 30% of the number of followers.



Reach: total number of unique profiles that have seen the creator's Instagram posts or stories. We recommend checking both stories and posts.

Avg. reach via IG stories

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

Avg. reach via IG posts

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

...on TikTok



Engagement rate: the average number of interactions a piece of content receives per follower. We recommend putting a filter of **at least 6-8% of ER.**



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



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.



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.](#)

