

# How to score the best influencers for your campaign

You want to find the right influencers for your needs — but how?

Here's a handy guide that matches your goals to the types of campaigns and strategies that will lead to success.



If your goal is...  
**Increase brand awareness + engagement on Instagram**

Your style might be **Brand awareness**



Try this strategy	Look for influencers with...	Measure success in...
Quality content to drive traffic and engagement	Large followings High engagement	Reach Engagement

If your goal is...  
**Reduce spend and only pay based on results**

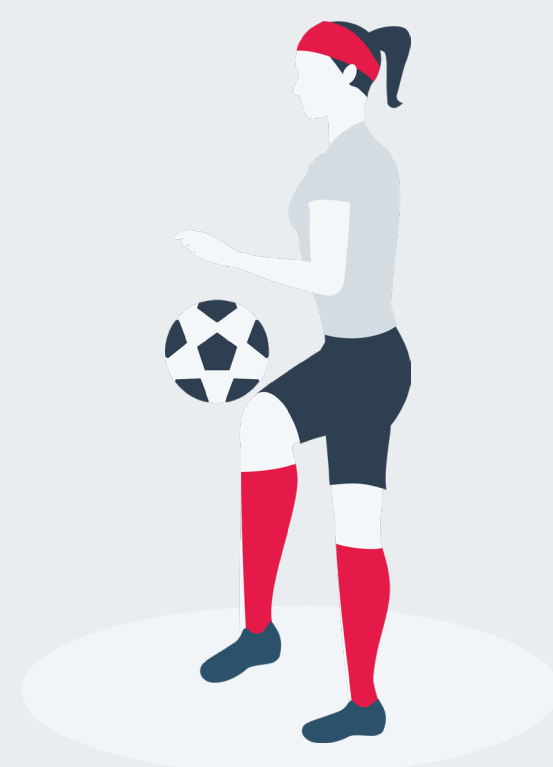
Your style might be **Performance**



Try this strategy	Look for influencers with...	Measure success in...
Creating a scalable model with revenue-based rewards	Engagement	Sales and demand Revenue Engagement

If your goal is...  
**Scale up, improve effectiveness, and reduce spend**

Your style might be **Affiliate network**



Try this strategy	Look for influencers with...	Measure success in...
Driving traffic through customized links	Medium following High engagement	Sales Revenue Traffic

If your goal is...  
**Launch a new product and educate a specific target audience**

Your style might be **Micro influencer**



Try this strategy	Look for influencers with...	Measure success in...
Reaching a highly targeted audience through a high volume of niche influencers	Target audience demographics High engagement	Brand awareness Demand / Reach Engagement In-store sales

If your goal is...  
**Increase UGC for CRO on their digital channels**

Your style might be **Content curation**



Try this strategy	Look for influencers with...	Measure success in...
Using influencers to create content	Brand imagery and style	More, better content Operational cost Engagement

Customize your partnerships program to your specific business goals and you'll find a perfect fit for you and your influencers.

