

Discover and recruit influencer partners

Find your diamonds in the rough



Discovering and recruiting the right influencer partners is an essential first step in the influencer partnership life cycle. Follow these seven steps to find influencer partners that fit your brand's values and goals.

1 Mine potential influencer partners in a rich database

Unearth new influencers with impact.com's Extended Global Influencer Network which has a search engine of over 100M influencers, and a Verified Opt-In Network that has 100k partners who are opted in and ready to partner with you.



2 Discover hidden gems

Set search parameters based off the content created, traffic driven to competitors, and topics related to your business—the opportunities are endless.

3 Identify the richest relationships

Look for influencers that speak to the same relevant keywords, hashtags, and topics your business is in. Sort potential influencers according to attributes such as geographical location, degree of strategic relevance, and audience size and alignment.



4

Refine your outreach

Save time by using impact.com's in-app messenger to directly contact all potential influencer partners from one centralized platform. No more sending e-mails one by one from multiple platforms!



5

Nurture strong relationships automatically

Automated email workflows allow you to route partners down different message paths depending on where they are in your recruitment process.



6

Double-check the relationship quality

Pay attention to how your correspondence goes to ensure you made the right match. If you hit it off, perform due diligence on their content, audience, and other key metrics before moving forward.



7 Keep your recruitment pipeline flowing

Drill down to see precisely what's working and what needs your attention. This macro view shows if you need to increase recruitment based on prospect conversion rate.

