

## Checklist for Finding the Right Creators

Creators are a key part of the sales cycle on social media today due to the trust they've earned from consumers and the response they're able to elicit from their engaged, massive followings.

This checklist will help you decide whether a creator is the right match for your organization.

Considerations	Questions to Ask	✓	Notes
Topic Relevance	Does this creator discuss topics related to your organization? For example, if you're a toothpaste brand, has this creator discussed personal hygiene before?	Yes   No	
Audience Reach	Does this creator reach a large enough audience? For example, some organizations may work with multiple creators with 10,000 followers and others with a few creators with 100,000 followers.	Yes   No	
Audience Engagement	Does this creator's audience actually engage with their content? For example, review the views on their YouTube videos, comments on their Instagram posts or reach out to the creator for insights on their engagement.	Yes   No	
Audience Alignment	Is this creator's audience composed of your ideal customers? For example, if you're trying to reach parents then it wouldn't make sense to work with a creator who speaks with teens.	Yes   No	
Brand Safety	Does this creator's content align with your brand's guidelines on key topics? For example, a politically vocal creator might not be a match for certain brands, but ideal for others.	Yes   No	

Channel Choice	Is this creator active on the channels where your audience is spending time and providing their attention? For example, certain industries like manufacturing would more likely partner with creators on LinkedIn over Instagram.	Yes    No	
Content Format	Is this creator sharing content in the formats your audience prefers to consume? For example, if your audience is B2B executives, then it's unlikely they'll find your organization via short videos on TikTok as they're more likely to respond to articles on industry publications and storytelling on podcasts that cover topics of interest at the right level of depth.	Yes    No	
Partnership Costs	Does your organization have the budget and resources necessary to drive partnerships with creators? These influential individuals require a paid budget to partner with a company or in some cases will be compensated with free product, revenue sharing, and other means.	Yes    No	