

# **Influencer Marketing on TikTok**

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# Leverage Influencer Marketing to boost TikTok's growth

By identifying and collaborating with  
high-impact influencers across most  
popular content categories





# Introduction

TikTok needs a robust, data-driven approach to identify high-impact influencers, analyze their engagement and categorize their content to ensure effective influencer collaborations.

## GOALS

- **Identify Top Influencers:** Analyze follower counts, engagement rates, and content categories to pinpoint influencers with significant impact.
- **Evaluate Engagement Metrics:** Examine engagement metrics such as comment and like rates to assess influencer effectiveness.
- **Categorize Influencers:** Classify influencers into popular content categories (e.g., Entertainment, Dance, Fitness) based on their profile biographies.

# Methodology

## 1) Data Preparation

- Identifying duplicates and handling missing values in Profile Dataset

## 2) Feature engineering

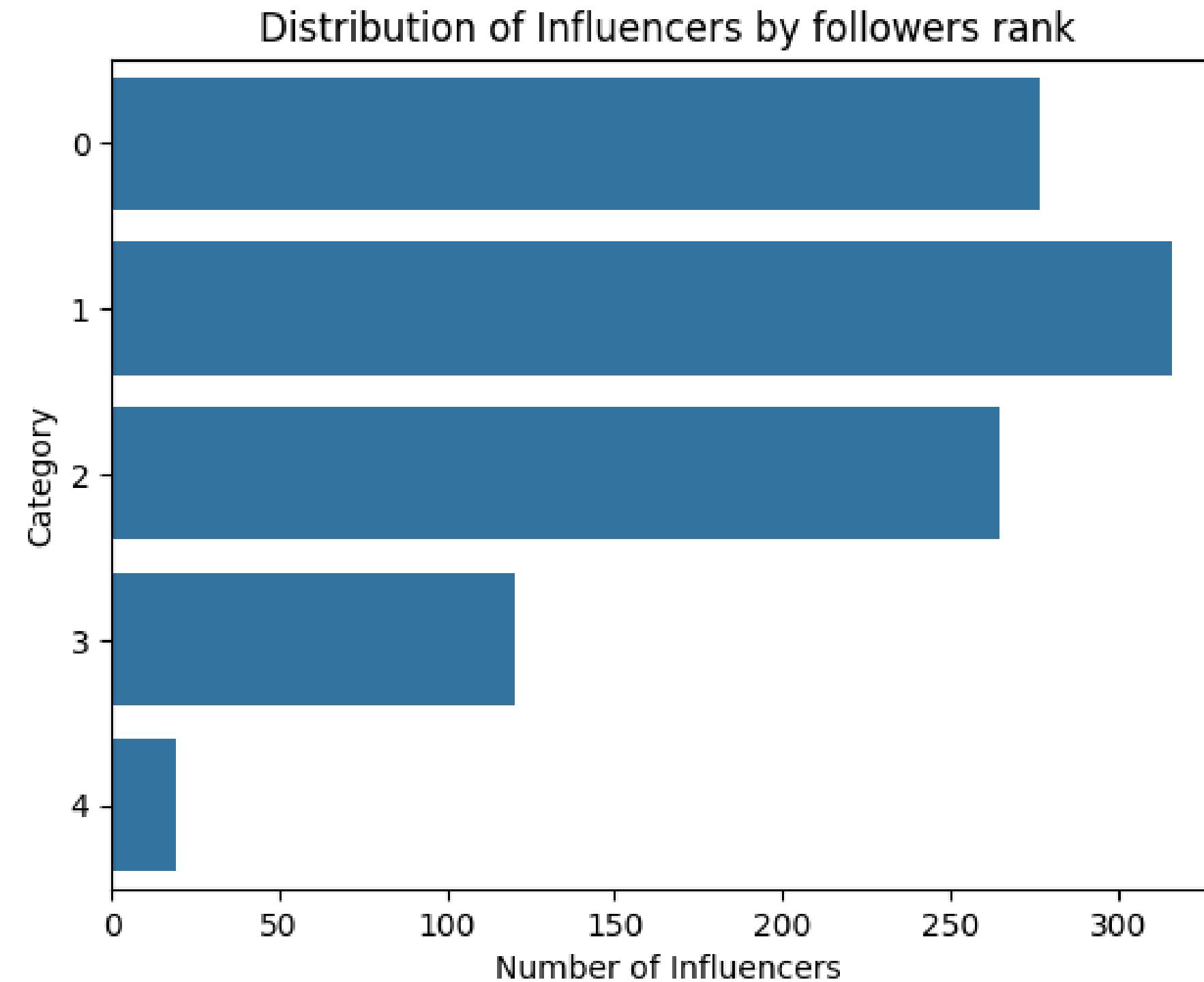
- Multi-label zero shot classification to classify influencer profiles into popular content categories using [mDeBERTa-v3-base-xnli-multilingual-nli-2mil7](#)
- Entertainment, Dance, Pranks, Fitness/Sports, Home Reno/DIY, Beauty/Skincare, Fashion, Recipes/Cooking, Life hacks/advice etc., Pets and Outdoors
- Estimating top category for each influencer based on confidence score
- Categorizing profiles into ranks based on followers counts
  - Not an influencer: Less than 1K
  - Nano influencer: 1K to 10K
  - Micro influencer: 10K to 100K
  - Macro influencer: 100K to 1M
  - Mega influencer: 1M and higher



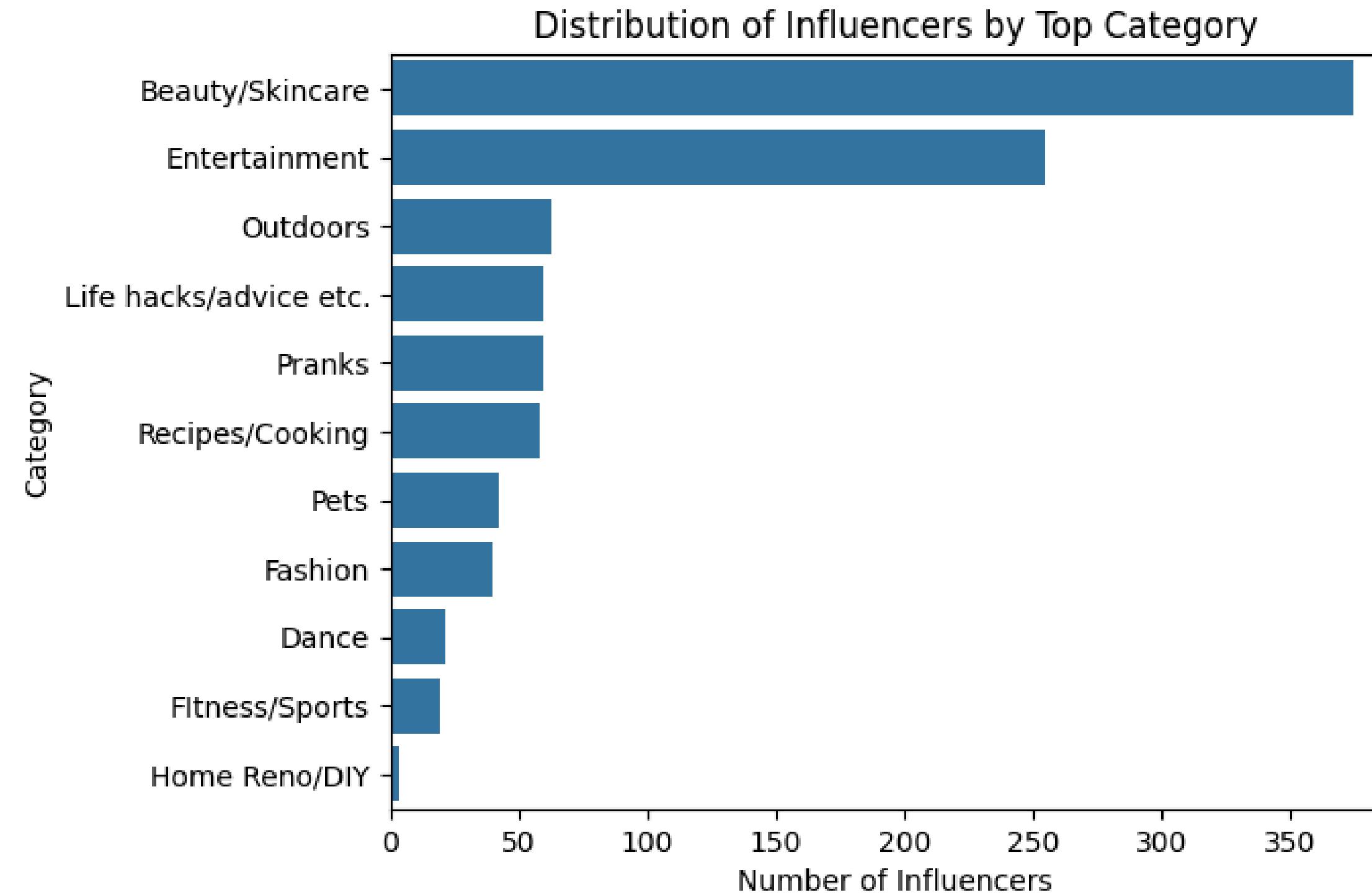
## 3) Data Analysis:

- Distribution, correlation and descriptive analysis

# What are the follower ranks of influencers?

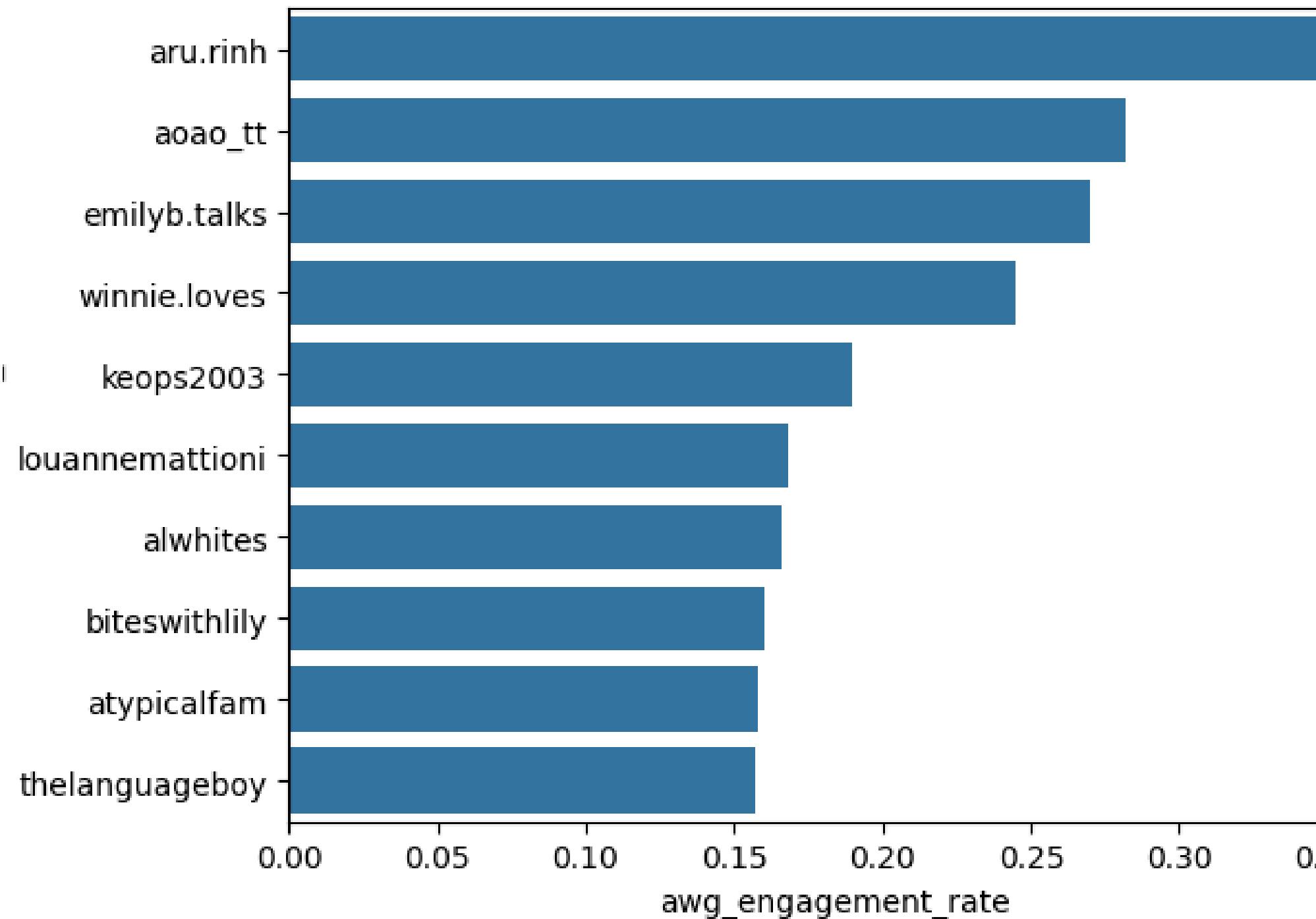


# What are the top categories of influencers?





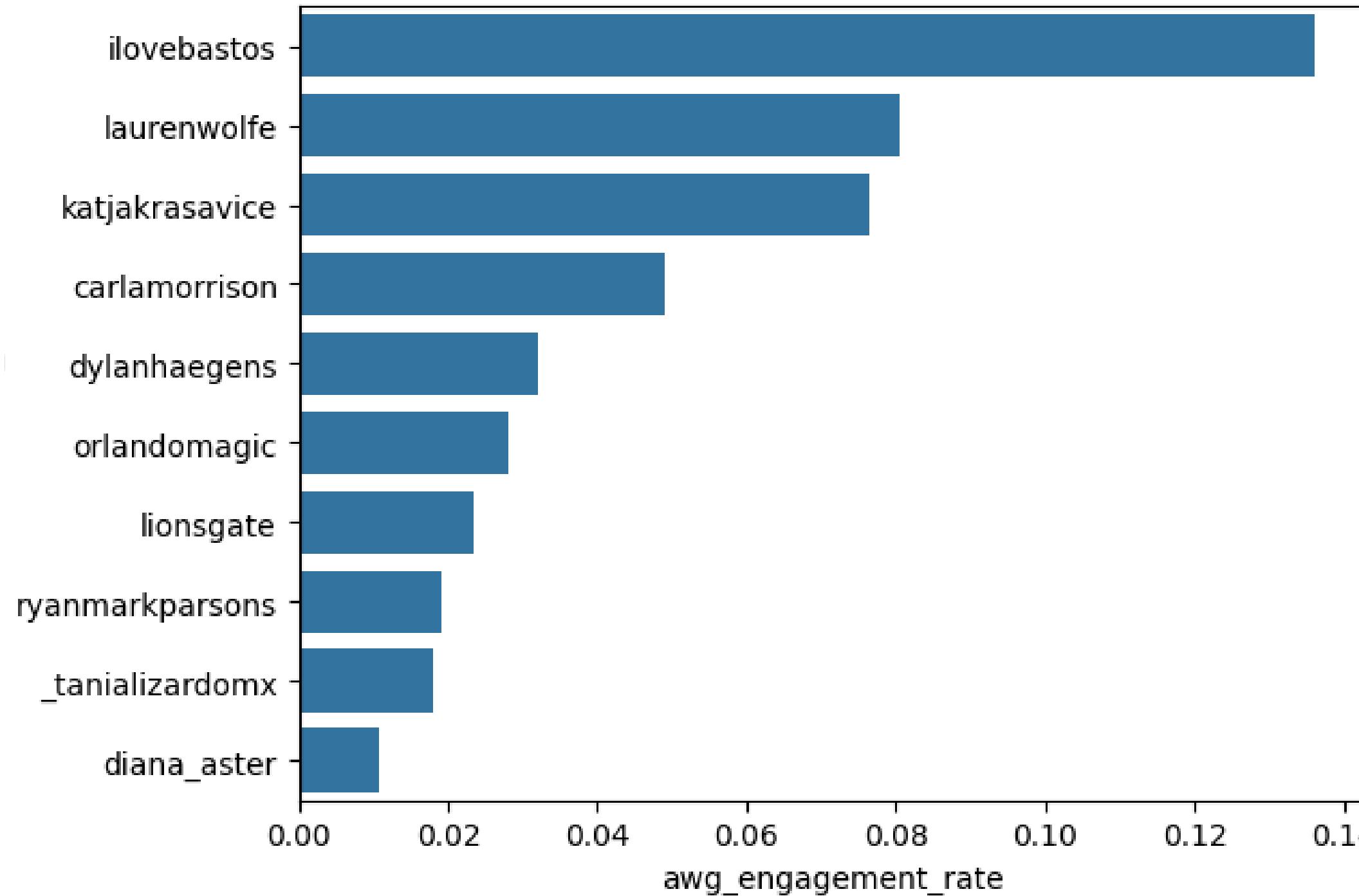
# Who are the Top 10 Influencers?



is_verified	followers	following	likes	videos_count	top_category
False	215500	12	4800000	52	Entertainment
False	213100	61	1100000	18	Beauty/Skincare
False	216300	565	2700000	94	Entertainment
False	212500	87	17600000	243	Entertainment
False	230400	20	1500000	33	Beauty/Skincare
False	257900	97	6400000	220	Beauty/Skincare
False	147400	46	2900000	51	Recipes/Cooking
False	2200000	300	78200000	310	Pets
False	123000	213	6900000	172	Beauty/Skincare
False	2300000	4450	19700000	156	Entertainment

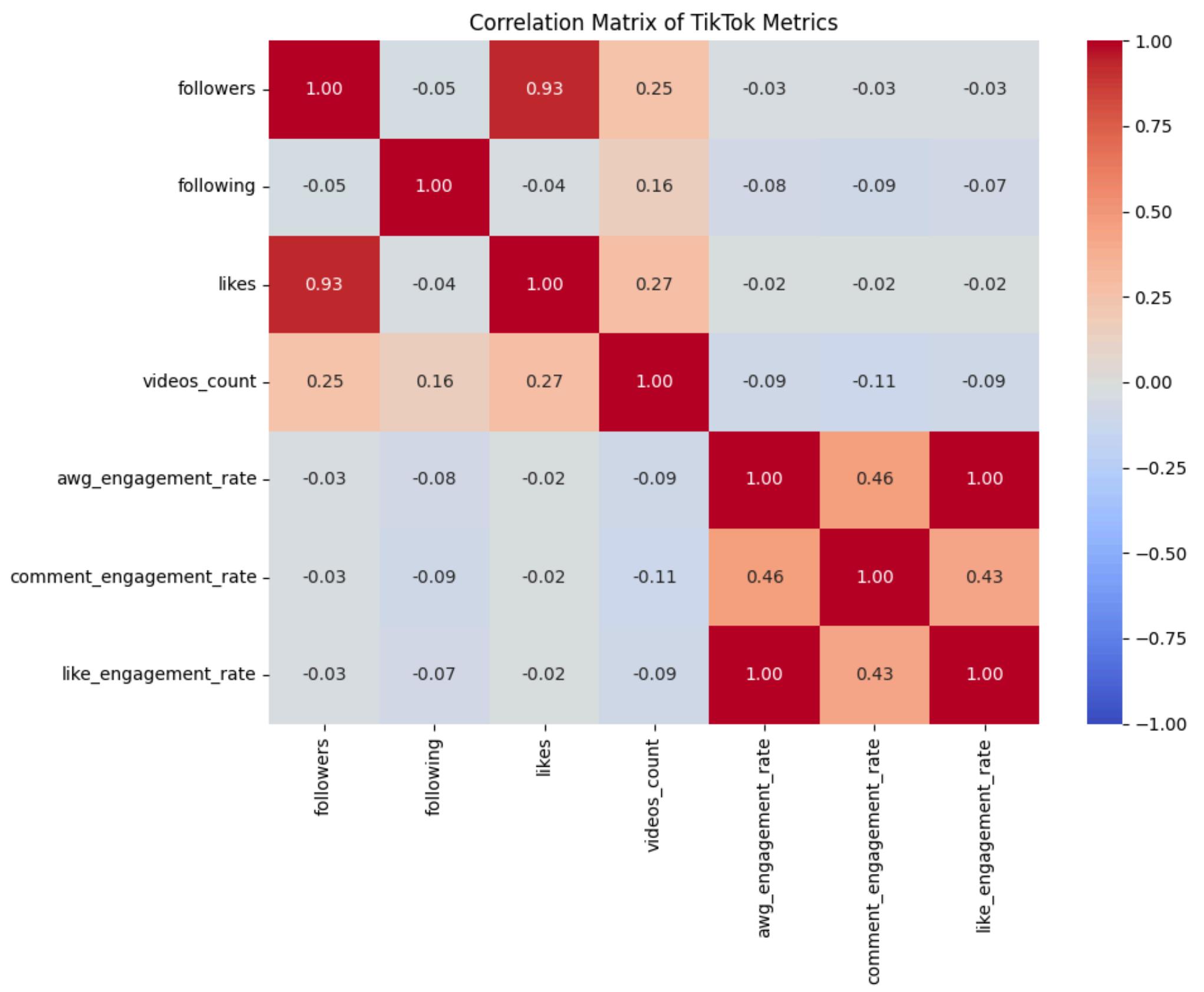


# Who are the Top 10 verified Influencers?

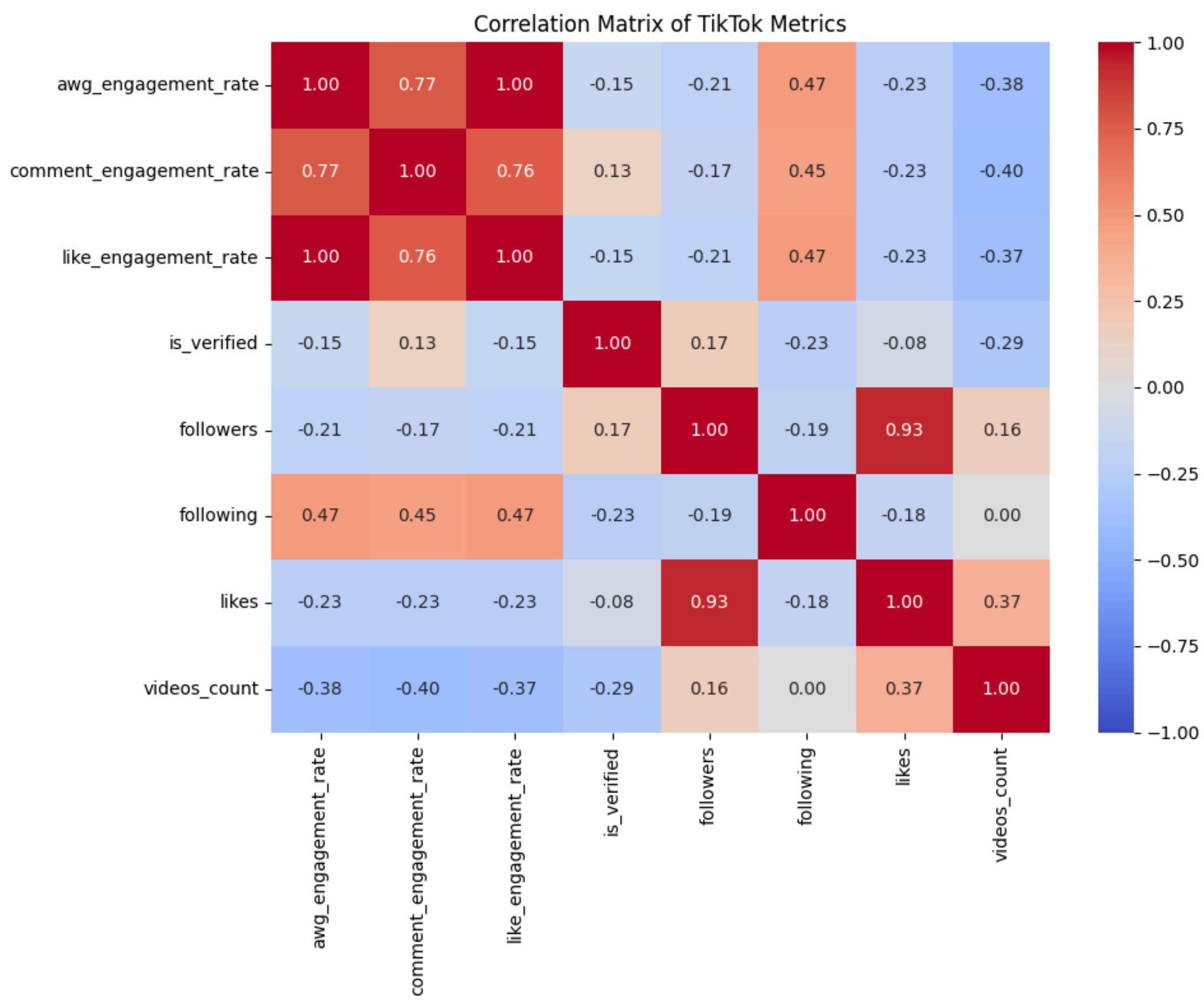


is_verified	followers	following	likes	videos_count	top_category
True	733900	177	12600000	188	Life hacks/advice etc.
True	1000000	786	92300000	1117	Beauty/Skincare
True	3000000	2	61700000	198	Pets
True	2000000	13	16600000	235	Beauty/Skincare
True	1500000	64	16900000	199	Entertainment
True	996200	174	21100000	752	Beauty/Skincare
True	5400000	51	136800000	421	Life hacks/advice etc.
True	131900	69	4400000	287	Entertainment
True	162700	112	495400	101	Recipes/Cooking
True	10500000	12	347000000	847	Pranks

# Correlation analysis



# Rank 4 Influencer correlation analysis





**Thank you**