

Influencer Search Tools + Processes

Strawberry + Melody Socials

Strawberry and Melody Socials are influencer search platforms run by the same company. They are super useful as they can search for accounts with specific criteria so you're already looking at accounts that meet our influencer criteria.

✓ Strawberry + Melody Socials Search Criteria

1. Hashtags
2. Audience size
3. Country
4. Language
5. Email in bio

Process:

Run your Search

Step 1: Log in to Strawberry (for IG) or Melody (for TikTok) Socials and hit "New Search" (both platforms have the same process)

Step 2: Fill out the form

- Name the search with the following nomenclature "**CLIENT - YOUR NAME - DATE (XX/XX/XX)**"
- Searching by Similar Profiles usually generates the best results. Be sure that you put 3-5 account names, with the @ sign in front, a comma and a space between each.
- Ensure the checkbox for "Exclude profiles already found in your past searches" is checked
- Set the audience range to our recruitment parameters (2k-30k for Instagram)
- Set the geo location to the United States
- I usually leave the language as blank
- Leave the "Find brands not creators" checkbox unchecked
- Check the "Emails Required" checkbox
- Leave the Key Words blank (this limits the search significantly)

Step 2: Comb through the search results

- My tip is to order the search results by engagement lowest to highest and immediately remove all accounts with less than 5% engagement. Then order from engagement highest to lowest, and work your way through the list from there. The first few pages should be easy yesses, just check to ensure they've posted recently, have good content and that the engagement is genuine.

Be sure to check for:

- ☐ Steer away from interior design, party planning, reposting or photography accounts
- ☐ Age (ensure they are 18+)
- ☐ Engagement Rate is 5% or higher
- ☐ Content is appropriate and Statusphere approved

Step 3: Add search results to your recruitment sheet as normal + reach out!