

AI Influencer Tracker - 2025

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Tools Used: n8n, Gemini AI, Google Sheets, JavaScript

Project Overview

Project Name: AI Influencer Tracker - 2025

Objective: Automate the discovery, collection, and analysis of top AI influencers across multiple platforms using AI-powered tools and workflows.

Project Goals

- Automate Influencer Discovery** - Use AI to identify 50+ top AI influencers
- Centralized Database** - Store structured data in Google Sheets
- Real-time Insights** - Generate platform and niche analytics
- Scalable System** - Build reusable workflows for ongoing monitoring

Tools & Technologies

Tool	Purpose	Key Function
n8n	Workflow Automation	Orchestrates data collection pipeline
Gemini AI	AI Research Engine	Discovers influencers and structures data
JavaScript	Data Processing	Parses and transforms API responses
Google Sheets	Data Storage	Central database for all influencer records
Google Apps Script	Visualization	Auto-generates charts and insights

Data Structure

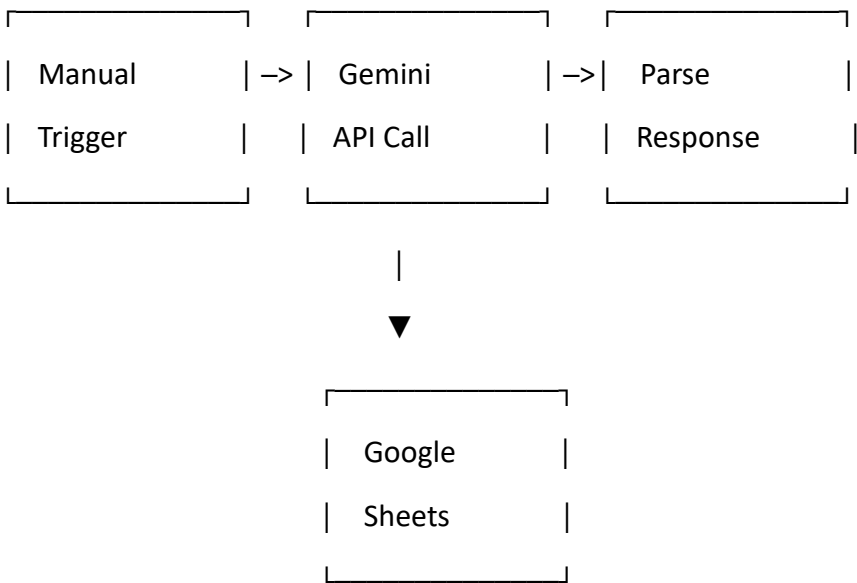
Influencer Database Fields:

Field	Description
Name	Full name or alias
Platform	LinkedIn / X / YouTube / Instagram
Followers	Follower count or range
Niche	AI focus area (GenAI, Robotics, etc.)
Engagement	Engagement rate (High/Medium/Low)
Content Type	Videos, Threads, Tutorials, News
Link	Profile URL
Source	Discovery method (Gemini API, Manual)
Date Added	Timestamp of record creation

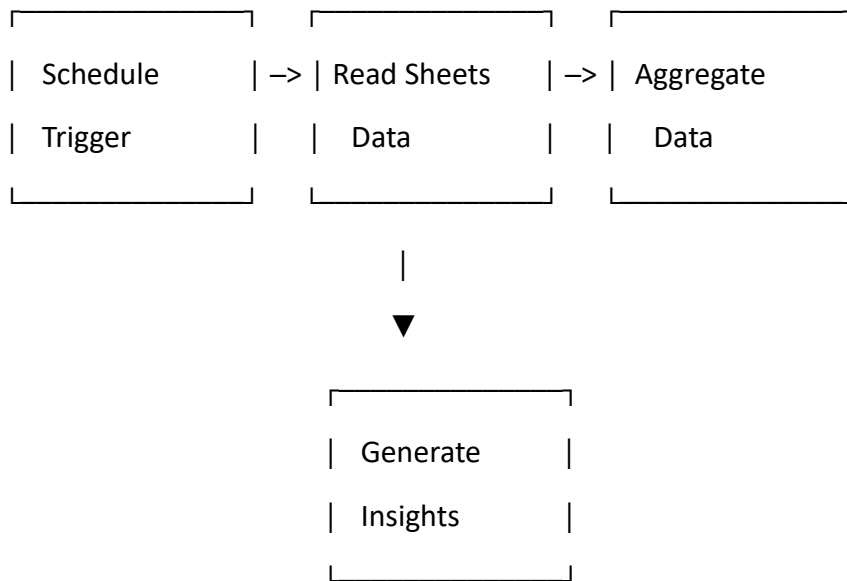


Workflow Architecture

Phase 1: Data Collection



Phase 2: Analysis & Insight



Implementation Steps

Step 1: Setup (15 mins)

- Create Google Sheet with defined structure
- Obtain Gemini API key from Google AI Studio
- Install/access n8n automation platform

Step 2: Build Workflow (30 mins)

- Configure HTTP Request node for Gemini API
- Add JavaScript parser for JSON extraction
- Connect Google Sheets append operation
- Test with manual trigger

Step 3: Data Collection (Automated)

- Gemini queries for "Top AI influencers 2025"
- API returns structured JSON array
- Parser extracts and normalizes data
- Records automatically saved to Google Sheets

Step 4: Analysis (Optional)

- Add scheduled triggers for weekly updates

- Implement aggregation logic for platform insights
- Generate automated reports

Key Metrics & Insights

Expected Outputs:

- **50+ Influencer Profiles** across multiple platforms
- **Platform Distribution** - Which platforms dominate AI influence
- **Niche Analysis** - Popular AI content categories
- **Engagement Trends** - Content types with highest interaction
- **Growth Tracking** - Monitor follower changes over time

Impact of Automation

Metric	Manual Approach	Automated Approach	Improvement
Research Time	8-10 hours	1-2 hours	80% reduction
Data Accuracy	Variable	Consistent	High
Update Frequency	Monthly	Weekly/Daily	Real-time
Scalability	Limited	Unlimited	Scalable

Key Benefits

- ✓ **Time Efficiency** - 80% reduction in manual research
- ✓ **Data Consistency** - Structured, standardized records
- ✓ **Scalability** - Easy to expand to 100+ influencers
- ✓ **Real-time Updates** - Scheduled automated refreshes
- ✓ **Actionable Insights** - Platform and niche analytics
- ✓ **Reusability** - Template for other domains (Tech, Climate AI, etc.)

Future Enhancements

1. **Multi-platform Expansion** - Add TikTok, Instagram, Substack
2. **Sentiment Analysis** - Track influencer content tone and topics
3. **Engagement Tracking** - Monitor likes, shares, comments

4. **Competitive Analysis** - Compare influencer growth rates
 5. **Email Alerts** - Notify on emerging influencers or trends
 6. **API Integration** - Direct platform APIs for real-time data
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Deliverables

- ✓ **Influencer Database** - 50+ structured records in Google Sheets
 - ✓ **Automation Workflow** - n8n workflow JSON (importable)
 - ✓ **Documentation** - Complete setup and usage guide
 - ✓ **Analysis Dashboard** - Google Sheets with charts and insights
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Lessons Learned

- **AI-First Approach** - Gemini API accelerates research dramatically
 - **Structured Prompts** - Clear JSON format requests yield better results
 - **Error Handling** - Essential for parsing variable AI responses
 - **Modular Design** - Separate workflows for collection vs analysis
 - **Rate Limits** - Important to respect API quotas and implement delays
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Project Details

Submitted By: Shivanna

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Organization: Orants AI Consulting Firm

Project Type: AI Automation & Data Intelligence

Status:  Completed

Resources

- **n8n Documentation:** docs.n8n.io
 - **Gemini API:** ai.google.dev
 - **Google Sheets API:** developers.google.com/sheets
 - **Project Workflow:** [Import n8n JSON from artifacts]
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Conclusion

The **AI Influencer Tracker - 2025** successfully demonstrates how AI automation transforms manual research into an intelligent, scalable system. By combining Gemini AI's research capabilities with n8n's automation power, the project achieves:

- **Efficiency:** Reduced research time from days to hours
- **Intelligence:** AI-driven discovery of emerging influencers
- **Scalability:** Framework adaptable to any domain or industry
- **Insights:** Data-driven understanding of AI influence landscape

This pipeline serves as a **strategic intelligence tool** for understanding who shapes AI conversations globally, and can be extended to monitor tech innovation, startup ecosystems, or any knowledge domain.