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FREE GUIDE

HOW TO VET INFLUENCER REQUESTS

INFLUENCER EVALUATION

Influencer marketing boosts credibility, engagement, and reach—but poor vetting can waste budget or cause PR issues. This guide helps you assess influencer requests by identifying red flags, tracking key metrics, reviewing contracts, and ensuring brand safety.

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How to Vet Influencer Requests

Influencer marketing can build credibility, drive engagement, and extend brand reach. But when done without proper vetting, it can lead to wasted budget, PR crises, or partnerships that underdeliver. This guide will help you confidently evaluate influencer requests by spotting red flags, assessing the right metrics, reviewing contract essentials, and maintaining brand safety and AI integration.

Red Flags to Watch For

Be wary of these common warning signs in influencer pitches:

Suspicious Follower Count

- **Rapid growth with little engagement** can indicate bots.
- Use tools like **HypeAuditor** or **Social Blade** to spot unnatural growth patterns.

Low Engagement Rates

- An engagement rate under **1%** may point to an unengaged or fake following.
- Look beyond likes: check for **authentic comments** from real users.

Generic or Inconsistent Content

- Influencers whose content lacks focus or jumps wildly across unrelated topics may not have a strong brand identity or engaged audience.

Poor Brand Fit

- If their tone, values, or aesthetic clash with your brand, the partnership will feel forced and inauthentic.

Key Metrics to Evaluate

Don't rely on follower count alone. These metrics tell a fuller story:

Engagement Rate

- Formula: *(Likes + Comments) / Follower Count x 100*
- Benchmark: 1.5%–3% is healthy depending on platform and size.

Audience Demographics

- Check for alignment in **age, location, interests,** and **language** with your brand's target.

Post Performance

- Request analytics screenshots of **story views, swipe-ups,** and **CTR** (click-through rate) for sponsored content.

Authenticity Score

- Use AI-powered tools to assess bot followers and comment authenticity.

Content Consistency

- Do they consistently post within a niche relevant to your brand?

Smart Contracting Tips

Secure your brand's interests with these contract must-haves:

Deliverables Checklist

- Include content formats (Reels, Stories, TikToks), timelines, and approval cycles.

Usage Rights

- Define how and where you can reuse influencer content (e.g., paid ads, website).

FTC Compliance

- Ensure influencer agrees to disclose sponsorship (e.g., #ad, "paid partnership").

Morality Clauses

- Allow termination if the influencer acts in a way that harms your brand reputation.

AI Disclosures

- If AI-generated content is involved, include clauses around transparency and originality.

Protecting Brand Safety & AI Strategy

Brand Safety Best Practices:

- **Whitelist** influencers who've passed thorough background checks.
- Monitor influencer activity pre- and post-campaign.
- Establish an **escalation protocol** for audience backlash or misinformation.

Leverage AI for Brand Impact:

- Use AI to analyze influencer sentiment, comment quality, and tone over time.
- Automate influencer screening using platforms with **AI-driven audience analysis.**

Final Thoughts: Avoiding Costly Mistakes

Avoid falling for inflated metrics or influencer hype. Instead:

- Ask for proof.
- Compare multiple candidates.
- Prioritize alignment and integrity over reach.

Influencer partnerships should **elevate your brand**—not endanger it.

How 360view Can Help

At 360view, we are a full-service PR agency that helps brands craft and execute high-impact influencer and content strategies that deliver results. Our expertise spans public relations, strategic communications, and digital content creation—not just social. From vetting talent and negotiating contracts to producing compelling content, driving media outreach, and ensuring brand alignment with the right audiences, our team takes care of the details so you can focus on growth. Whether you're just getting started or looking to scale, 360view is your trusted partner for comprehensive PR and influencer marketing success.

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