

How To Find YouTube Influencers

Before you start, it's important to know your target audience. Knowing who you want to target through YouTube influencer marketing will help you make the right choice.

You should be selective about who you collaborate with, as it directly impacts your brand image and revenue.

Below are several ways you can find the best influencers for your next campaign.

Use an influencer search tool

Let's start with the most reliable way to find YouTube influencers — using a tool like Modash.

It has a YouTube influencer database of 7.5M+ creators (and 250M+ total when you include TikTok & Instagram), and allows you to apply filters to find the right fit for your brand.

One quick thing to understand here: your perfect YouTubers are in this tool. You just have to figure out the right filters to find them. It may take some trial & error.

Search on Google

Google is a great place to find anything — including YouTube influencers.

This is a more time consuming method, but it's simple and free.

If you're searching like this, I recommend that you be as specific as possible. Avoid broad searches like "fashion influencers". Include "YouTube", and include at least a niche or a country/location. You'll likely find pre-curated lists that are pretty close to what you're looking for.

Don't forget to check out "Video" tab and sift through the top videos to find relevant influencers / channels too. Using a country, niche (or both) modifiers helps you to avoid getting generic/irrelevant results.

Search on YouTube

Another free method: search on YouTube directly! Here's the top ways to find YouTubers directly on YouTube:

1. Search relevant keywords

If you're an eyelash brand, you might consider searching something like 'eyelash extensions tutorial' or 'best eyelashes for X'. Any creator who's produced good quality content on these topics before might be a good fit for your brand.

You can find highly relevant results on YouTube by using hashtags. Creators are now adding key hashtags in the video descriptions and titles to make their content more discoverable. You can see thousands of relevant YouTube creators by searching through the hashtag results.

2. Use the Trending tab

You'll find 'Creators on the Rise' and recently popular content, some of which may be relevant to your brand/niche. If you're looking for very niche creators, this probably isn't ideal. But if a broad category like Music, Gaming, or Movies would apply to you -- it's worth a look.

3. Search YouTube hashtags

If you are a skincare brand, the hashtag #skincare alone gives you 827K videos and 180K channels. Sift through these results and find the influencers whose content and brand identity align the most with you.

If an influencer has used a hashtag relevant to your business, it shows that your product or service is most likely relevant to their audience. Connecting with influencers who are already creating relevant content creates authenticity within the content, generating conversations and interest in your brand.

Also search for ad disclosure hashtags like #sponsored, #ad, or #paidpromotion. These posts are specifically tailored to market and advertise a product and are usually created by influencers.

A huge advantage of this method is that some other business has already done the hard work and research to find these influencers. Their research has shown them the influencer is legit, has good reach, and has the right audience. So by searching for sponsored content, you can find reliable influencers for long-term collaboration.

4. Create a brand ambassador program

A brand ambassador program is one of the most effective ways to work with influencers genuinely interested in your brand. With a brand ambassadors, you can do long-term collaborations with influencers who love your products.

With an ambassador program, you make it possible to start receiving inbound interest from influencers.

Use a YouTube influencer marketing agency

Time is limited, and you still haven't found influencers who can be a perfect fit for your brand. So, what do you do now?

Look for a YouTube influencer marketing agency. These dedicated influencer marketing agencies can help you find the best influencers according to your requirements.

Hiring an agency gives you more time to focus on other aspects of your campaign instead of spending all your time on influencer research.

Depending on your goals and budget, an influencer marketing agency can help you with everything, including:

- Researching your target audience
- Influencer matching
- Content creation and management
- Tracking relevant metrics, including ROI
- Campaign analysis

Ask for recommendations

Influencers know other influencers. And sometimes, they like to collaborate and feature each other in their content.

So, if you have found an influencer you are interested in or have worked with someone in the past, ask them to refer some great and relevant influencers your way.

Another way to utilize the influencer's network is by looking at their videos and other content and checking out the other influencers they have teamed up with.

Explore other platforms

Just because you are looking for YouTube influencers doesn't mean you have to stick to the platform to find the best fit.

It's quite common for influencers to have accounts on different social media platforms. Someone with a huge following on YouTube doesn't always mean they will have the same number of followers on Instagram or Twitter. But what they will have is a dedicated and engaged community of followers.

Many influencers have a dedicated blog where they post updates in detail while also posting videos on YouTube. Similarly, you can check out other platforms like Instagram and see whether an influencer you like has a successful YouTube channel.