

INFLUENCER SCORE CARD WITH SCORING KEY



Influencer Score Card with Scoring Key

This scorecard is used to determine the quality of an influencer to Credit Suite.

1. Which social media platforms do they have the biggest following Facebook, Instagram, YouTube, or LinkedIn?
2. How many social media followers do they have on each Facebook, Instagram, YouTube, LinkedIn?
3. Are they a B2B (business-to-business) or B2C (business-to-consumer)?
4. How often do they release new content on average?
5. Do they make sales offers to their audience now?
6. Do they run affiliate offers to their audience now?
7. Do they run their own events?

TOTAL SCORE

Scoring Breakdown:

Good influencer	20+
Acceptable influencer	10-20
Not a right fit	<10

Influencer Score Card with Scoring Key

How Scoring Works:

Which social media platforms do they have the biggest following?

Facebook 4

Instagram 2

YouTube 4

LinkedIn 1

How many social media followers do they have on each Facebook, Instagram, YouTube, LinkedIn?

10-50,000 1

50-100,000 2

100,000+3

Are they a B2B (business-to-business) or B2C (business-to-consumer)?

B2C = 1

B2B = 3

How often do they release new content on average?

Weekly 1

Daily 3

Influencer Score Card with Scoring Key

Do they make sales offers to their audience now?

Yes = 3

No = 0

Do they run affiliate offers to their audience now?

Yes = 3

No = 0

Do they run their own events?

Yes = 2

No = 0

Influencer Score Card Survey

Survey Name: Influencer Score Card

They can only choose 1 option

Which social media platforms do they have the biggest following?

- A. Facebook
- B. Instagram
- C. YouTube
- D. LinkedIn

Influencer Score Card with Scoring Key

How many social media followers do they have on Facebook?

- A. 10,000-50,000
- B. 50,000-100,000
- C. 100,000+

How many social media followers do they have on Instagram?

- A. 10,000-50,000
- B. 50,000-100,000
- C. 100,000+

How many social media followers do they have on YouTube?

- A. 10,000-50,000
- B. 50,000-100,000
- C. 100,000+

How many social media followers do they have on LinkedIn?

- A. 10,000-50,000
- B. 50,000-100,000
- C. 100,000+

Influencer Score Card with Scoring Key

Are they a B2B (business-to-business) or B2C (business-to-consumer)?

A. B2B

B. B2C

How often do they release new content on average?

A. Weekly

B. Daily

Do they make sales offers to their audience now?

A. Yes

B. No

Do they run affiliate offers to their audience now?

A. Yes

B. No

Do they run their own events?

A. Yes

B. No

WORKING SECTION

30

<https://neilpatel.com/blog/launching-influencer-marketing-campaign/>

<https://blog.alex.com/influencer-marketing-strategy/>

<https://www.bigcommerce.com/blog/influencer-marketing/>

Questions to ask:

Do they make sales offers to their audience now?

Yes = 3

No = 0

Do they run affiliate offers to their audience now?

Yes = 3

No = 0

Do they run their own events?

Yes = 2

No = 0

Influencer Score Card with Scoring Key

Research:

Which social media platforms do they have the biggest following?

Facebook 4

Instagram 2

YouTube 4

LinkedIn 1

How many social media followers do they have on each Facebook, Instagram, YouTube, LinkedIn?

10-50,000 1

50-100,000 2

100,000+ 3

Are they a B2B (business-to-business) or B2C (business-to-consumer)?

B2C = 1

B2B = 3

How often do they release new content on average?

Weekly 1

Daily 3

Influencer Score Card with Scoring Key

WORKING

Industry

Social following

Consistency of releasing of content

Social platforms they use

of followers

% of followers per platform

of platforms their popular on

Macro and micro

Consistency with releasing content

% of Engagement

B2C or B2B

Which platform they're most popular on

Offers now to their audience to buy

Do they run events, sales or educational

of channels they use to reach their audience

PPC spend

Do they do affiliate offers now

What's the average % of engagement they get on social platforms?