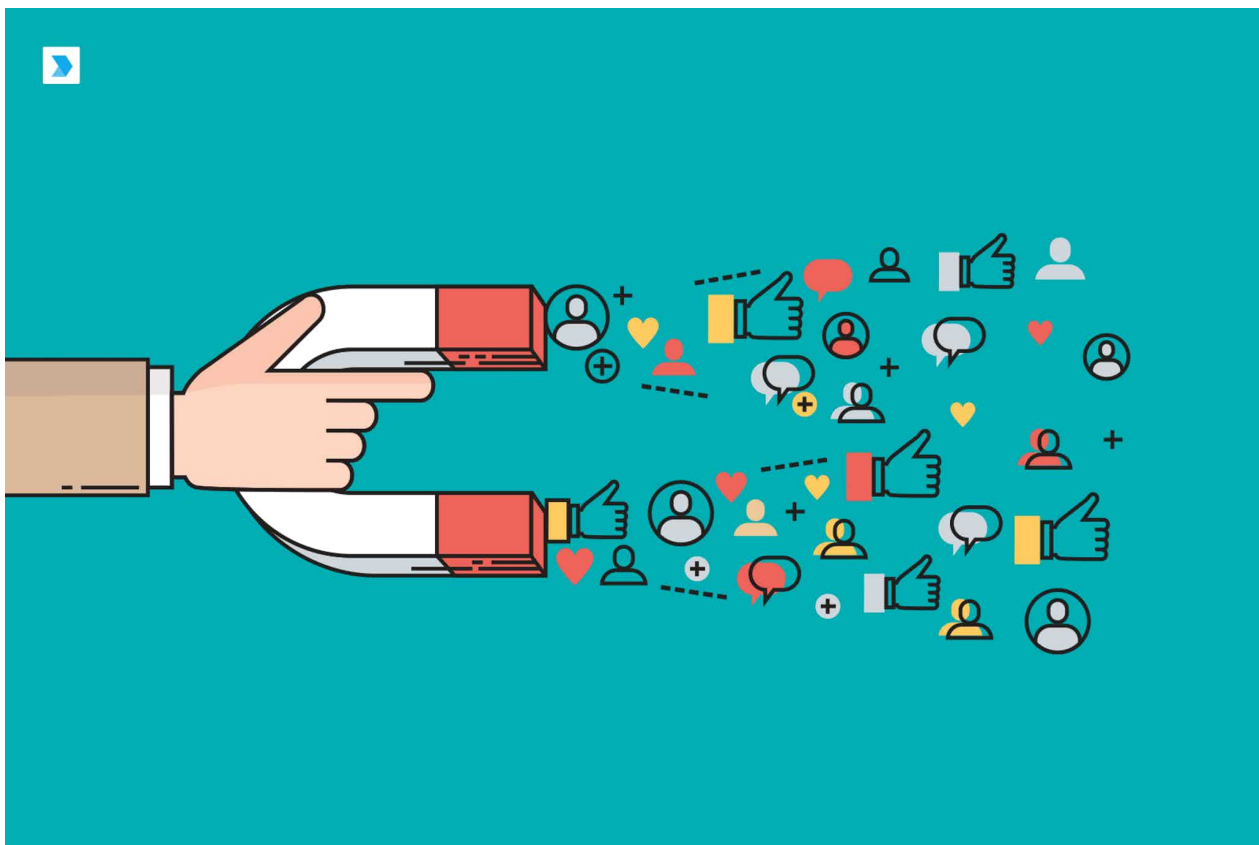


5 tools for finding influencers to promote your content

Clip source: [5 tools for finding influencers to promote your content](#)

Top 5 Influencer Marketing Tools for Content Promotion



Influencers are powerful forces that can help propel your blog towards significant profitability. Should someone like Tony Robbins re-tweet you, expect a torrent of traffic and more re-tweets. When Kim Kardashian promotes a product, the suppliers of the product better be ready for huge increases in sales. Top influencers have the power to increase your online lead generation and revenue to great heights.

So how do you connect with influencers? How do you even find influencers? Fortunately, there are tools to automate influencer discovery and even influencer outreach. Let's take a look at some of the most effective ways of finding people to promote your blog.

Ninja Outreach

[Ninja Outreach](#) (NO) is the go-to tool for finding influencers. This practical multi-functional tool helps bloggers discover highly-shared content and influencers with a large internet reach. NO makes contacting the influencers and bloggers easy through its Outreach mode. Managing multiple templates for multiple campaigns, clients, or URLs is also a breeze.



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Find Influencers. Automate Outreach.



Find thousands of influencers & leads instantly in any country.
Outreach to them at a fraction of the time and cost!

Give It A Try!

14-day unlimited free trial

Ninja Outreach is an all purpose influencer marketing tool

If you're doing any of the following, your life is about to get A LOT easier

Use the **Content Prospecting** section to discover great content based on the topics of the article that you want to promote. NO finds and sorts content based on the supplied keywords. The software also displays the [Alexa rank](#), the number of social shares, and **SEO metrics** such as [Domain Authority](#) and [Page Authority](#).












List ManagementContent ProspectingSocial ProspectingYour ProspectsManage TemplatesOutreach ModeNotifications⏏⚙️

Wish to know the secrets of inbound marketing? Join Ninja Academy - 12 week crash course. Click to learn more details. ✕

content marketing☒ Live Search☒ Exact Match🔍FilterSave AllSelect List▼Email Finder

Search by Tag: ☐ Blogger☐ Influencer☐ Company☐ ArticleAdvanced Search Operators

Displaying 50 of 22,350 Results

Details	Contact Info	Shares	SEO Metrics	Traffic & Engagement	Features
 What is Content Marketing? By Content Marketing at contentmarketinginstitute.com The idea of content marketing is to attract and retain customers by creating and curating relevant and valuable content . Make it part of your marketing process.	 Cleveland, OH  Contact  About  dquigley@bad...  Blog	 2K  0  241  1K  481	PR: 0 DA: 86 PA: 83 Moz Rank: 4.66	Alexa: 28K Visits Per Month: 30,000 - 60,000 Comments Per Post: Shares Per Post: 1K	Sponsored Posts Guest Posts Podcast Resource Page

<div></div> <div><div><div> 220K</div><div> 8K</div><div></div></div><div><div><div>Blogger</div><div>Influencer</div><div>Article</div></div></div></div>		<div><div><div><div> United States</div><div> feedback@for...</div></div></div><div><div><div><div> 1K</div><div> 0</div><div> 36</div><div> 873</div></div><div><div> 140</div></div></div><div><div>View Sharers</div></div></div></div>		<div><div><div><div>PR:0</div><div>DA:96</div><div>PA:76</div><div>Moz Rank:</div><div>Backlinks:186</div></div></div><div><div><div>Alexa:269</div><div>Visits Per Month:60,000+</div><div>Comments Per Post:</div><div>Shares Per Post:593</div></div></div></div>	
<div><div><div><div></div><div><div><div></div><div><div>Forbes Welcome</div><div>www.forbes.com</div></div><div>Forbes Welcome page -- Forbes is a global media company, focusing on business, investing, technology, entrepreneurship, leadership, and lifestyle.</div><div><div><div><div></div><div>Article</div></div></div></div></div></div></div></div></div>		<div><div><div><div> India</div><div> Contact</div><div> About</div><div> neil@neilpate...</div><div> Blog</div></div></div><div><div><div><div> 3K</div><div> 0</div><div> 23</div><div> 362</div></div><div><div> 46</div></div></div><div><div>View Sharers</div></div></div></div>		<div><div><div><div>PR:0</div><div>DA:79</div><div>PA:71</div><div>Moz Rank:4.26</div><div>Backlinks:325</div></div></div><div><div><div>Alexa:7K</div><div>Visits Per Month:60,000+</div><div>Comments Per Post:</div><div>Shares Per Post:936.8</div></div></div><div>Podcast</div></div>	
<div><div><div><div><div></div><div><div><div>NEILPATEL</div><div><div><div><div></div></div><div><div><div><div>Content Marketing Made Simple: A Step-by-Step Guide</div><div>neilpatel.com</div></div><div>Do you know what this is? (Image source: Wikipedia) This, my friend, is one ne of the greatest examples of content marketing of all time. I bet, wher n you hear "...</div></div></div><div><div><div><div>Blogger</div><div>Influencer</div><div>Article</div></div></div></div></div></div></div></div></div></div></div></div>					

Pick any result and click the **View Sharers** button. The next screen displays a list of sharers of that content along with their social media stats and the SEO metrics of their website. This information would take hours to find manually.

The tool displays email addresses associated with each website and the category of each result. Maybe you want to focus on bloggers rather than big publications such as Forbes magazine. You can either browse the category tags or filter them in the search. Save your prospects to a list to be used for quickly contacting influencers later.

List Management

Content Prospecting

Social Prospecting

Your Prospects

Manage Templates

Outreach Mode

Notifications

?

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content marketing

Exact Match

Q

All

Save All

Select List

Location: City or country

Search by Tag:

Blogger

Influencer

Executive

Company

Journalist

Followers:

Min

:

Max

Displaying 50 of 3,563 Results

<

1

2

3

>

Full Name	Description	Location	Followers	Website	Actions
<div> <div> </div> <div> <div>Tweet Bulls</div> <div>jeff@jeffbullas.com</div> <div>View more (12)</div> </div> </div>	<div>#1 content marketing Influencer, Social Media marketing Strategist & Speaker, Forbes Top 10 Social Media Influencer, #1 Global Business Blog.</div> <div> <div>Blogger</div> <div>Influencer</div> </div>	Sydney, Australia	480K	jeffbullas.com	<div></div> <div></div>
<div> <div> </div> <div> <div>Tweet Butters</div> <div>admin@markitwri...</div> <div>View more (1)</div> </div> </div>	<div>Written content and Social Media Management from the late Great Kerry Butters and her team. #Tech #SocialMedia #marketing #Business #contentmarketing</div> <div> <div>Influencer</div> </div>	Ireland & England	359K	markitwrite.com	<div></div> <div></div>
<div> <div> </div> <div> <div>Tweet Handley</div> <div>businessdev@ma...</div> <div>View more (14)</div> </div> </div>	<div>Head of content at marketingProfs; author of the WSJ bestseller, Everybody Writes. I'm waging a war on mediocrity in content marketing. https://t.co/naKDAccqy0</div> <div> <div>Journalist</div> <div>Influencer</div> </div>	Boston, Massachusetts	354K	www.marketingprofs.com	<div></div> <div></div>
<div> <div> </div> <div> <div>Tweet Angels</div> <div>Support@tweetan...</div> </div> </div>	<div>The #1 Social Media marketing company in CA! Specializing in Social content Management, marketing Plans, Targeted Twitter Followers, Facebook Ads & more!</div> <div> <div>Company</div> <div>Influencer</div> </div>	Beverly Hills, CA	233K	tweetangels.com	<div></div> <div></div>

The Social Prospecting tab is for searching for bloggers, influencers, executives, companies, or journalists based on your keyword terms. Let's imagine you want to find a journalist in Boston, with at least 50,000 Twitter followers to promote your latest blog post. NO makes this an easy

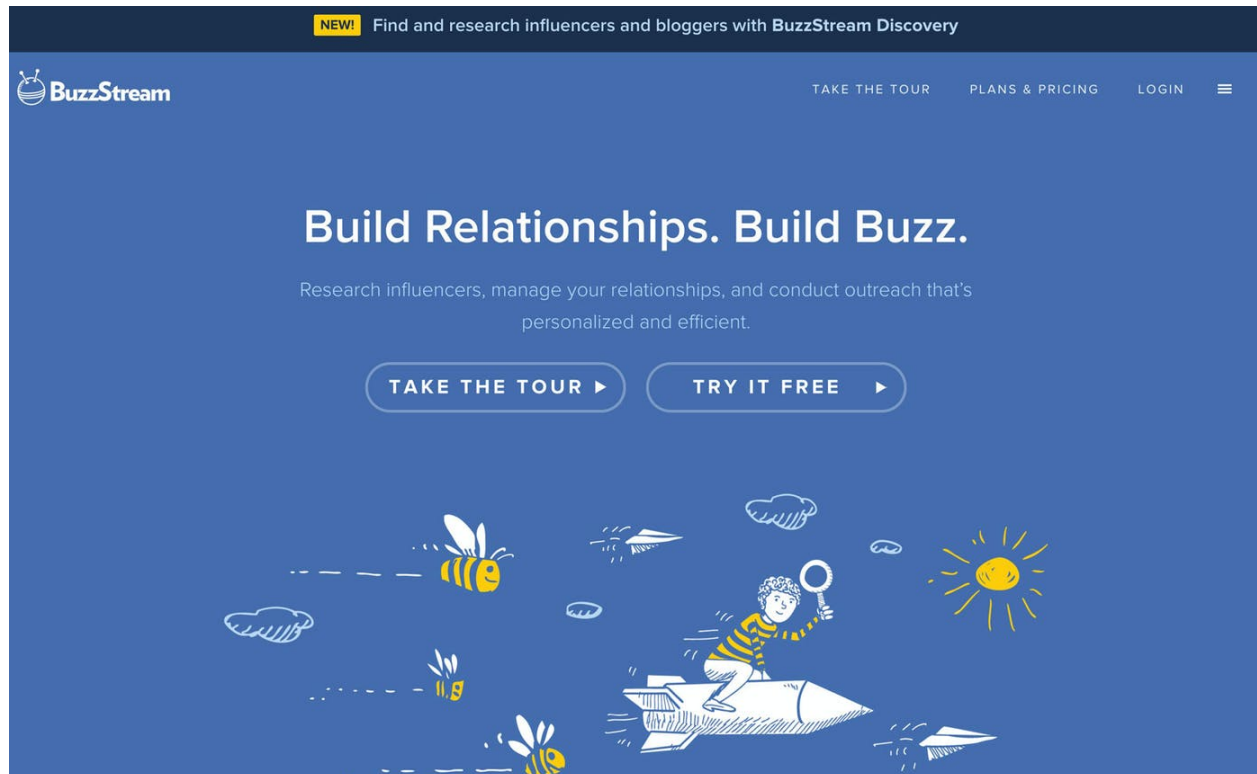
process. Key in your search terms and add filters.

Once you've found your list of high-potential influencers, save them all to a list or save individual ones to the list.

BuzzStream

[BuzzStream](#) is one of the best-known blogger outreach tools. With a clean and easy-to-use interface, it makes the business of finding influencers and reaching out to them, as simple as pointing and clicking.

Once you've created a new project, the app gives you three options to get started. The first option “find influencers & bloggers” is straightforward. Click the button and you'll enter the discovery page, which displays a free-text search engine. Enter a key phrase that describes the topic or focus keyword of your blog post. In most cases, we want to find influencers to promote a new content post that we've created.



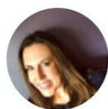
For example, try “podcasts for entrepreneurs”. When I ran this search, BuzzStream found 155 influencers. You can browse individual influencers and add promising ones to the project you started. The content tab displays the influencer's latest posts on their website. Read through the

started. The content tab displays the influencer's latest posts on their website. Read through the titles and see if the blogger's posts are in line with your brand and blogging topics.

You can also take a look at a complete profile of the influencer and get some pretty detailed information. **Average Shares Per Post** is a good indicator of someone's ability to influence the masses.



Going back to the main discovery page, we can filter down further by selecting a minimum or a maximum number of twitter followers. You might wonder why selecting a maximum is important but remember that Twitter users with hundreds of thousands of followers are less likely to respond to outreach than bloggers with fewer followers. The higher up the food chain you go the less chance of a positive result (unless you're already a Twitter superstar). Connecting with less 'powerful' bloggers might not get you the massive exposure you want but if you add the results of several lower level outreach campaigns together you can make up the numbers.



Erika Madden @OlyviaMedia

Small Business, Business, Social Media

I help small biz owners rock their online reputation with a dose of class + service smarts. Also, I eat sushi for breakfast.

Bozeman, Montana

Content

Footprint

Network

Search content by keyword

filter content >

Page 1 of 3 >

Olyvia | Helping Entrepreneurs + Bloggers Be Delightful Online!

olyvia.co — Jul 18, 2016

Guest post by Lauren Caselli, savvy event planner + gutsy boss lady Remember that goal that you set for yourself to "finally start speaking" in 2016? Or the time that you told yourself you'd host a live workshop FOR REAL this year? Or how you've alwa...

66 0 236

Create a Pro Client + Customer Service Plan For Your Online Business: The Delight Workbook

olyvia.co — Oct 28, 2015

A long time ago (32 weeks, to be exact) in places far away (that would be Twitter, Instagram, + Facebook), I posed a question. After a lot of studious tallying by candlelight into the wee hours of the morning (not really), the answer was resoundingly...

25 0 434

BuzzStream Account

Add to project

Engagement Level

VERY HIGH

Average Shares Per Post: 3,006.5

Twitter Followers: 8,430

Activity Level

VERY LOW

Post Frequency: inactive

Most Recent Post: a year ago

No. of Posts in the Past Year: 5

Filter by last activity if you prefer influencers that are sharing regularly. Filter by location if you are involved in local outreach or building a local SEO campaign.

Once you've collected a list of candidates, the next step is to go to Outreach mode and contact the bloggers directly. BuzzStream is an all-in-one outreach app. It allows bloggers and businesses to not only find influencers but to streamline the process of contacting them through sophisticated templates and processes. The software even tracks email open rates and alerts you if a blogger hasn't replied within a set period of time.

Followerwonk

This influencer discovery tool is owned by [Moz](#), a pioneering SEO research companies on the Internet. [Followerwonk](#) is an excellent app for finding active and engaged influencers in your niche. It's limited to searching Twitter, but this social network is a great place to start.

Use the Search Bios tab to search Twitter profiles using keywords. Search for “travel blogger” to find people that use that phrase in their profile. Followerwonk will return a list of bloggers initially sorted by the number of followers they have. You can also sort by Number of Tweets, Number Following, Account Age, and **Social Authority**. The last column is a Moz-specific scale (of 1 to 100) that can be used as a type of combined metric to sort by. The higher the Social Authority number the more influential the user is on Twitter.

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

Subscribe now for in-app following and more great features. Don't forget that you can quickly compare yourself to competitors.

Examples: authors, comedians, SEOs, vampires?, strategy, recruiters, PPC, presidents

[more options](#)

Twitter users with "travel blogger" in their profiles

Showing 1 - 50 of 32,088 results (order by [relevance](#))

No filters	tweets	following	followers	account age	Social Authority
<div>follow</div> <div> </div>	20,465	397,823	1,298,286	8.22 years	70
<div>follow</div> <div> </div>	43,914	38,923	595,293	8.93 years	67
<div>follow</div> <div> </div>	19,156	377	529,447	7.49 years	59
<div>follow</div> <div> </div>	12,369	258	523,052	7.93 years	65
<div>follow</div> <div> </div>	24,634	19,225	432,327	7.09 years	74
<div>follow</div> <div> </div>	16,213	380	403,127	7.92 years	36
<div>follow</div> <div> </div>	72,455	737	305,355	8.04 years	64
<div>follow</div> <div> </div>	51,789	431	296,513	7.88 years	66

A good way to search for users with a minimum number of followers and tweets so you know they are pretty active. Once you've filtered out the low potential users you can then use the Analyse tab to take a look at potential influencers followers or people they follow. This is a great way of branching out and finding power users on Twitter that you might not find through the traditional Twitter search methods.

Inkybee

[Inkybee](#) focuses on finding relevant, influential blogs for your niche. As in all of the other apps we've reviewed, use the search form to enter your keyword or keyword phrase.



Simple, smart blogger outreach | [Twitter](#) [LinkedIn](#) [Facebook](#) [Google+](#) [YouTube](#) [RSS](#)

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As an agency, your clients are looking to you for inspiration about their target audience.

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Take Inkybee for a spin

For each website in the results page, Inkybee displays metrics such as **visibility** and **engagement**. Engagement is calculated on the number of shares, likes, and tweets of the content on the site. More influential bloggers will have high engagement and these are the types of people that you should target. You can sort by city level, by engagement and by visibility level. Moz ranking factors such as **Mozrank** and **Page Authority** are also included as filters.

Once you'd applied filters, select the blogs that you would like to reach out to and save them to a

list.

InkyBee has an Automatic Discovery service that scours the web for new prospects based on search terms. This is a great tool for discovering blog posts with mentions of your target keywords. If, for example, you're in the content marketing space, add the keywords "content marketing" to the discovery service and when a new blog post with that phrase is published you get notified.

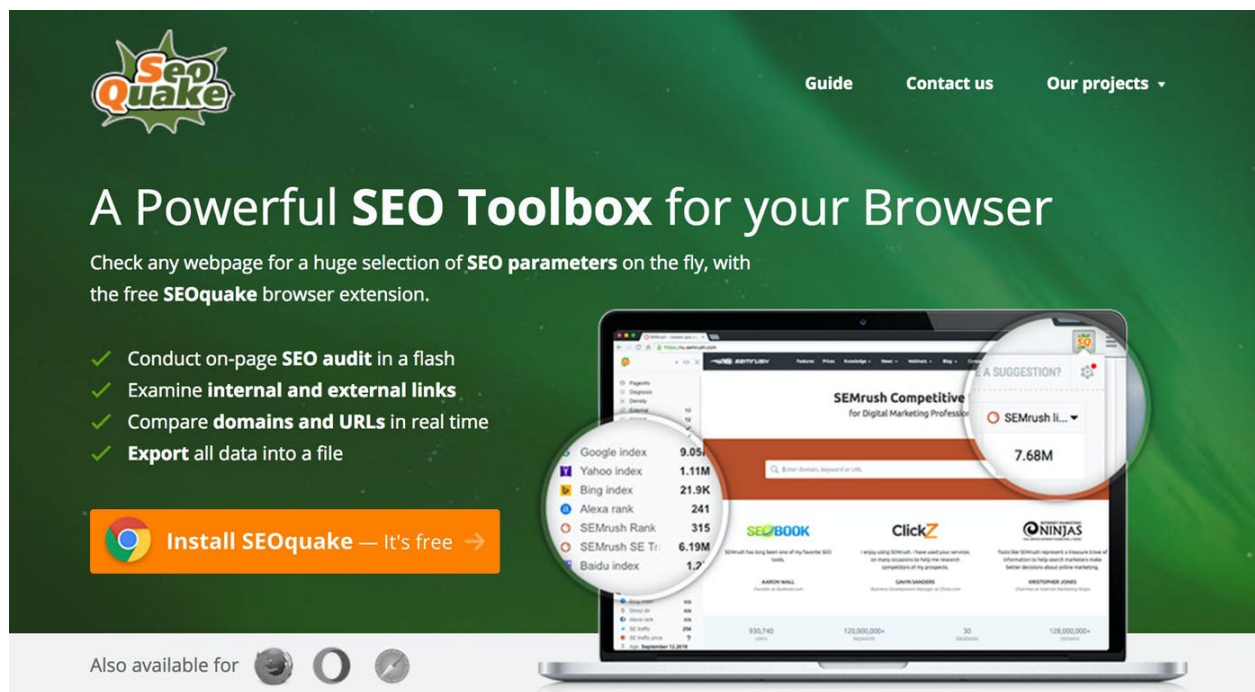
SEO Quake and Hunter

The last tool is actually two free plugins combined. [Hunter.io](#) works in a similar way to Ninja Outreach's **Email Finder**. But it's an easier process. Hunter is a plugin for your web browser which pulls all of the email addresses from a website. Go to any website, click the plugin icon and you have a list of the most important contact email addresses.

[SEO Quake](#) is an excellent SEO tool that also plugs into your browser. SEO Quake adds details of domain metrics to every result in the Search Engine Results Page (SERP). This invaluable

information about the authority and quality of each of the domains helps filter the important domains from the rest.

This method focuses more on finding highly influential websites with proven backlinks, traffic, and social shares. From there you can extract details about the influencers who contribute to the sites.



The screenshot shows the SEOquake website with a green background. At the top left is the SEOquake logo. Navigation links for 'Guide', 'Contact us', and 'Our projects' are at the top right. The main heading is 'A Powerful SEO Toolbox for your Browser'. Below it, a subheading states: 'Check any webpage for a huge selection of **SEO parameters** on the fly, with the free **SEOquake** browser extension.'

- ✓ Conduct on-page **SEO audit** in a flash
- ✓ Examine **internal and external links**
- ✓ Compare **domains and URLs** in real time
- ✓ **Export** all data into a file

An orange button with the Chrome logo says 'Install SEOquake — It's free →'. Below this, it says 'Also available for' followed by icons for Firefox, Opera, and Safari.

Overlaid on the right is a laptop showing the SEOquake browser extension interface. A circular callout on the left lists search engine indices: Google index (9.05M), Yahoo index (1.11M), Bing index (21.9K), Alexa rank (241), SEMrush Rank (315), SEMrush SE Tr (6.19M), and Baidu index (1.2M). A circular callout on the right shows a search for 'SEMrush li...' resulting in 7.68M suggestions. The laptop screen also displays a 'SEMrush Competitive' report for 'Digital Marketing Professionals'.