



## **O'Sullivan's New Content**

**Thinking About Influencer Marketing? Here's How to  
Choose the Right Creators to Work With.**

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**Title Tag**

How to Choose the Right Creators for Influencer Marketing

**Meta Description**

A simple guide for brands on choosing the right creators. Learn how to review media kits, assess audience fit, & run successful influencer campaigns.

**H1****Summary**

- The right influencer partnerships start with genuine brand alignment
- Engaged communities often deliver more value than large audiences
- Audience match is what turns creator content into effective marketing
- Clear expectations lead to stronger, smoother creator campaigns
- Tracking results helps brands refine and improve for future collaborations

Influencer marketing can be a powerful way to introduce your brand to new audiences, build trust, and showcase your products or services through authentic content. However, like any marketing strategy, the success of a campaign often comes down to one key decision: choosing the right influencers to work with.

The brands that see the strongest results approach influencer collaborations with a clear strategy, thoughtful selection, and well-defined expectations. If you're considering working with influencers for your brand, here are some simple tips to help guide the process.

## 1. The Right Influencers Start With Research

The most successful collaborations begin with alignment. Before reaching out to any influencer, spend time researching who already creates content that feels naturally connected to your brand. The goal isn't simply to find someone with a large following, it's to find someone whose content, voice, and audience make sense alongside your product.

Look for creators who:

- Produce content in a style you genuinely like
- Regularly talk about topics connected to your industry
- Have a tone and aesthetic that feels compatible with your brand
- Could naturally include your product or service in their content

When a partnership feels authentic, audiences recognise it immediately, and when it feels forced, they notice that too. The strongest collaborations feel less like advertising and more like a natural extension of the influencer's existing content.

## 2. A Media Kit Tells You More Than Follower Count

Once you've identified an influencer you'd like to work with, the next step is outreach. You can either approach them directly or respond when creators reach out to you. In either case, asking for their media kit is an important step.

A media kit typically includes:

- Audience demographics
- Platform statistics / analytics
- Engagement rates
- Content examples (if not, you can ask for this separately)
- Collaboration packages or pricing

While follower numbers can look impressive, they don't always tell the full story; what matters more is how their audience actually interacts with their content.

When reviewing a media kit, pay attention to:

- Engagement rate (likes, comments, shares relative to followers)
- The quality and consistency of their content
- Whether their previous partnerships feel genuine
- The demographics of their audience

These insights help you determine whether the creator has built a community that trusts their recommendations.

### **3. Strong Engagement Often Beats Large Reach**

It's easy to assume that a bigger audience will deliver better results, but in reality engagement is often a far more important indicator of impact than follower count. This is where [micro-influencers](#) can be particularly valuable. Influencers with smaller audiences often build closer relationships with their followers, creating communities that actively engage, ask questions, and trust their opinions.

For brands, this can lead to stronger results because audiences don't just see the content, they pay attention to it. Sometimes reaching 10,000 engaged people is far more valuable than reaching 100,000 who aren't engaging.

#### 4. Audience Alignment Is What Makes a Partnership Strategic

Even if an influencer creates amazing content, the collaboration still needs to make sense from an audience perspective. For example, if you're a New Zealand-based brand targeting New Zealand women, but the creator's audience is:

- 70% Australian
- Predominantly male
- Outside your core age range

The partnership may struggle to deliver meaningful results. Before moving forward, always check that the creator's audience overlaps with the people you're actually trying to reach. The closer their audience matches your ideal customer, the more effective the collaboration will be.

#### 5. Creator Partnerships Can Be Paid or Product-Based

Not every influencer collaboration works the same way. Some creators work on a paid partnership basis, while others may be open to contra agreements, where products or services are exchanged for content. Which option is appropriate often depends on factors such as:

- The creator's audience size

- Their level of demand
- The value of the product being offered
- The scope of the campaign

For brands planning to invest in influencer marketing long term, it's usually wise to allocate a dedicated budget. Paid partnerships often make it easier to build stronger, more consistent relationships with influencers over time.

## 6. Clear Expectations Create Better Campaigns

Once you decide to move forward with an influencer, clarity becomes essential. Successful collaborations start with both sides understanding what's expected before any content is created. This typically includes agreeing on:

- The number of deliverables (posts, Reels, Stories, TikToks)
- Content format and style
- Posting timelines
- Key messaging or brand guidelines (often supported by a brief)
- Approval processes
- Content usage rights
- Payment terms

Another important consideration is how the content may be used after it's posted. Many brands repurpose creator content for their own social channels or paid advertising, so usage rights should always be agreed on in advance. When expectations are clear from the beginning, collaborations tend to run far more smoothly.

## 7. Tracking Results Turns One Campaign Into Long-Term Strategy

Once a campaign goes live, the final step is understanding what actually worked. Rather than viewing creator collaborations as one-off posts, it's more valuable to treat them as opportunities to learn and refine your strategy. Consider tracking:

- Engagement levels
- Reach and impressions
- Website traffic
- Conversions or sales
- Audience feedback

Some of the most successful creator partnerships develop over multiple campaigns, where audiences begin to see the influencer genuinely connected to the brand. Over time, that consistency helps build credibility.

#### Where O'Sullivan's Comes In

Navigating creator partnerships can take time, research, and a clear understanding of how social media audiences behave. At [O'Sullivan's](#), we help brands approach influencer collaborations strategically, from identifying the right creators to structuring partnerships that align with your audience and marketing goals.

Whether you're exploring influencer partnerships for the first time or looking to refine your existing strategy, [our team](#) helps ensure your campaigns are built to deliver meaningful results, not just visibility.