

See or not see, determine whether you feel interesting or bored [how to find micro influencers on youtube](#).

As a business looking to expand its reach on YouTube, finding the right micro-influencers to partner with is key. These influencers are individuals with smaller but highly engaged audiences, making them perfect for niche marketing. Here are some tips for finding your perfect match:

Know Your Niche

The first step in finding the right micro-influencers is to know your niche. What category does your business fall under? What type of audience are you trying to reach? Once you have a clear understanding of your target audience, you can start looking for influencers with similar content and an engaged following.

Utilize YouTube's Search and Discovery Features

YouTube offers a range of search and discovery features that can help you find micro-influencers in your niche. Use keywords related to your business and niche to search for content and channels. Take note of channel recommendations based on your watch history and subscribe to channels in your niche.

Research Influencer Metrics

Metrics are an important factor when it comes to choosing the right micro-influencer. Look for individuals with high engagement rates and quality content. Metrics such as views, likes, comments, and shares can help determine an influencer's engagement rate.

Reach Out to Influencers

Once you have identified potential micro-influencers for your niche, it's time to reach out. Be sure to personalize your message and explain why you are interested in partnering with them. Offer a clear value proposition and discuss compensation if applicable. It's important to establish a mutually beneficial relationship with your influencer partner.

By following these tips, you can find the perfect micro-influencer to help grow your brand on YouTube.

References

- [how to find micro influencers on youtube](#)

Related Links:

- [Influencer Marketing Hub's Top YouTube Influencers of 2018](#)
- [Social Blade's YouTube Statistics and Analytics](#)
- [Brandwatch's Top YouTube Influencers in Your Industry](#)