



HOW TO FIND
THE RIGHT
INFLUENCER
FOR YOUR
HALAL BRAND

WHERE TO LOOK

Hashtags: Find trending hashtags relevant to your brand and reach out to influencers using them via Instagram direct message.

Influencer Marketing Platforms: Muslim influencer marketing platforms like M.I.N allow you to explore Muslim influencers in specified niches.

Social Media: Search for specific niche influencers in the search bar such as “Fashion Influencer,” or “Tech Influencer,” which can help you find influencers in your halal brand.

Google: Google search is a vital tool for finding the right influencers, you can even come across ready-made lists of influencers in particular industries. Try searching ‘Best Muslim Fashion influencers,’ for example and there will be sites that have already created a list of them for you.



WHAT TO LOOK FOR

Meaningful Content: Look beyond follower size, and research the actual content an influencer is sharing. Check out the feeds of each influencer to see the kinds of messages they send and the causes they support.

Authority: Examine their level of familiarity and authority with the topics your brand cares about. Is their expertise apparent in their comments on the topics that matter most to your industry?

Relevant Engagement: An influencer may have a very high engagement for certain types of content they put out. However, look for content that is relevant to your brand, and if those types of posts get high engagement too.

Audience Overlap: You really need to examine the audience that the influencer engages with. There should be proper overlap and similarities between your brand's audience and theirs. Otherwise, it won't be of any use when it comes to creating awareness or generating demand for your product.



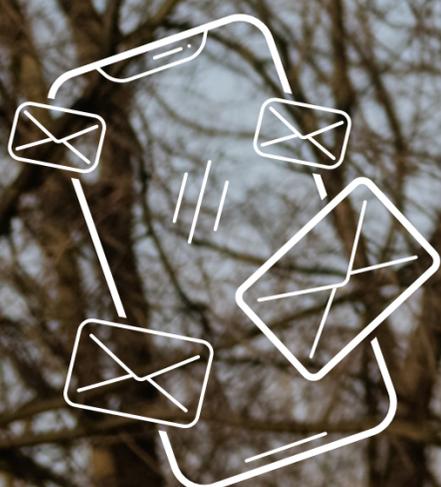
WHAT TO DO NEXT

Get Noticed: Engage with Muslim influencers on social media platforms. Comment on their posts, share their content and acknowledge their work. By doing so, you will attract their attention. Then you will be able to approach these influencers more effectively.

Approach: Now that you've got the influencer's attention, let's send them a proposal that will earn them your business. The basic things to mention are:

- About you and how you got to know them
- The reason for reaching out
- What win-win situation are you offering
- The next step they can take if they are onboard

Follow Up: Considering the high volume of messages influencers receive, your email may pass unnoticed. If you don't hear from them after a few days, send a follow-up email. Send at least a few follow-up emails before moving on.



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