

Gerardo Perez:

There's going to come a point in time where you may want to actually work with creators. This could either be for a post on their page, or maybe even having them create ad creatives on your behalf. I'm going to show you one of my favourite ways to actually go about finding these creators. So, as you may know, there's a thing called the TikTok creator marketplace. I'm going to show you how to navigate the marketplace so that you have a better understanding of what to look for and how to actually scout these specific creators.

So, as you can see on screen, you can actually filter by creator country or region, where their actual audience is located, follower count, average views, engagement rate, and much more. Let's say, for example, we want to actually work with Derek Brunson here. If we go ahead and click on his profile, you'll see that we actually have great insights on what his average views are, what his engagement rate is, video completion rate, follower growth, average shares, average likes, and average comments as well.

At the top of the screen, you can also create a campaign. This can be useful if you're actually trying to recruit multiple creators in a single effort. If we scroll down on his profile as well, we can get insights on his gender demographics, age range, TikTok usage in terms of active users and inactive, and device type as well.

In addition to that, we can also see where the majority of his audience is located, broken down between actual countries and states within that top country as well. We can also see a graph of his performance trends, which can be very helpful, especially when it comes to seeing how their momentum has evolved on the platform. At the bottom, we can also see similar creators to Derek, so we can actually add them to the campaign as well.

Another option is simply using the TikTok creator marketplace as a scouting tool, but you can reach out to them a little bit more manually simply by visiting their profile and seeing if they actually have an email linked within their bio, or maybe even within the link in bio, or even perhaps simply DMing them on Instagram.

In the next bonus, I'm actually going to be giving you a couple of tips on how to reach out to these creators, and how to actually address them. Communication is key here, so I'll see you in the next one.