

### Checklist for blogger/influencer selection

- **Comparison/compatibility:** e.g. communication goal/message, budget/interests, followers with own target group
- **Decision:** Macro or micro influencer (reach), unpaid (barter deal, e.g. for on-site visit) or paid (contract with fee and agreement on services to be provided by both parties)
- Ask influencers for their **media kit and insights** (socio-demographic data of the community, screenshots with date recognition) of the last 90 days before accepting (as a basis for evaluation and decision-making)
- In addition: Use (partly paid) **analysis and evaluation** tools, e.g. Stellar, Likometer - Romantik® is happy to help here!
- **Follower quality:** (not purchased, composition, see Insights, e.g. matching image, similar imagery) and interaction (qualitative and quantitative ratio of number of followers/number of interactions)