

6 Ways to Find Influencers Online

This is an extra resource to go along with the original article:

[How to Use Influencers to Grow Your SaaS](#)

1. **Search With Hashtags** - On Instagram and Twitter, use industry hashtags to find relevant voices.
2. **Look at Mentions** - Check out influencers that you already know/ respect, and look for people that they discuss in their posts.
3. **Use Google** - While many influencers are on social media, some also maintain blogs, so a good, old fashioned Google search can uncover the right person for your needs.
4. **Search for videos on YouTube** - YouTube is a hub for millions of influencers. To discover the ideal influencer, search for videos that your target audience is interested in.
5. **Listen to Podcasts** - Check out podcast interviews that cover industry-related topics. These podcasters may also be influencers.
6. **Check out premium influencer marketing databases** - There are dozens of influencer marketing platforms where you can seek out influencers in your industry. Start with [Upfluence](#), [TapInfluence](#), and [Traackr](#).