**6 Steps To Finding Microinfluencers With The Right Fit**

Brands grappling with declining influencer budgets may find value exploring the rising pool of smaller creators for targeted efforts, Sara Lebow writes. Lebow offers six tips for finding microinfluencers that could be a good fit, including Google and TikTok keyword searches, taping existing customers, befriending brand account followers, and conducting social listening among platforms such as Facebook and Reddit.

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[*https://www.insiderintelligence.com/content/6-tactics-finding-small-influencers-who-provide-big-returns*](https://www.insiderintelligence.com/content/6-tactics-finding-small-influencers-who-provide-big-returns)

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