



Creator Sourcing for Value Alignment Checklist



Why Value Alignment is Essential in Influencer Marketing

Selecting the right creators isn't just about follower count or engagement metrics—it's about finding influencers who align with your brand's values, voice, and audience. When creators authentically connect with your brand, they can speak to it in ways that feel natural, boosting credibility and fostering deeper trust with their followers. This checklist helps marketers evaluate potential creators for value alignment, ensuring partnerships that resonate authentically and maximize campaign success.

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As consumers, we can immediately tell when an ad is scripted. Traditional marketers, who are used to controlling the narrative in ads, often struggle with this shift in influencer marketing. Success lies in finding creators who already align with your brand's message and values. You must trust the creator to translate the message authentically for their audience.

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Alanah Joseph,
Head of Creator Partnerships, HubSpot



Creator Sourcing Checklist for Value Alignment



Audience Match

- Does the creator's audience closely resemble your target demographic?
- Are engagement metrics (likes, shares, comments) consistently positive and aligned with the interests of your ideal customer?

Content Relevance

- Does the creator frequently cover topics relevant to your brand or industry?
- Have they previously collaborated with similar brands in a way that felt authentic and resonated with their audience?

Authenticity & Trust

- Has the creator built trust with their audience by sharing genuine, personal experiences?
- Are they open about their opinions and careful in choosing brand partnerships, which demonstrates credibility?

Creative Compatibility

- Does the creator's content style, tone, and storytelling align naturally with your brand's messaging?
- Can you envision them promoting your product seamlessly within their usual content?

Niche Specialization and Audience Influence

- Is the creator a subject-matter expert or a niche influencer within your industry? Are they well-regarded within this niche by both peers and followers?
- Does their expertise add a layer of authority to your brand's message?

Potential for Long-Term Collaboration

- Could this partnership evolve into a longer-term relationship, creating consistent messaging and ongoing trust with their audience?
- Does the creator express interest in working with brands over time, or do they prefer single, transactional campaigns?

Tips for Evaluating and Engaging Aligned Creators



✓ Request a Media Kit

Review the creator's past partnerships, content examples, and metrics to understand their audience fit clearly and style.

✓ Look for Organic Brand Mentions

Creators who already use your product or similar products will likely speak more authentically and passionately.

✓ Schedule a Discovery Call

A short call can reveal a creator's perspective on brand partnerships, engagement style, and level of alignment with your brand values.



Quick Takeaways for Brands

- ✓ Value alignment enhances credibility, making audiences more receptive to brand messages.
- ✓ Prioritize creators who naturally embody your brand's values and voice.
- ✓ Niche influencers often outperform high-profile creators in engagement, trust, and conversions, especially when their expertise aligns with the brand's message.

Using this checklist, your brand can build impactful and authentic influencer partnerships, allowing for lasting relationships that resonate with target audiences.