8 Tools That You Can Use to Discover Influencers in Your Industry

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Here are the tools:

1. Traackr

- Traackr helps you discover influencers, get social insights and figure out how to best connect.
- Features include an influencer search engine, profiles, dynamic lists, share of voice reporting, sentiment analysis, trending content and others.
- PR, Communications and Marketing pros use this service.

2. Linkdex

- Linkdex is a paid tool. Features include content analysis and planning tools based on analysis from technical site crawls, content analysis, social share counts, backlink counts, ranking, value and multi-channel analytics data.
- At it's core, Linkdex is a digital marketing tool but also increasingly used by public relations firms that are adding integrated marketing to their services mix.

3. Little Bird

- Little Bird is a paid tool that helps users discover influencers that are validated by their peers on Twitter for a variety of topics as well as emerging topics.
- It also supports competitive intelligence, content marketing, social sales oriented research across multiple social networks.

4. Followerwonk

- This tool focus exclusively on Twitter research and analytics, this free tool from the folks at Moz provides a handy search engine for influencer discovery as well as tools for competitive comparisons, tracking and data visualizations.
- A social authority filter allows sorting of influencers and reports can be saved for future reference.

5. PeerIndex

- PeerIndex has built an Influence Graph to identify influentials by topic that marketers can search against (PiQ) to find inflencers.
- Features include: audience insight, alerts, influencer research and tracking, social analytics and reporting.

6. Buzzsumo

- Buzzsumo is a paid tool. It promotes itself as a research tool for content marketing and SEO by providing insights into the most popular content and the influencers sharing it.

7. GroupHigh

- This tool will help you identify blogger, writers and top influencers that may not have been on your radar before.

8. Keyhole

- This hashtag tracking tool helps surface content and influencers, especially related to events that are using a hashtag.

- Views include conversations and top content as well as drill downs for influencers. Results can be copied to your clipboard.