

# Iconic Influencer Award London

## Individual Excellence Award Best DIY & Craft Influencer

### OVERVIEW

The best DIY & Craft influencers often possess a unique blend of creativity, authenticity, and expertise in various crafting techniques. Here's an overview of what sets them apart:

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### ELIGIBILITY

To be eligible for recognition as a top DIY & Craft influencer, several criteria might be considered.

- 1. **Quality of Content:** Consistently produce high-quality DIY and craft content that engages and educates your ..

### QUALITATIVE CRITERIA

Qualitative criteria for identifying the best DIY & Craft Influencer might include.

- 1. **Creativity and Originality:** Look for influencers who consistently come up with unique and innovative DIY projects and craft ideas. They should showcase their creativity in their content, offering fresh perspectives and inspiring..

### JUDGING CRITERIA

- **Creativity and Originality:** Assess the influencer's ability to come up with unique and innovative craft ideas. Look for original concepts and creative approaches to DIY projects.
- **Quality of Content:** Evaluate the overall quality of the influencer's content, including the clarity of instructions, production value of videos or images, and the presentation of final craft projects.
- **Engagement and Interaction:** Consider the level of engagement the influencer has with their audience. This includes responding to comments, answering questions, and fostering a sense of community among followers.
- **Skill Level and Expertise:** Assess the influencer's skill level in various crafting techniques. Look for proficiency in a range of DIY skills such as sewing, painting, woodworking, etc..

### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Engagement Rate:</b> This measures the level of interaction a influencer receives from their audience, such as likes, comments, and shares, relative to their total number of ..</li></ul>		

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