

7 Best Influencer CRMs & Relationship Management Tools



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Are you using the right influencer relationship management platform?

The day-to-day duties involved in [managing influencer campaigns](#) change constantly.

One day you're going back and forth with creators, the next you're juggling payments and shipments. All while trying to build positive relationships with your community.

That's why we find ourselves talking to more brands eager to upgrade their software stacks to meet the demands of all of the above.

In this post, we dig into the best influencer relationship management platforms for brands today. We'll also explore considerations for using an influencer marketing CRM.

What Are the Best Influencer Relationship Management Tools & Influencer CRMs?

Here's a look at seven leading influencer relationship management software solutions to check out, including their standout features and what makes them different.

1. Statusphere

Can't blame us for taking the top spot, right?

The thing is, Statusphere's platform stands out on our list by rethinking the traditional one-on-one communication model often seen in influencer CRMs.

Content	Creator	Campaign	Platform	Post date	Views	
	diegodowntown	Clean Personal Nutrition (Instagram)	Instagram Reel	Sep 3, 2024	1,712	7
	dorizabelle	Clean Personal Nutrition (TikTok)	TikTok	Sep 1, 2024	368	1
	mayjar.ki	Clean Personal Nutrition (Instagram)	Instagram Reel	Aug 19, 2024	983	2
	soulbeautyyy	Clean Personal Nutrition (TikTok)	TikTok	Aug 17, 2024	798	8
	jeannstephenson	Clean Personal Nutrition (TikTok)	TikTok	Aug 15, 2024	655	1
	ayyiftscassie	Clean Personal Nutrition (TikTok)	TikTok	Aug 12, 2024	523	2
	embraceherdestiney_	Clean Personal Nutrition (Instagram)	Instagram Reel	Aug 12, 2024	702	2
	iiightash	Clean Personal Nutrition (Instagram)	Instagram Reel	Aug 11, 2024	767	7
	drea.jrz	Clean Personal Nutrition (Instagram)	Instagram Reel	Aug 9, 2024		

Rather than requiring brands to manage direct interactions, our platform automates the time-consuming pieces of managing influencers to emphasize a creator-first experience.

Think about it. Brands *and* influencers are busy. Busier than ever.

Both parties are bouncing between a variety of collabs. For brands, there are multiple influencers to manage across campaigns. Creators deal with different points of contact for each brand they work with.

This can all get messy and **influencer relations** can easily fall by the wayside as a result.

Unlike most influencer management tools that involve manual back-and-forth and negotiating, Statusphere builds positive relationships between brands and creators with seamless, pre-negotiated collabs.

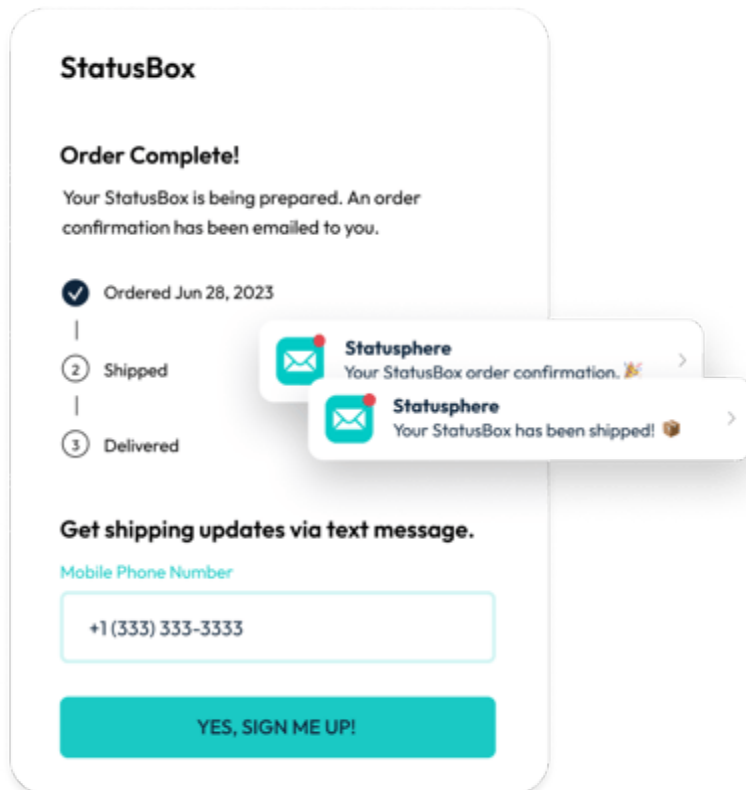
For example, Statusphere’s automated matchmaking eliminates manual influencer discovery and tedious outreach. Given that collabs are targeted based on 250+ first-party creator data points, creators only get matched with brands they want to post about.

Shopping and Style Preferences ▾

Clothing Style Preferences Vintage ▾	Retail Shopping Preferences Target, Amazon ▾
Beauty Shopping Preferences Ulta, Sephora, Target ▾	*Grocery Memberships Advanced <i>Select all that apply</i> ▾
*Grocery Shopping Preferences Advanced Target, Whole Foods ▾	

*Regional targeting covers 200 or more store locations. If distribution is less than 200 locations, please contact your CSM to verify pricing and availability.

Meanwhile, managed influencer fulfillment means that creators receive relevant products ASAP with guaranteed delivery. Creators get products they claim shipped out within 48 hours and the process is totally hands-off for brands.



This streamlined approach to influencer relations eliminates micromanagement while ensuring that creators feel valued and supported, making it a win-win for both parties.

Coupled with personalized packaging, creative instructions and our dedicated influencer support team, brands can send high volumes of products to influencers while still ensuring that every collab still has a personal touch that fosters creativity.

Key Features for Influencer Relationship Management

- **Automated campaign management.** Despite popular belief, brands don't need to oversee every individual influencer interaction to have a

successful collab. After brands plug in their details and creative instructions, Statusphere's platform handles everything from influencer recruiting and onboarding to fulfillment and gathering rights-ready content.

- **Content tracking in your brand portal.** All deliverables (including influencer-generated content) are visible in one place. This allows brands to monitor campaign success without direct communication with creators.
- **Geotargeting for in-store campaigns.** The platform identifies and engages creators based on location, ideal for promoting products at specific brick-and-mortar stores (again, without manual outreach).
- **Vetted creator network and pre-negotiated collabs.** Statusphere's curated community ensures that only qualified influencers with genuine audiences participate in campaigns, resulting in high-satisfaction collabs for brands and creators alike.
- **Built-in usage rights and instant UGC ad codes.** Brands can amplify influencer content seamlessly through the platform, boosting reach and engagement with minimal effort.

2. **Aspire**

Aspire's influencer CRM is designed to simplify relationship management by centralizing creator data, communication and performance tracking.

Compared to [alternative influencer marketing platforms](#), Aspire's strengths are its campaign management features including tools to track deliverables, manage payments and build long-term partnerships with creators.

Aspire Home Projects **Members** Recruit Inbox Reporting

Fall Campaign Your project is live and accepting applicants. View Application Page Quick Links

Overview
Find Creators
Prospects
Invited 0
Applicants 1,000

All In Progress 0
In Progress
All In Progress 0
Send Terms 0
Wait for Agreement 0
Review Edited Terms 0
Send Product 8
Processing Orders 2
Product in Transit 5
Receive Content 0
Review Content 6
Group Content Review 0
Wait for Live Posts 0
Send Payment 0
Completed 0

Applicants







+ Add filters

1,000 people [Grid] [List] [Filter] [Approve] [Reject] [Refresh] Search...

Name	Applicant Source	Instagram	TikTok	YouTube
Courtney Henry	Aspire's Pick	@c.henry	c.henry	c.henry
Guy Hawkins	Invited	@g.hawkins	g.hawkins	g.hawkins
Robert Fox	Aspire's Pick	@robert.fox	robert.fox	robert.fox
Bessie Cooper	Aspire's Pick	@bescooper	bescooper	bescooper
Floyd Miles	Invited	@FloydMiles	FloydMiles	FloydMiles
Courtney Henry	Aspire's Pick	@CourtH	CourtH	CourtH
Dianne Russell	Invited	@DRussell	DRussell	DRussell
Darlene Robertson	Invited	@Darlene	Darlene	Darlene
Darrell Steward	Aspire's Pick	@Stew.D	Stew.D	Stew.D

Brands can store influencer profiles, categorize them by tags and analyze collaboration history to keep tabs on individual creators. Aspire helps brands identify “what’s next” in terms of influencer relationship management by breaking down to-do tasks such as addressing creator applications or sending a welcome email to new creators.

Creators in 6 of your 12 project stages need attention.

	Applicants	14 >
	Send Welcome Email	1 >
	Send Terms	2 >
	Confirm Address	2 >
	Generate Sales Links	3 >
	Review Content	2 >

The platform also offers automated workflows for outreach and contracts, plus integration with social media and e-commerce platforms to measure ROI.

Key Features for Influencer Relationship Management

- **Collaboration hub.** The platform offers a central place workspace for managing all aspects of influencer collaborations.
- **Affiliate marketing integrations.** This allows users to track influencer sales across multiple platforms.
- **Influencer vetting tools.** Users get real-time data related to audience authenticity and engagement quality to make vetting easier

3. Creator IQ

CreatorIQ is an enterprise-level influencer CRM that emphasizes data-driven relationship management. The platform combines influencer discovery with profile enrichment along with CRM features for managing influencers.

Arshia Moorjani

Arshia is a creator and mom who shares content about makeup, fashion, lifestyle, and fitness.

977.2K Total Connections

- Arshia Moorjani 443K
- arshiamoorjani 434.5K
- arshiamoorjani 88.4K
- arshiamoorjani 4.6K

Primary Account: Arshia Moorjani

Status: Active — In Network

Creator Size: Macro

About (For Brand): Arshia is a creator and mom who shares content about makeup, fashion, lifestyle, and fitness

Tags:

- Category: Beauty
- Type: Content Creator
- Performance: High Performer

Comments: Leave a comment for this Creator!

The platform provides comprehensive creator information coupled with tools for managing outreach. Creator IQ’s advanced analytics and customizable dashboards make it easy to measure the success of your influencer partnerships, not to mention tracking engagement metrics.

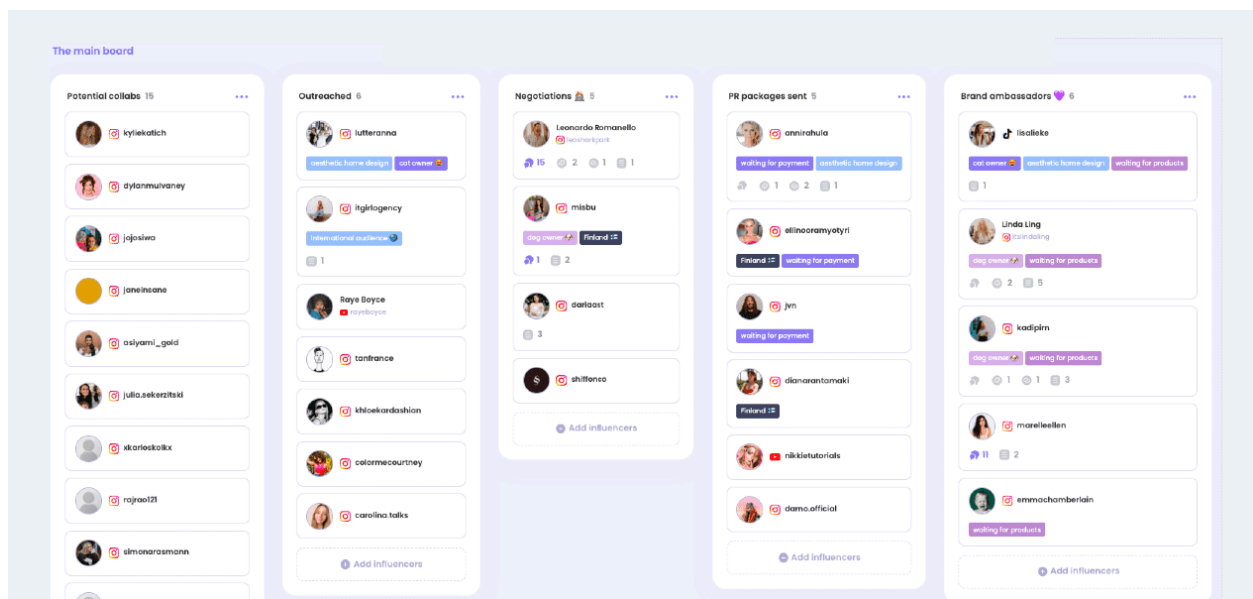
Key Features for Influencer Relationship Management

- **AI-powered recommendations.** For example, Creator IQ can suggest new influencers to collab with based on campaign goals and performance history.
- **Customizable profiles.** Users can enrich influencer data with tags, notes, and relationship tracking.

- **Advanced influencer fraud detection.** The platform has special features to identify fake followers and promote authentic collaborations between brands and creators.

4. Promoty

As highlighted in our list of the **top influencer management tools**, Promoty's focuses on personalized relationships with creators directly. The platform allows brands to build a private influencer database, organize individual contacts with filters and labels and communicate with influencers all in one platform.



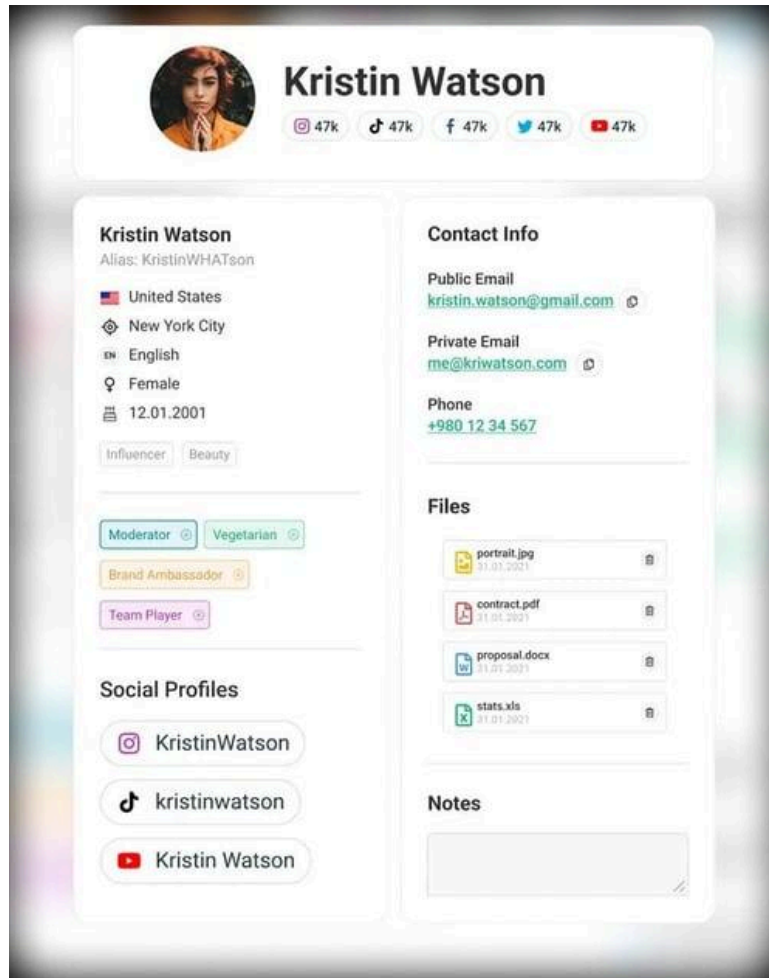
Promoty's intuitive interface and Kanban-style boards make it easy to track campaigns, performance, and influencer preferences. The tool is particularly well-suited for smaller teams or niche campaigns.

Key Features for Influencer Relationship Management

- **Personalized influencer profiles.** Brands can seamlessly track notes, creator interests and past collaborations.
- **Collaborative tools for teams.** Internal teams can share profiles and campaign updates seamlessly with each other.
- **Private influencer database.** Users can exclusively manage their preferred influencers across campaigns on multiple platforms.

5. Storyclash

Storyclash is notable given the platform's focus on tracking influencer relationships through social media content analysis. The platform's CRM capabilities are paired with content discovery and monitoring, letting brands identify authentic partnerships by tracking mentions, hashtags and engagement.



Storyclash helps brands maintain detailed records of interactions, campaign results and key influencers in their industry for planning better collabs.





Key Features for Influencer Relationship Management

- **Social media content tracking.** The platform makes it easy for brands to monitor mentions and hashtags in real time.
- **Engagement-based influencer identification.** Brands can uncover creators who already engage with them, speeding up the process of finding new influencers to work with.

- **Competitor benchmarking.** Storyclash’s social listening tools allow brands to compare their mentions among creators against competitors.

6. Modash

Modash offers a straightforward influencer CRM solution that integrates with its influencer search and audience analytics tools.

Influencer	Emails	Conversations	Status
 Sid Baker	sidstyle@email.com	Start a conversation	Shortlisted ▾
 Belle Madden	madbelle@email.com	Open last email	Outreached ▾
 Alexia Ettinger	lexinger@email.com	Start a conversation	Shortlisted ▾
 Ingrid Jaeger	talent@management.com	Start a conversation	Negotiating ▾

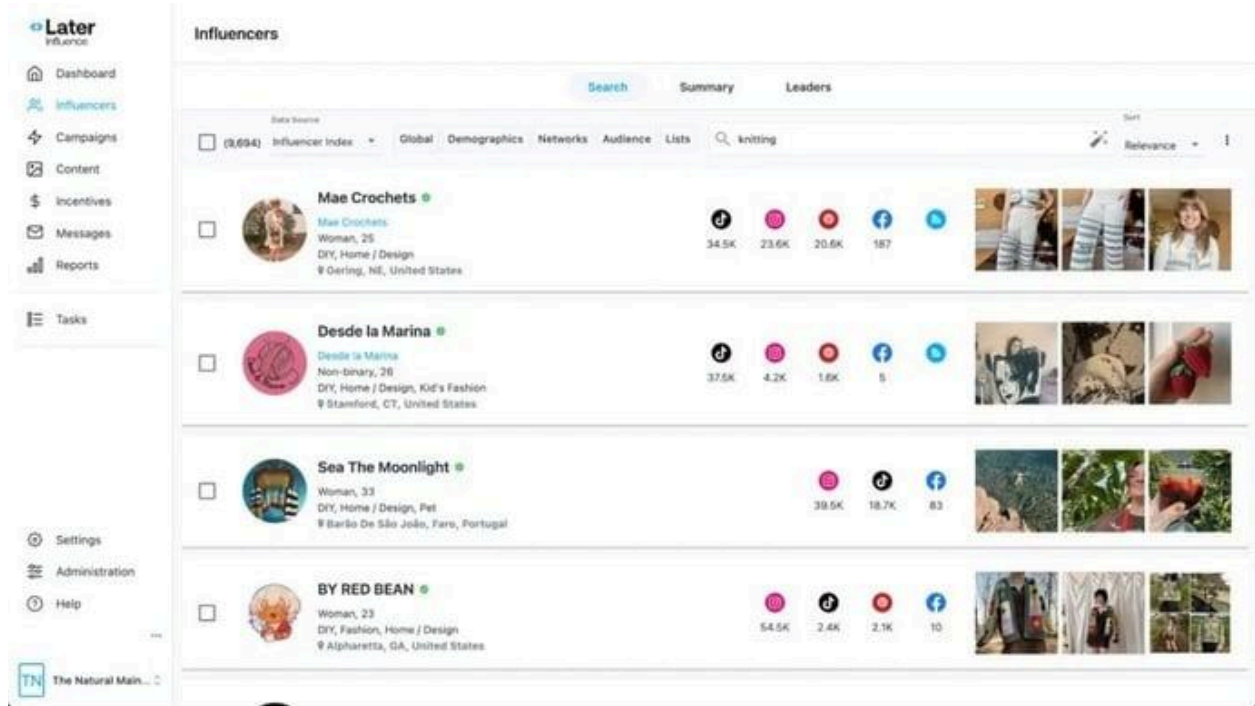
The platform lets brands organize creator data, monitor campaign performance, and manage outreach in one place. With a focus on transparency, Modash provides detailed influencer stats to help brands build meaningful relationships and optimize collaborations over time.

Key Features for Influencer Relationship Management

- **Audience credibility scores.** These scores are great for **influencer vetting** so brands can evaluate the authenticity of a creator's followers and audience.
- **Cross-platform integration.** Brands can track influencer relationships and data across TikTok, Instagram and YouTube without going between multiple tools.
- **Compliance monitoring tools.** This gives brands peace of mind so that influencers meet campaign requirements.

7. Later

Later's influencer CRM integrates with its social media scheduling tools. Brands can track influencer profiles, monitor campaign performance and manage communication like most other tools on our list.



The platforms' visual approach to campaign planning promotes alignment with content calendars. This helps brands maintain consistent engagement with creators and maximize results from their larger social media strategies.

Key Features for Influencer Relationship Management

- **Content alignment tools.** This allows brands to sync influencer campaigns with brand calendars across social media.
- **Post performance tracking.** Brands can monitor and [track influencer posts](#) alongside your brand account metrics.
- **Visual collaboration features.** Internal teams can approve influencer content to make sure it aligns with brand guidelines before publishing.

Influencer Relationship Management Software (IRM) vs. Influencer Marketing CRMs

We'll bite: influencer relationship management tools and influencer CRM tools are referred to interchangeably. That said, there *can* be subtle differences between them based on how they're positioned and used.

This might feel a bit like splitting hairs. That said, here's a quick breakdown of their differences and similarities:

	Influencer Relationship Management Software	Influencer Marketing CRM Software
Focus	Typically emphasizes nurturing and managing ongoing relationships with influencers.	Similar to traditional CRM (customer relationship management) software but tailored for managing influencer performance data.

Use Cases	Streamlining communication, building long-term partnerships and organizing influencer collaborations.	Organizing contact details, monitoring campaign deliverables and assessing influencer ROI.
Key Features	Often includes tools for tracking influencer preferences, campaign performance and communication history.	Often includes data-heavy features like audience analytics, campaign tracking and automation of repetitive tasks like outreach.
Best for...	Relationship-driven, focusing on maintaining authentic connections over time rather than just transactional interactions.	Data-driven, focusing on the efficiency and scalability of influencer campaigns.

Key Considerations for Choosing an Influencer CRM Software Solution

Choosing the [best influencer marketing platform](#) for your brand depends on your company's goals, resources, and campaign scale. CRMs and IRM tools are no different.

Features to Look For

Any given **influencer relationship management platform** should streamline the process of finding, organizing and collaborating with influencers Simple as.

At the bare minimum, keep an eye out for these essential features:

- **Influencer discovery** and advanced tools to identify creators who align with your brand
- **Audience analytics** related to follower demographics, interests and engagement quality.
- **Campaign management tools** to track deliverables, timelines and performance.
- **Integrations with social media ads** to align influencer marketing with paid campaigns without jumping between tools.

Importance of Performance Metrics

Tracking the success of your influencer campaigns is crucial. Ideally, your influencer marketing CRM should offer tracking for:

- Engagement metrics like likes, shares, and comments.
- ROI tracking to assess the effectiveness of campaigns.
- Metrics related to customer sentiment and/or recurring brand mentions.

Workflow Automation Benefits

Automation is crucial for modern influencer marketing, especially when managing multiple campaigns. The right software should:

- Automate repetitive tasks like outreach, follow-ups, and content approvals
- Send timely reminders for deliverables
- Use templates to standardize communication without losing personalization

Do You Really Need an Influencer CRM? A Quick Checklist

We'll bite: not every brand needs an influencer CRM or relationship management platform.

But if you're managing multiple influencer communities or struggling to keep things organized day-to-day, chances are it's time for an upgrade.

Use this checklist to evaluate whether your brand could benefit from an influencer CRM:

Campaign Complexity

Are you working with more than 10 influencers at a time?

Do you manage campaigns across multiple social media platforms (Instagram, TikTok, etc)?

Are you tracking multiple deliverables or campaign timelines at once?

Organization and Efficiency

- Have you ever lost track of influencer contracts or payment details?
- Do you have a time-sensitive process for approving deliverables?
- Is managing influencer outreach taking more than ~5 hours per week?

Performance Tracking

- Are you struggling to communicate influencer marketing ROI to your team?
- Are you relying on manual methods like spreadsheets to track campaigns?
- Can you confidently identify who your brand's "best" influencers are?

Scaling and Growth

- Are you planning to scale your influencer campaigns in 6–12 months?
- Do you find it challenging to maintain consistent communication and workflows?
- Would automation reduce the time spent on repetitive tasks like outreach and reporting?

Budget and Resources

- Do you have the budget to invest in an influencer CRM or software?
- Would you say that your team lacks the internal resources to manage campaigns manually?

Results

If you checked **5 or more boxes**, needless to say, your brand would benefit big-time from an influencer relationship management platform.

If you checked **fewer than 5 boxes**, you might still benefit from exploring manual solutions or DIY tools until your campaigns grow in scale or complexity.

Why Brands Should Rethink Their Approach to Influencer Relationship Management

Investing in the right influencer relationship management platform is key to building scalable, effective campaigns for brands that work with high volumes of creators.

From tools like Statusphere to more traditional influencer CRMs, the right software can help you streamline workflows, build stronger partnerships and communicate ROI.

Again, Statusphere rethinks traditional influencer management altogether.

By automating workflows and prioritizing a creator-first experience, our platform prevents micro-management that slows down both brands and creators alike.

That's how our platform helps brands scale influencer content to 100s of posts per month with guaranteed content and delivery.

Want to learn more about how our platform works? [Get in touch with our expert team](#) to see how we can scale your brand's influencer content and build positive relationships with creators at the same time.

Note: *This blog was originally published by the team at [Statusphere](#), a platform that scales micro-influencer content for consumer brands.*