Top 9 Influencer Marketing Tools for SMBs

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Tool Name	HypeAuditor
URL	hypeauditor.com
Description	HypeAuditor offers a comprehensive solution that manages the entire cycle of influencer marketing campaigns that helps companies manage campaigns, automate processes, access verified data and more.
Reviews	“HypeAuditor provides invaluable insights into influencer authenticity.” - **Social Media Examiner**
Pricing	Starting at $219/month

Tool Name	Aspire
URL	Aspire.io
Description	From influencer search and Creator Marketplace to fully customizable relationship workflows, Aspire enables brands to build a unique influencer program.
Reviews	“Aspire is great for managing influencer relationships and campaigns.” - **G2**
Pricing	Custom pricing based on features

Tool Name	Traackr
URL	traackr.com
Description	Traackr offers a comprehensive influencer management platform that tracks, measures, and reports on influencer impact. SMBs can leverage it to build long-term influencer relationships.
Reviews	“Traackr’s data-driven insights help brands measure influencer ROI effectively.” - **Forbes**
Pricing	Starting at $20,000/year

Tool Name	Influencity
URL	influencity.com
Description	Influencity provides analytics for influencer marketing campaigns, allowing SMBs to find influencers, analyze their performance, and manage collaborations efficiently.
Reviews	“Influencity's analytics tools are a game changer for tracking influencer performance.” - **Capterra**
Pricing	Start at $158/month

Tool Name	Meltwater
URL	meltwater.com
Description	Meltwater acquired Klear, which helps brands find influencers across various social media platforms and provides campaign management and reporting tools. SMBs can utilize this product to better identify influencers.
Reviews	“Klear makes it easy to track and measure influencer campaigns.” - **Marketing Land**
Pricing	Custom Pricing

Tool Name	Upfluence
URL	upfluence.com
Description	Upfluence is an all-in-one influencer marketing platform that allows SMBs to find, manage, and track influencer campaigns seamlessly.
Reviews	“Upfluence has a user-friendly interface and powerful search features.” - **G2**
Pricing	Custom Pricing

Tool Name	Grin
URL	grin.co
Description	Grin enables brands to manage influencer relationships, campaigns, and payments. Its all-in-one solution simplifies influencer marketing efforts for SMBs.
Reviews	“Grin streamlines our influencer outreach and management.” - **Trustpilot**
Pricing	Custom Pricing

Tool Name	CreatorIQ
URL	creatoriq.com
Description	CreatorIQ provides tools for influencer discovery, relationship management, and performance measurement. SMBs can utilize its comprehensive analytics to enhance their influencer strategies.
Reviews	“CreatorIQ excels in providing detailed insights into influencer performance.” - **Adweek**
Pricing	Custom Pricing

Tool Name	Skeepers
URL	Skeepers.io
Description	Skeepers acquired Octoly, a platform that connects brands with content creators, allowing SMBs to send products to influencers for review and exposure.
Reviews	“Octoly offers a unique way for brands to collaborate with influencers through product gifting.” - **TechCrunch**
Pricing	Custom Pricing