

# Influencer Relationship Management

## A Game Changer for Your Marketing

Brands can gain unparalleled power to easily find and work with influencers, getting their products and services in front of the right audiences with Sideqik's Influencer Relationship Management (IRM) software. There's no better way for you to build, manage, and track relationships with content creators and boost your revenue.

But did you also know that Sideqik's software also makes it simple to create, monitor, and manage affiliate programs? If you're looking to launch affiliate programs for your influencers and creators, but want to make it as streamlined as possible, then we've got you covered.

Here's just a few ways you can be a game changer for your influencer and affiliate campaigns:

**Conversion Tracking.** In influencer marketing, performance is critical. Knowing how many conversions each individual influencer is creating is key to knowing what's working and what isn't. Get all the numbers and metrics you need at a glance, and keep making informed decisions for your campaigns.

**Creator Portal.** Sending out emails to keep your influencers informed on campaigns is inconvenient for you, and frustrating for them. Don't keep them in the dark. With Sideqik, your influencers will have a portal they can log into to check on messages, updates to the campaign, checklists of tasks they need to complete, and more.

**Payments and Commissions.** If there's one thing your creators and influencers love more than getting paid, it's getting paid on time. Save yourself the hassle of constantly needing to micromanage their status and checking who has outstanding invoices. With Sideqik, you can automate the payment process according to your own preferences and comfort level, whether it's milestones, time frames, or another metric you prefer.

**Reporting: Social and conversion data together.** Sideqik gives you all the analytics and intelligence you need to fine tune your campaigns. But it gets even better from there. You'll have the ability to pick and choose what analytics matter to you, and merge and cross reference them at a glance. Compare engagement with actual conversions.