

Hypetrain continues to change influencer marketing

Hypetrain is a software designed to help any-size agencies, brands, media companies, and freelancers execute and manage their influencer marketing campaigns.



Middletown, Delaware Nov 16, 2022 ([Issuewire.com](https://www.issuewire.com)) - *Hypetrain is a software designed to help any-size agencies, brands, media companies, and freelancers execute and manage their influencer marketing campaigns.*

Their mission is to work hard to make influencer marketing more transparent, predictable and fun using

big data analytics and AI algorithms.

Automation powers the platform, so many manual tasks required from managers are eliminated. Hypetrain has big data analytics algorithms that make the hard work of picking the most relevant influencers from millions of profiles to match precisely your needs.

It is a so-called Influencers' Wikipedia — a database of millions of creators worldwide with detailed information.

Among the company's clients are the successful Zorka Agency, Corey NYC, and MatchUp Influencer.

How does Hypetrain work? This is the algorithm:

Discovery → Outreach → CRM → Publishing → Contracting → Payment → Tracking

Here are the latest updates on the platform:

First: Now you can create one collaborative workspace for all teammates. No more data loss and “copy-pasting” style of communication :)

Second (and so long-expected): Hypetrain gives analytics and access to Instagram profiles as well as to YouTube ones.

Third: You can now chat with influencers and receive replies directly on the platform.

You can choose whether to send a single email to a creator or set up mass messaging with personalization tags in a few clicks.

No more switching between Google Sheets and your inbox.

Fourth: More advanced filters for both of the social networks while discovering creators.

Fifth: Manage own in-built CRM of persons that work on the creator side. You can manually add contacts for a particular channel, attach several emails or phone numbers to the influencer's profile, and link contact to other channels. All the contacts are automatically saved.

Besides YouTube and Instagram influencers databases there will also be a TikTok one soon.

You can use the platform free of charge till December!

To find out more, check the platform <https://hypetrain.io>



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