

2 New Apps, UPitch And Collabor8, Help Entrepreneurs Achieve Better PR



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I write about small businesses doing innovative PR [FULL BIO](#) ✓

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It's a good week for [entrepreneurs](#) and public relations. Two new apps have come to my attention, both purported to deliver a “Tinder for Journalism and PR” kind of result. The first is UPitch, a free mobile app that allows entrepreneurs to upload 400 character news briefs for journalists. Journalists can sort by interest and swipe through the various pitches quickly, viewing “as many as 30 pitches in the time it would take to read a single lengthy pitch via traditional email.”

As of the hard launch date of March 2016, UPitch boasts 1,000 journalist and 3,000 PR downloads, resulting, presumably, in hundreds of article and topic choices that would otherwise have never appeared. Entrepreneurs (and journalists) can download the program from the [Apple](#) AAPL -1.37% Store or can read more about it on [UPitchApp.com](#).



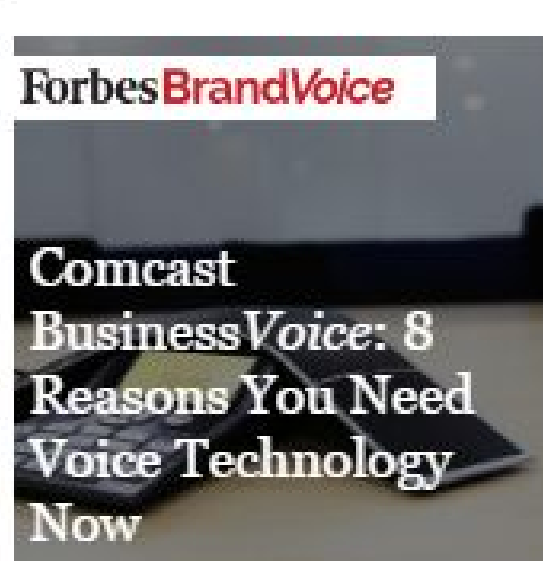
Influence sells. Collabor8 is a new app that connects brands with influencers (Image courtesy of Collabor8.com)

Next up is Collabor8, the brainchild of Utah entrepreneurs Jake Nackos and Aaron Nuenschwander. This iOS app facilitates matches between brands and influencers, so that entrepreneurs looking to accomplish influencer marketing can select the right influencers to represent their companies and products.

This application facilitates commerce in both directions, as brands get customer traction from influencer coverage and recommendations, and influencers can monetize their positions of influence by getting paid sponsorship revenue. In the app's beta period these deals have ranged from free merchandise in exchange for Instagram pics of the influencer using or highlighting the product up to an arrangement for a \$15,000 sponsorship package, so far.

“No more middle men, no more confusion, no more wasted time and resources,” Nackos said. “Collabor8 is a one-stop application, giving your voice a megaphone to the world.” In Collabor8's first month in the App Store, the company reports more than 60,000 messages between brands and influencers that have resulted in 1,250 confirmed collaborations and 20,000 requests from brands and influencers to work with one another so far.

Recommended by Forbes



Collabor8 connects brands and influencers (Image courtesy of AvroWear.com and Collabor8.com)

Early users include Cariloha/Del Sol, who lost their photographer and were challenged with finding a new way to get photo content for their new products. On the app they quickly connected to a number of influencers who were able to provide them with ongoing material for their social media and website. At the same time, the connections helped drive traffic and new followers to the company's social media.

In another case, Fawn Design, a leather diaper bag company, has grown its company entirely through influencer marketing so far. By using Collabor8, they've connected with influencers in the targeted geographic areas they are after using the app's geo filters. They also find it easier to manage collaborations because the relationships and dialogues are now all housed within a single app.

Have you found a free or low-cost app that has aided your efforts in public relations? If so, I welcome your additional recommendations in the comment section below.