Project Report - Influencer Sponsorship Coordination Platform

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Next Campaign:

"Next Campaign: The Influencer Sponsorship Coordination Platform" is a web-based application that connects sponsors with influencers for streamlined marketing campaigns. Sponsors can create and manage campaigns, send sponsorship requests, and track collaborations, while influencers manage profiles, respond to requests, and monitor earnings. The platform offers robust functionalities for both sponsors and influencers, ensuring efficient management of influencer marketing campaigns.

Key features include:

For Sponsors:

- **Campaign Creation and Management:** Define campaign objectives, target audience, budget, and other relevant details.
- **Influencer Discovery:** Search for influencers based on niche, reach, and other criteria.
- **Sponsorship Request Management:** Send sponsorship proposals to influencers and track their status.
- **Performance Tracking:** Monitor campaign performance metrics and influencer engagement.
- **Feedback Management:** Collect and analyze feedback from influencers to improve future campaigns.

For Influencers:

- **Profile Creation and Management:** Showcase their expertise, audience demographics, and engagement rates.
- **Campaign Discovery:** Find relevant sponsorship opportunities based on their niche.
- **Sponsorship Request Management:** Review sponsorship proposals and accept or decline them.
- **Performance Reporting:** Track campaign performance metrics and provide feedback to sponsors.

Technology Stack

- **Back-end Development:**
  - Python: Serves as the programming language for building the application's logic.
  - Flask: Utilized as the web framework to handle incoming requests and generate responses.
- **Front-end Development:**
  - HTML: Structures the content and layout of web pages.
  - CSS: Styles the appearance of web pages.
- **Database Management:**
  - SQLite3: Manages data storage and retrieval for the application.
- **Templating:**
  - Jinja2: Creates dynamic HTML templates based on data provided by the back-end.

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DB Schema Design:

The database named "influencer_sponsorship" consists of the following tables:

● **User Table:** Consists of user login credentials, including user ID, username, email, password, and user type (sponsor or influencer).

● **InfluencerProfile Table:** Consists of influencer-specific information, including profile ID, niche, reach, and a foreign key referencing the user ID.

● **Campaign Table:** Consists of campaign-specific information, including campaign ID, title, description, niche, start date, end date, budget, goals, and a foreign key referencing the sponsor's user ID.

● **AdRequest Table:** Consists of sponsorship requests, including request ID, campaign ID, influencer ID, status (pending, accepted, rejected), and payment amount.

DB Schema Design Link

API Design:

The following API endpoints are designed for user and admin functionality:

Influencer Endpoints

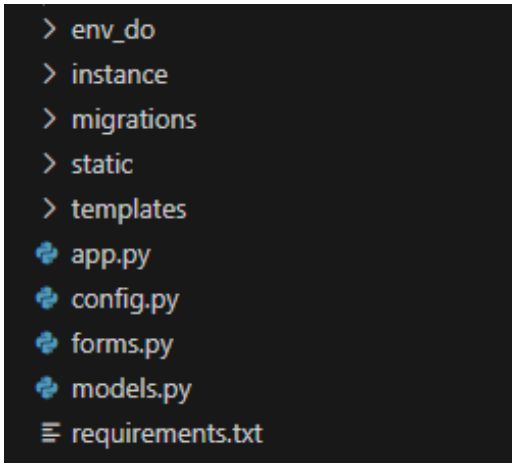
- Influencer Dashboard: Provides a centralized view for influencers to manage their profiles, view active campaigns, and handle incoming sponsorship requests.

- Edit Influencer Profile: Allows influencers to modify their profile details, including niche and reach.
- View Sponsorship Requests: Displays all pending sponsorship requests for an influencer.
- Accept Sponsorship Request: Confirms an influencer's acceptance of a specific sponsorship.
- Reject Sponsorship Request: Declines a sponsorship offer.

Sponsor Endpoints

- Sponsor Dashboard: Serves as a central hub for sponsors to create, manage, and monitor campaigns, as well as track sponsorship requests.
- Create Campaign: Enables sponsors to initiate new campaigns.
- Edit Campaign: Allows sponsors to modify existing campaign details.
- Delete Campaign: Provides the ability to remove a campaign.
- Manage Sponsorship Requests: Offers a platform for sponsors to oversee and manage all sponsorship requests associated with their campaigns.

App Architecture:



Architecture and Features:

The Influencer Sponsorship Coordination Platform follows a client-server architecture. The Flask web framework handles HTTP requests and responses, interacting with the SQLite3 database for data storage and retrieval. HTML templates provide the user interface, while CSS enhances the visual appeal.

[Video Demonstration Link]