

Student Details: - Hemasri ,22f2000270, 22f2000270@ds.study.iitm.ac.in

Project Details: -

Question statement: -

The project aims to design an influencer engagement and sponsorship coordination platform. This platform can help facilitate connections between a sponsor and an influencer; a sponsor can promote their products or services through public or private campaigns to influencers. On the same note, influencers also stand to gain financially by partaking in these campaigns with one's approval. The objective is to design and build a web-based application to facilitate targeted campaigns, ad requests, and user engagement on a single platform for sponsors and influencers.

Approach to problem statement:-

1. Define Roles and Responsibilities:

Admins: View the statistical visualization for campaigns and influencers using pie charts and bar charts; mark influencers or sponsors flagged.

Sponsors: Create multiple campaigns, submit ad requests to the influencers, and track the status of the campaigns.

Influencers: Only get requests for ads, haggle over position and rates, and get involved in some campaigns.

2. Identified Key Functionalities for Each Role:

Admin Functions:

-The activities of campaigns and influencers are monitored constantly with the help of graphs.

-provide reports or flag messages to sponsors or influencers.

Sponsor Functions:

-Create and manage campaigns.

-Look for influencers to send ad requests along with messages.

-Receive ad requests along with messages from the influencers for public campaigns.

Influencer Functions:

-Diagnose the number of ad requests and bargain for their conditions with a message.

-Search for public campaigns to send ad requests.

-Engage in and oversee the management of accepted campaigns.

Frameworks and libraries used:-

Flask: Built to work during the back-end web development and application programming interfaces (API) of web applications.

SQLAlchemy: ORM tool to transact with the SQLite database.

WTForms: Flask app form validation and form handling is done with the help of this.

Bootstrap: Implementation of CSS framework to ensure that the website designed is responsive and can adapt to the setting of the mobile device.

Jinja2: Templates are rendered to support dynamic scripts.

Plotly: Library that is used in creating the interactivity in necessitated charts and graphs in the application in reference.

JSON: used for serialization of the graphs created with plotly

DB Browser: For visualizing and managing the database

API resource endpoints

Home Page / (GET): Shows the root page of the application.

Admin Login /login (GET, POST): Login page of the admin panel with the authorization.

Sponsor Login /login1 (GET, POST): A Sponsor login page and after authentication.

Influencer Login /login2 (GET, POST): A Influencer login page with authentication.

Admin Registration /register (GET, POST): Page for registration of the admin.

Sponsor Registration /register1 (GET, POST): The page for the sponsor.

Influencer Registration /register2 (GET, POST): The page for registration of an influencer.

Sponsor Dashboard /sponsor_dashboard/<username> (GET, POST): Sponsor's tool/panel to access the campaigns being run.

Search Influencers /search_influencers/<username> (GET, POST): Enables sponsors to make searches for the influencers.

Request /Request/<int:id> (GET, POST): Share ads with the influencers and ask for application for specific campaigns.

Admin Dashboard /admin_dashboard (GET, POST): It shall lead to Admin's dashboard.

Influencer Dashboard /influ_dashboard/<username> (GET): The influencer's panel to see and work with the campaigns.

Public Campaigns /public_cam (GET): For viewing all the public campaigns to influencers.

Accept Ad Request /accept_ad_request/<int:id>(POST): cover an advertisement post from a sponsor.

Reject Ad Request /reject_ad_request/<int:id> (POST): Stand for a refusal an ad request from a sponsor.

Campaign Info /info/<int:id> (GET, POST): Under this option the influencer can send the message which are concerned with a particular campaign that was taken up.

Campaign Status /campaign_status (GET, POST): See status of campaigns conducted by the sponsor.

Campaign Status Details /campaign_status1/<int:id> (GET, POST): See breakdown of the ad requests for a certain campaign in the detailed status format.

Request Status /request_status/<int:id> (GET, POST): Send request to a public campaign.

Accept Ad Request (Influencer to Campaign) /accept_ad_request1/<int:id> (POST): Offer an ad placement to an influencer for a campaign.

Reject Ad Request (Influencer to Campaign) /reject_ad_request1/<int:id> (POST): Decline an influencer for a specific campaign from a campaign making an ad request.

Delete Campaign /delete_campaign/<int:id> (POST): Sub-Campaign: remove a particular campaign.

Delete Ad Request /delete_campaign1/<int:id> (POST): Delete a particular campaign

Edit Campaign /campaign/edit/<int:id> (GET, POST): Update information of a specific campaign.

Search Public Campaigns /search_public (GET, POST): Look for the advertising appeals to the public.

Flag Sponsor /flag_sponsor/<int:s_id> (POST): Send sponsor flag message.

Flag Influencer /flag_user/<int:id> (POST): Send influencer flag message.

ER Diagram:- <https://drive.google.com/file/d/1zt56Vqgro-uCygThccV3fuOj8S-apfzRq/view?usp=sharing>

Video link:- <https://drive.google.com/file/d/1tc6Jcp4UV-vds8FrXKhZJEy0MTSDYWVm/view?usp=sharing>