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INSTITUTE: Indian Institute of Technology Madras (IITM)

Project Statement

Title: Influencer Engagement and Sponsorship Coordination Platform

Framework Used :

Please work:

- project
 - app.py(api backend)
 - templates(frontend html and css files)
 - statics(images)
 - __pyache__
 - forms.py
- instance
 - users.db

Libraries Used:

- **Flask:**
 - `Flask, render_template, redirect, url_for, flash, request, jsonify, send_from_directory, session`
- **Functools:**
 - `wraps`
- **Forms (custom module):**
 - `InfluencerRegistrationForm, SponsorRegistrationForm, LoginForm, AdminRegistrationForm`
- **Werkzeug.security:**
 - `generate_password_hash, check_password_hash`
- **sqlite3**
- **os**
- **secrets**
- **Datetime**

Entity-Relationship (Textual Representation)

| user | campaign | influencer_request | influencer_campaign |
|-----------------|------------------------|--------------------|---------------------|
| id(primary key) | id(primary key) | id(primary key) | id(primary key) |
| username | sponsor_id(Foreignkey) | influencer_id | influencer_id |

| | | | |
|----------|-------------|-------------|-------------|
| password | title | campaign_id | campaign_id |
| role | description | status | status |
| platform | image_url | | |
| industry | start_date | | |
| ratings | end_date | | |
| earnings | budget | | |
| flag | niche | | |

API Endpoints:(Some endpoints only)

- /register_influencer
- /register_sponsor
- /register_admin
- /login
- /sponsor_dashboard
- /admin_dashboard
- /influencer_dashboard
- /add_campaign
- /edit_campaign
- /delete_campaign
- /find
- /view_campaign
- /request_influencer
- /logout

Description:

I used HTML and CSS with Jinja templates for the frontend, and Flask for the API. SQLite3 was used for the database, accessed with the help of DB Browser. This application, which facilitates interactions between influencers and sponsors, includes features for adding, editing, updating, and deleting (CRUD) campaigns by the relevant sponsor. It also allows sponsors to send requests to influencers and influencers to receive and respond to these requests. Once a request is accepted by both the sponsor and the influencer, they can rate each other.

Drive Link to the demo video:

<https://drive.google.com/file/d/1Sz3imsGGBUtTUeKGdZUCFVhG8pM8iWcC/view?usp=sharing>