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PROJECT REPORT

ON

INFLUENCER ENGAGEMENT & SPONSORSHIP CO-ORDINATION PLATFORM

.

Submitted by:

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INFLUENCER ENGAGEMENT & SPONSORSHIP CO-ORDINATION PLATFORM

Overview

This project implements a web application using Flask for managing interactions between sponsors and influencers. The application supports user registration, campaign management, ad requests, and user ratings. The platform is designed to facilitate sponsors in finding and collaborating with influencers for various advertising campaigns.
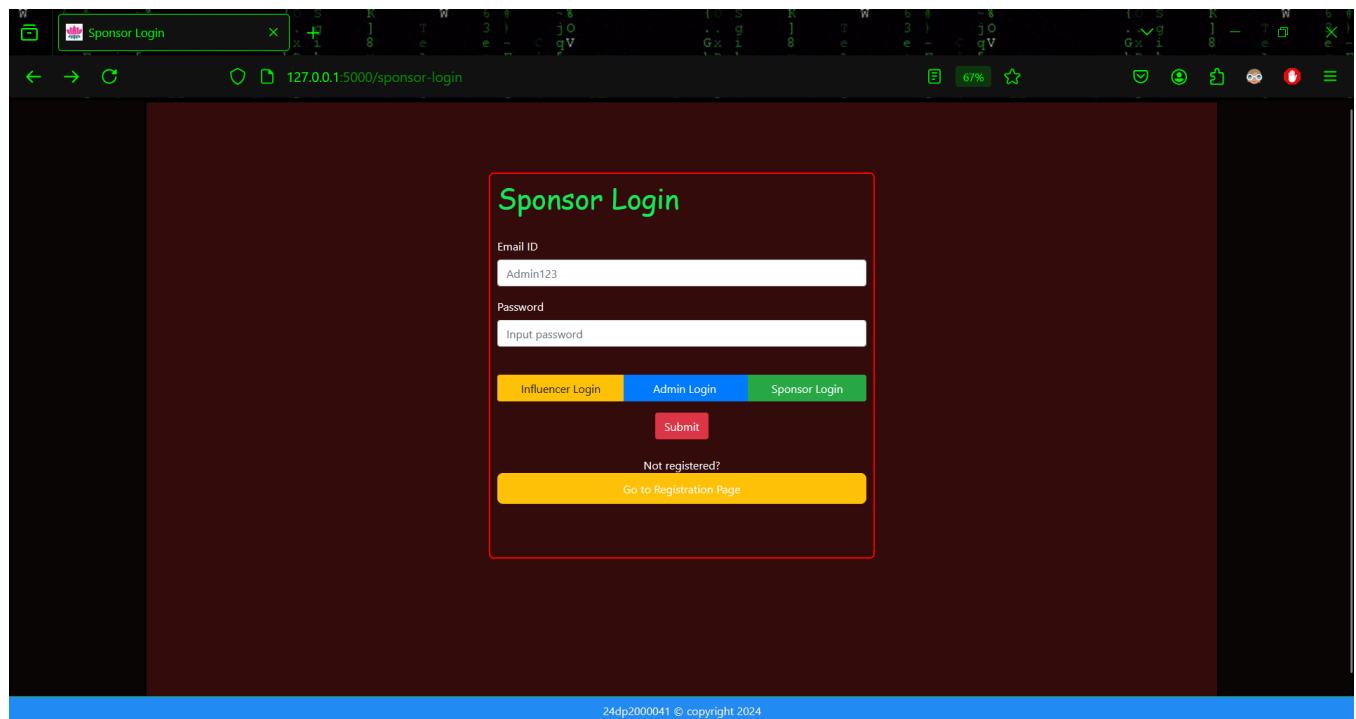
This is the login page for sponsor there are separate login pages for admin, sponsor and influencer

Key Features

User Management:

User Registration and Login:
Supports registration and login for different user roles: sponsors, influencers, and admins.

Profile Management:
Users can update their personal information and profile pictures.

Campaign Management:
Campaign Creation: Sponsors can create campaigns with details like name, description, budget, goals, and visibility.

Campaign Update and Deletion:
  Sponsors and admins can update and delete campaigns.

Campaign Listing:
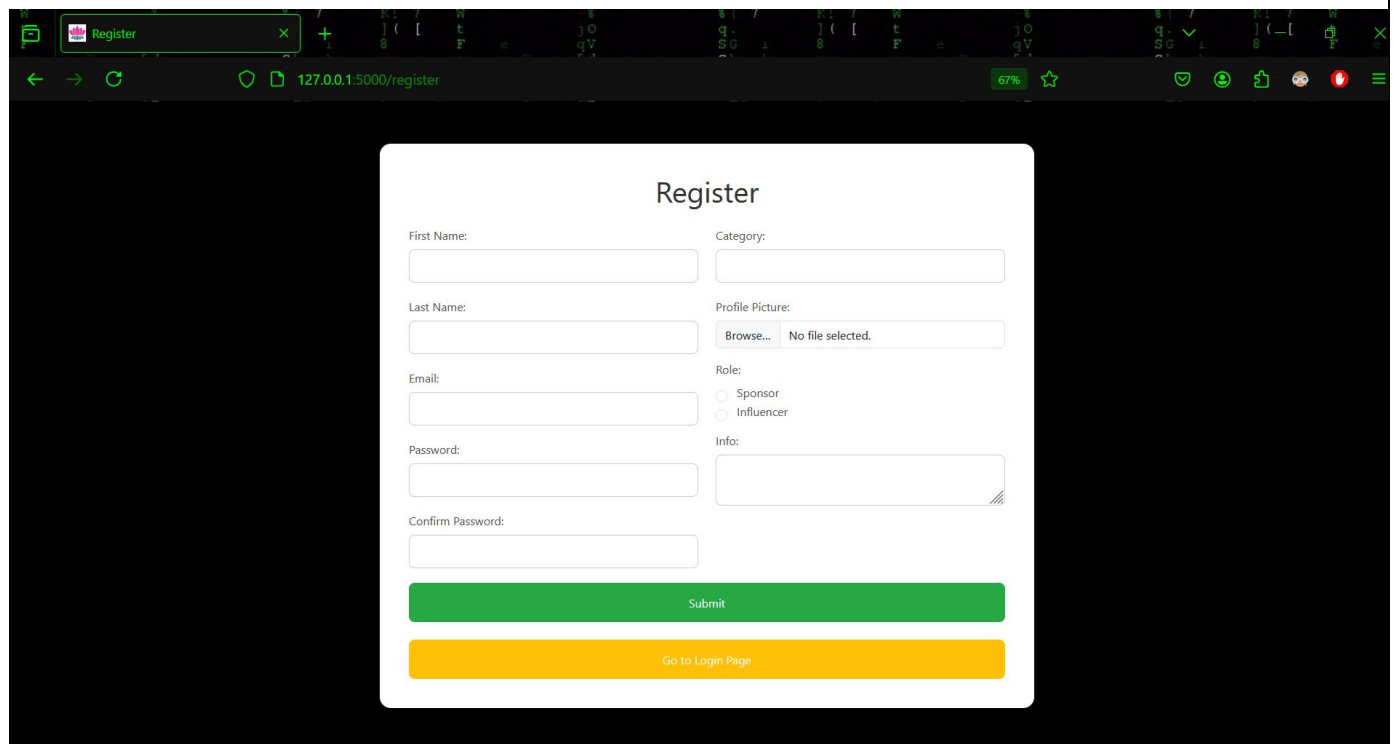 Displays all campaigns for users to view and manage.

Ad Requests:
  Request Creation: Sponsors can send ad requests to influencers to collaborate on campaigns.
Request Management: Users can view, accept, or reject ad requests. Admins can manage all ad requests.
Request Status: Track the status of ad requests (Pending, Accepted, Rejected).
Search and Discovery:

Registration page for influencer and sponsor

 Find Influencers:
  Sponsors can search for influencers by name, email, or category.

Find Sponsors:
 Influencers can search for sponsors and their campaigns.
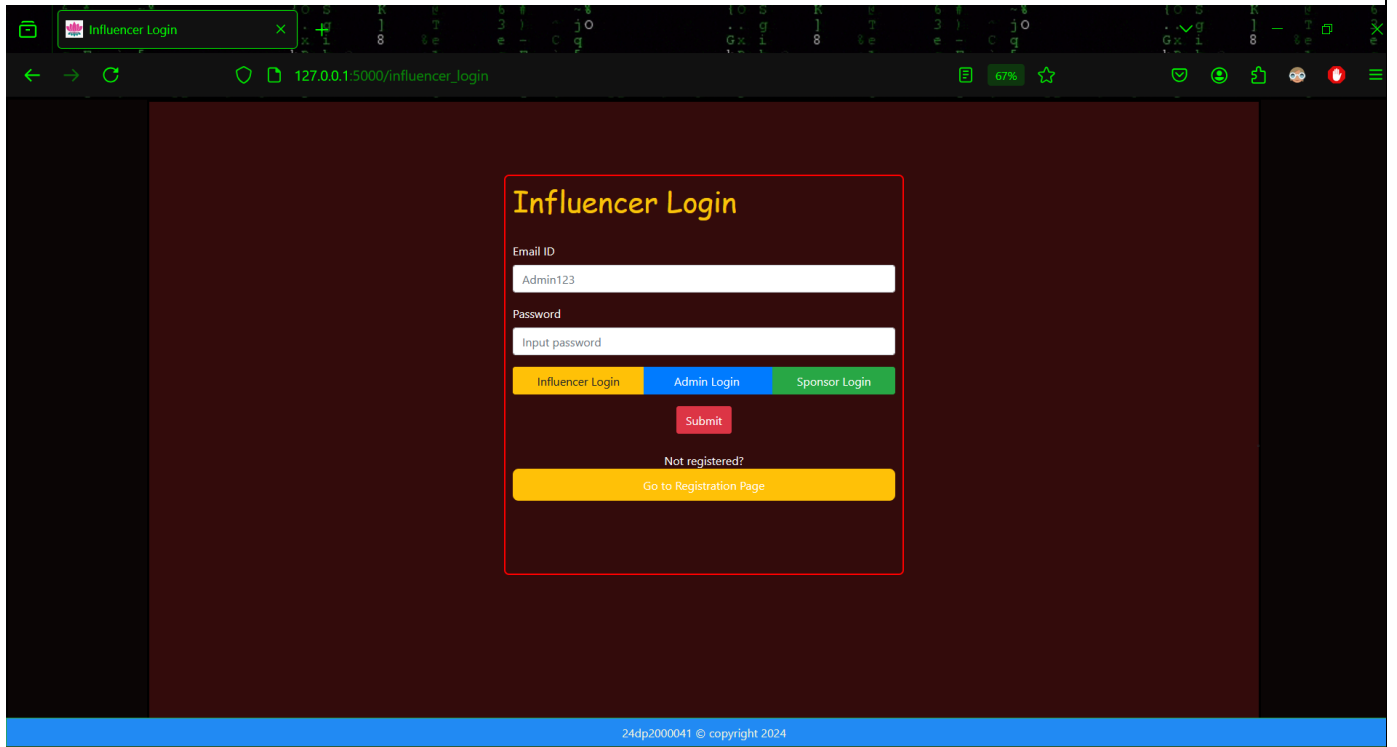
Find Admins:
Admins can search for both sponsors and influencers.

User Ratings:
  Rate Influencers and Sponsors: Users can rate each other based on collaboration experiences.

Rating Management:
 Ratings are updated and managed through the platform.
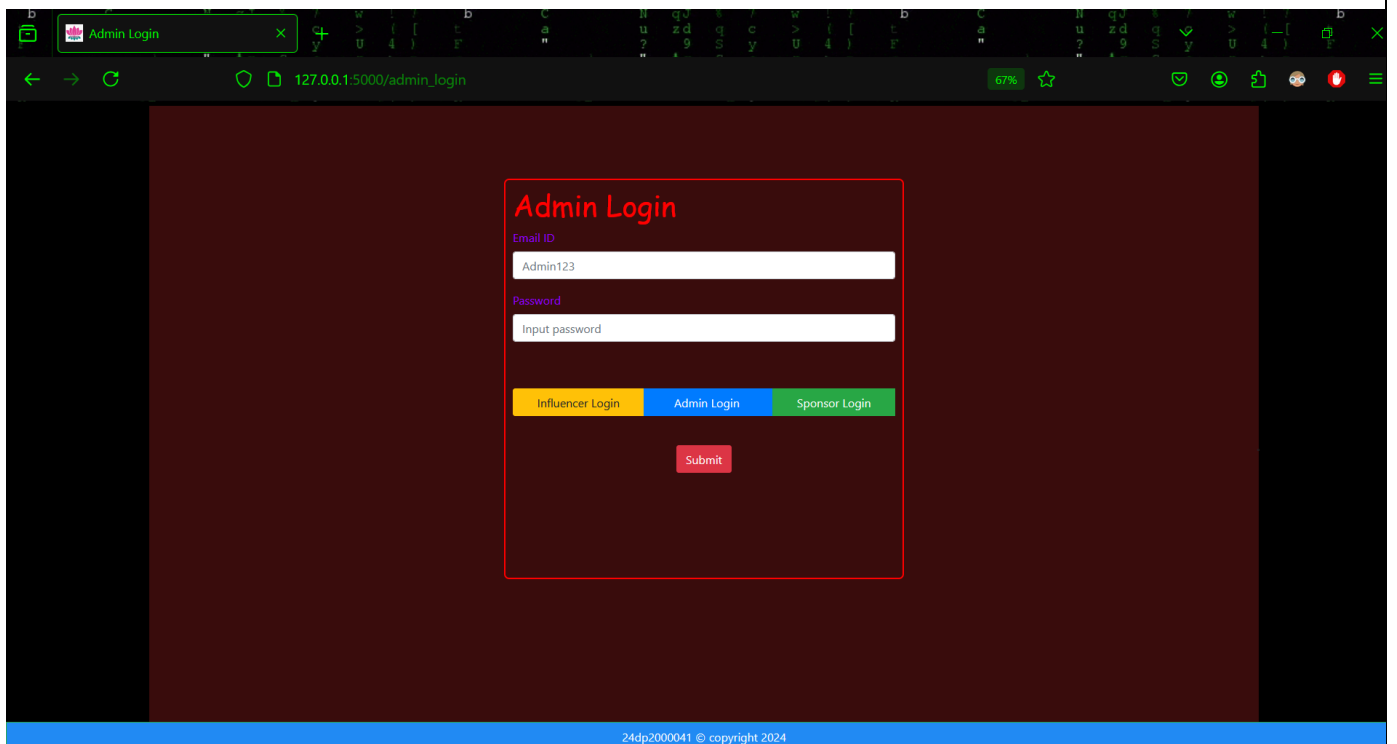
Influencer Login Page

Statistics and Analytics:

Campaign Statistics:
Provides insights into the number of accepted, rejected, and pending ad requests.

Budget Overview:
Summarizes campaign budgets for sponsors and admins.

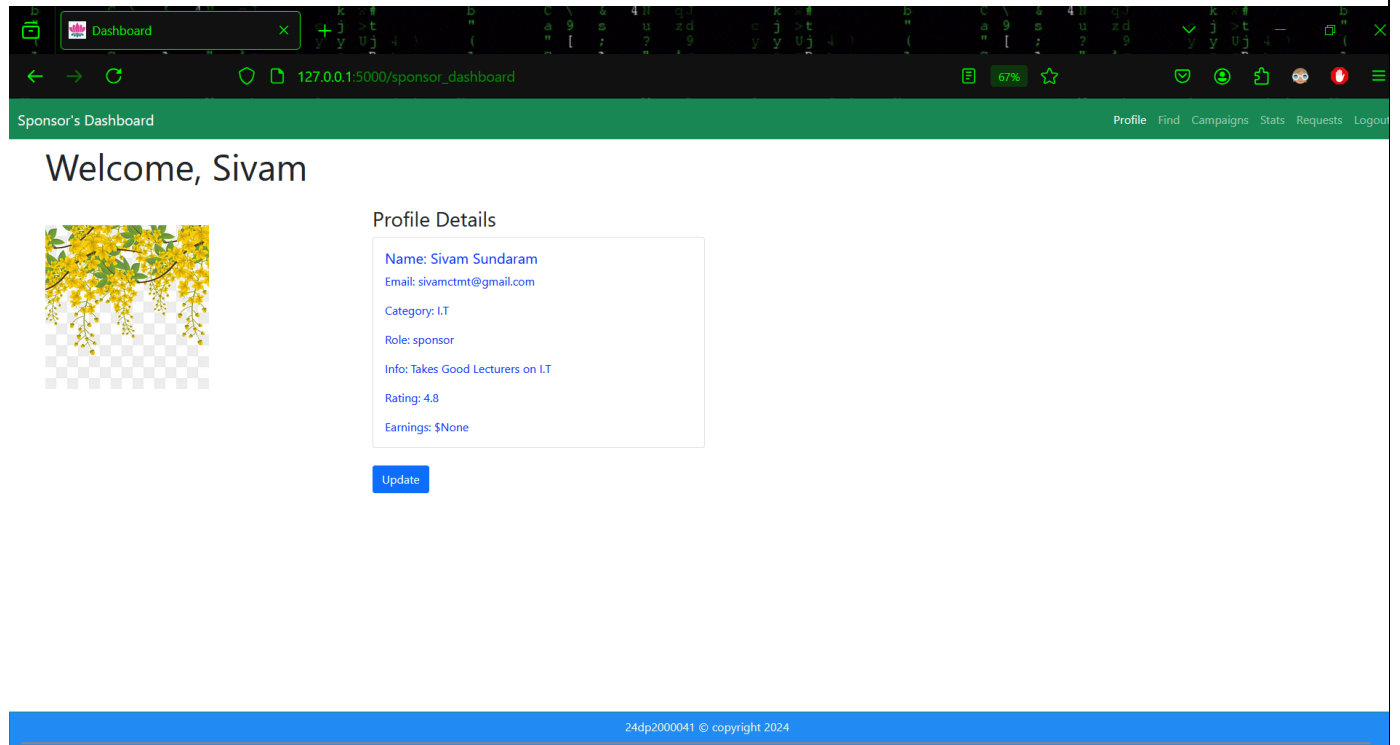Admin login page

Technical Details

Frameworks and Libraries used :
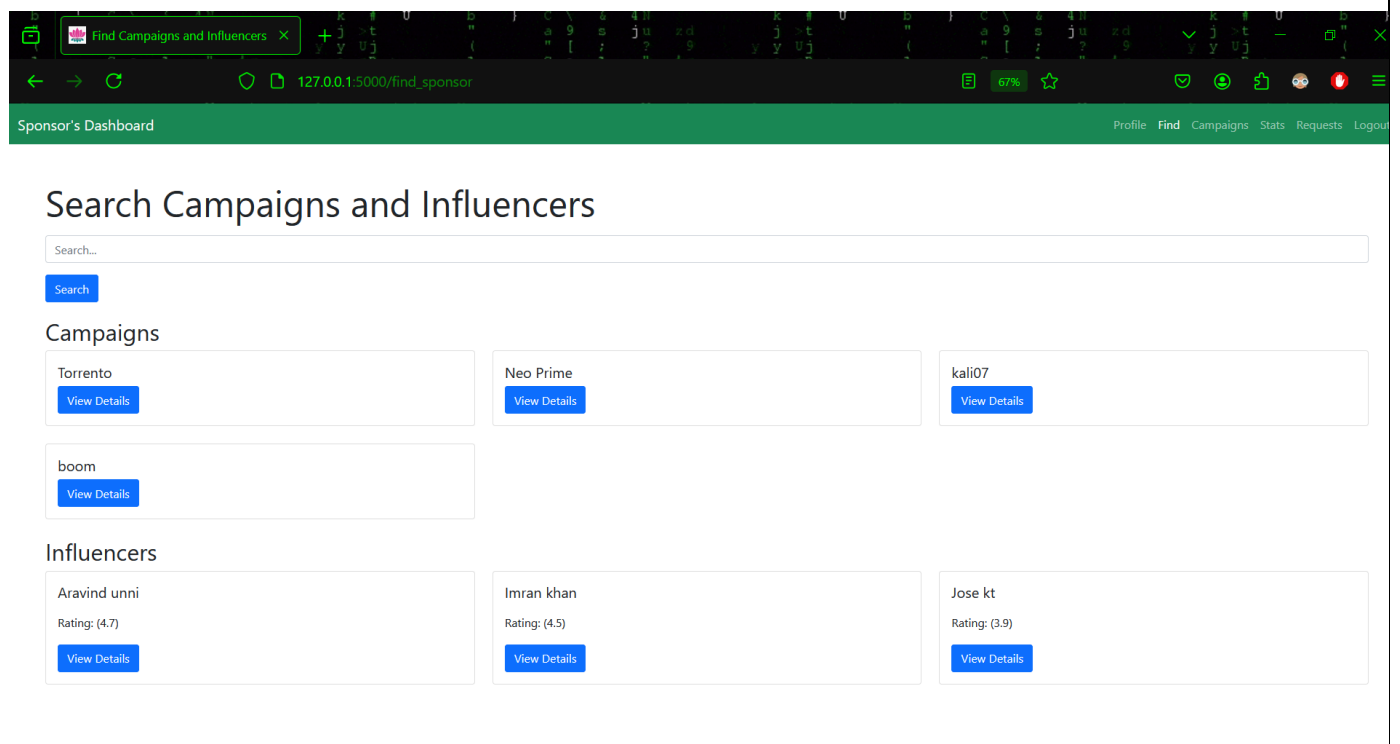
Flask: The main web framework.
Flask-Login: Manages user authentication and sessions.
SQLAlchemy: ORM for database interactions.
Flask-WTF: For form handling and validation.

A Sponsors Dashboard

The find page to find all campaigns and influencers registered for sponsor

Database:
SQLite: Used for storing user data, campaigns, and ad requests.

File Handling:
Profile Pictures: Users can upload profile pictures (limited to JPEG format).

The campaigns page

The statistics page

Page displaying sponsors requests

Security and Data Validation

Password Security:
 Passwords are hashed using werkzeug.security before storing them in the database.

File Upload Validation:
 Ensures only JPEG files are uploaded as profile pictures.

Session Management:
 Configured to handle user sessions securely with a session lifetime.
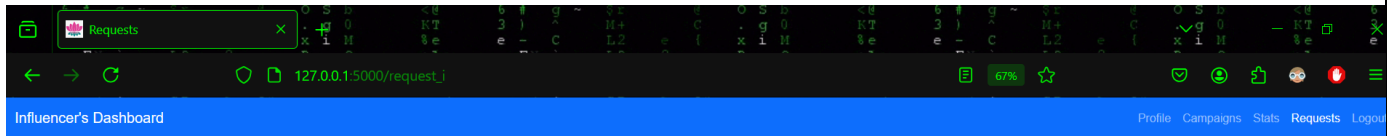
User Roles
Sponsor:
Can create and manage campaigns, send ad requests, and rate influencers.

Influencer:
Can view campaigns, receive and manage ad requests, and rate sponsors.

Admin:
Has oversight of all campaigns, users, and ad requests. Can manage and delete any user or campaign.

Page displaying Influencer's Requests

Routes

Main Routes:
 Handles the core functionality like user registration, login, dashboard views, and profile management.

Admin Routes:
 Provides admin-specific functionalities like viewing all campaigns and managing users.

Statistics Routes:
 Displays statistical data for sponsors, influencers, and admins.
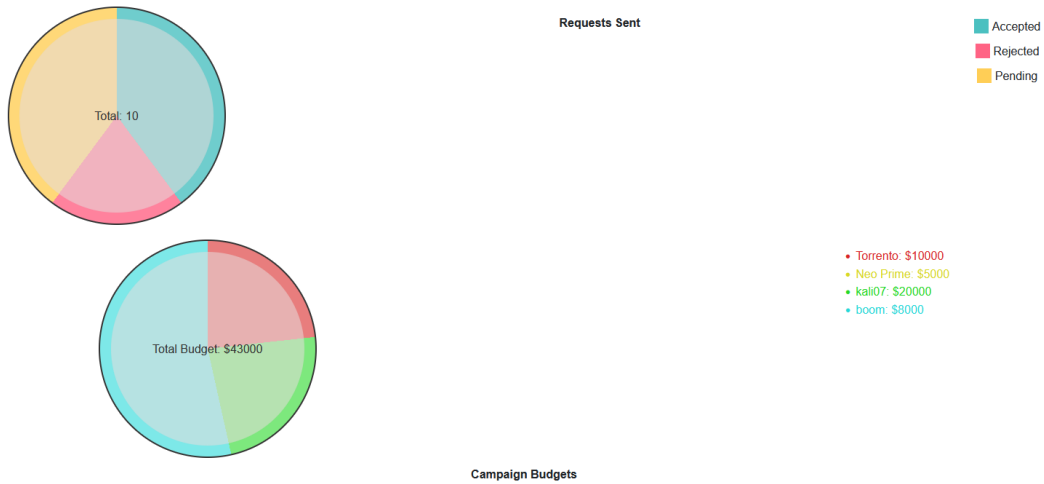
Deployment

Local Development:
 The application is set up for local development with debugging enabled.

Production:
To deploy the application in production, configure the Flask app with appropriate settings and disable debugging.

127.0.0.1:5000/stats_admin   67%

Admin's Dashboard   Info Find **Stats** Logout

Current Statistics

Requests Sent

Accepted
Rejected
Pending

Total: 10

• Torrento: $10000
• Neo Prime: $5000
• kali07: $20000
• boom: $8000

Total Budget: $43000

Campaign Budgets

The admin's Page showing the statistics

Home

127.0.0.1:5000/logout   67%

You have successfully been logged out!

Thankyou!

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The logout window

Conclusion

This platform effectively connects sponsors and influencers, providing a seamless experience for managing advertising campaigns. With comprehensive user and campaign management features, it caters to the needs of both sponsors and influencers while maintaining a secure and user-friendly environment.