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PROJECT REPORT

ON

**INFLUENCER ENGAGEMENT &
SPONSORSHIP CO-ORDINATION
PLATFORM**

Submitted by:

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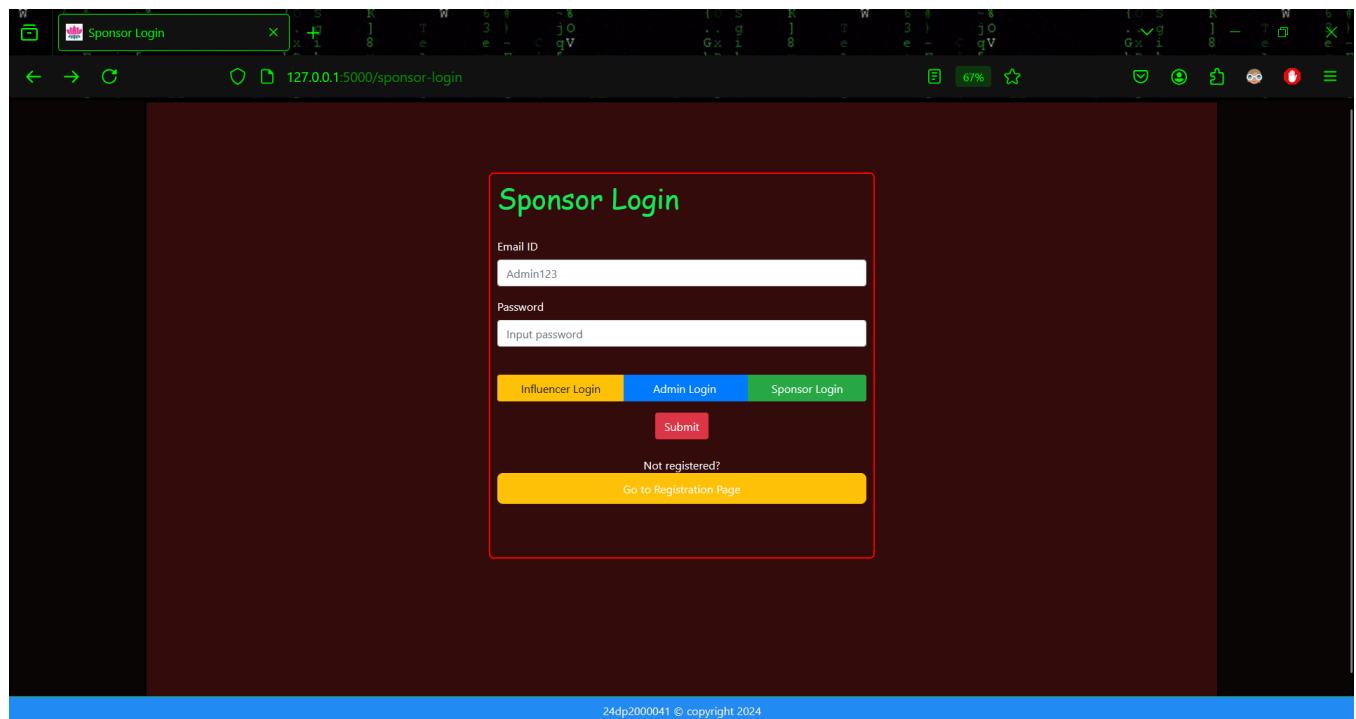
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INFLUENCER ENGAGEMENT & SPONSORSHIP CO-ORDINATION PLATFORM

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.

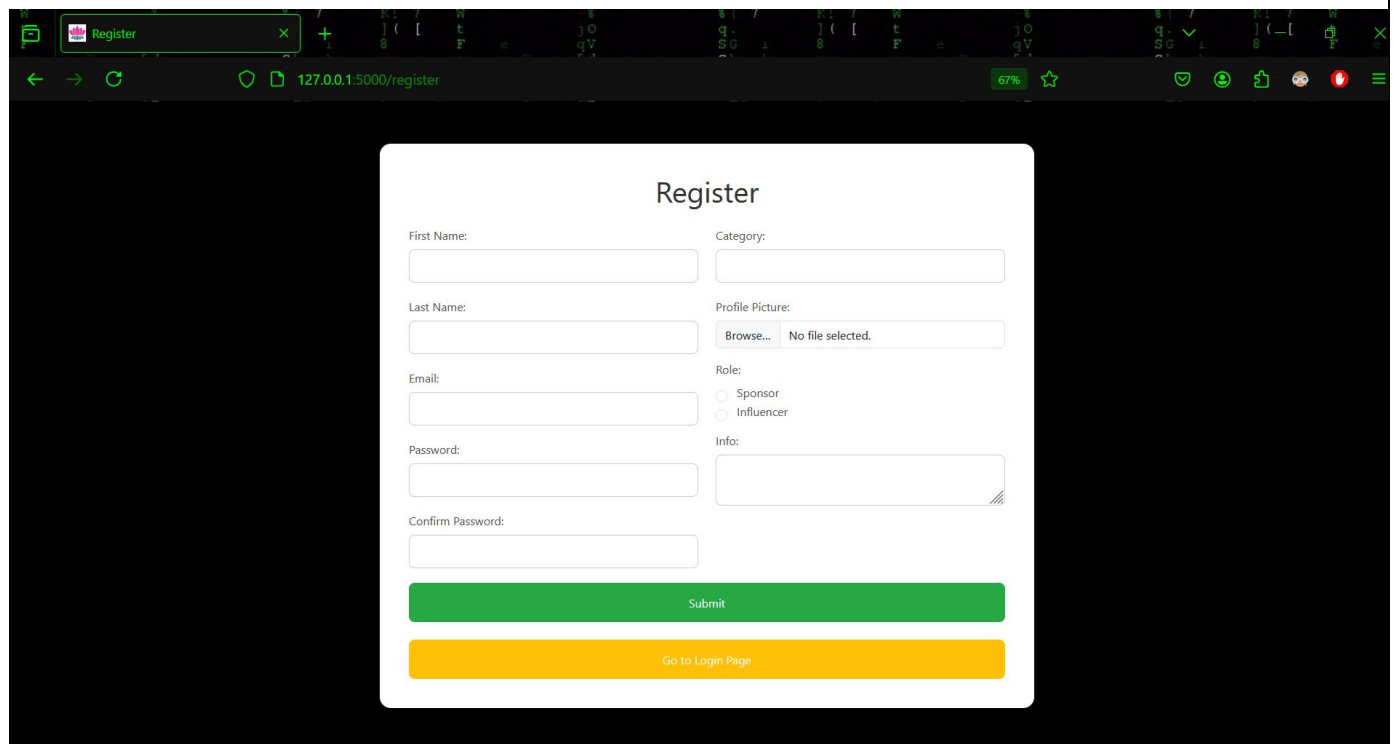
Ad Requests:

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:

A screenshot of a web browser displaying a registration form titled "Register". The form is centered on a dark background. It contains several input fields: "First Name:", "Last Name:", "Email:", "Password:", "Confirm Password:", "Category:", "Profile Picture:" (with a "Browse..." button and "No file selected." text), "Role:" (with radio buttons for "Sponsor" and "Influencer"), and "Info:". At the bottom of the form are two buttons: a green "Submit" button and a yellow "Go to Login Page" button. The browser's address bar shows "127.0.0.1:5000/register" and the page title is "Register".

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:

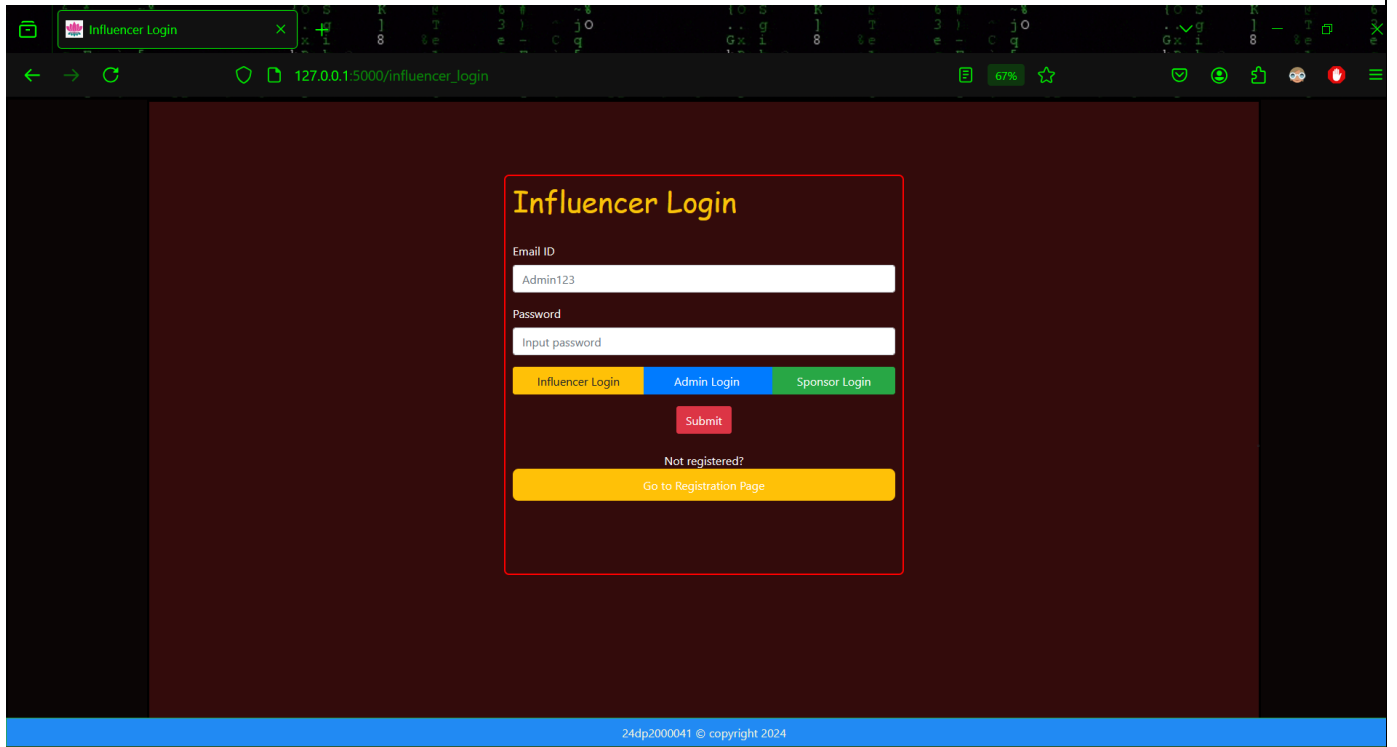
Admins can search for both sponsors and influencers.

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

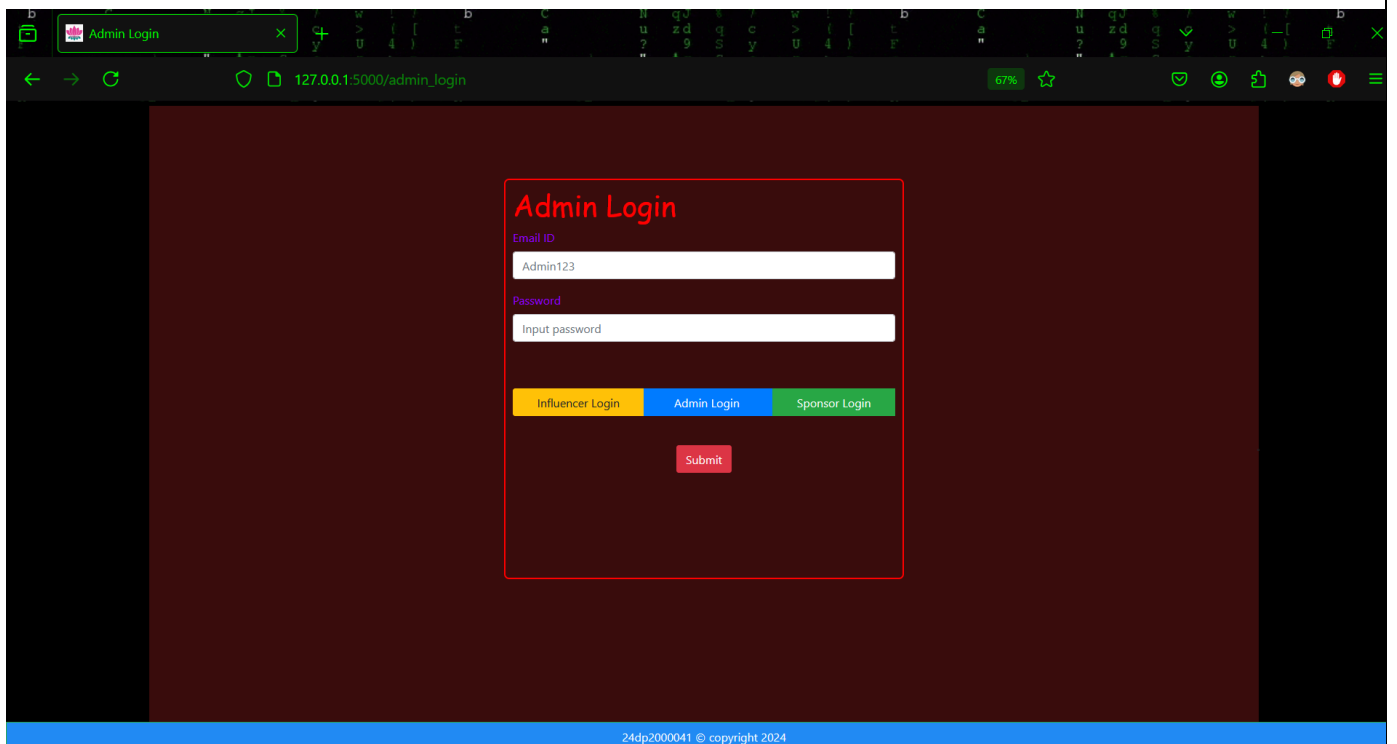
Statistics and Analytics:

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

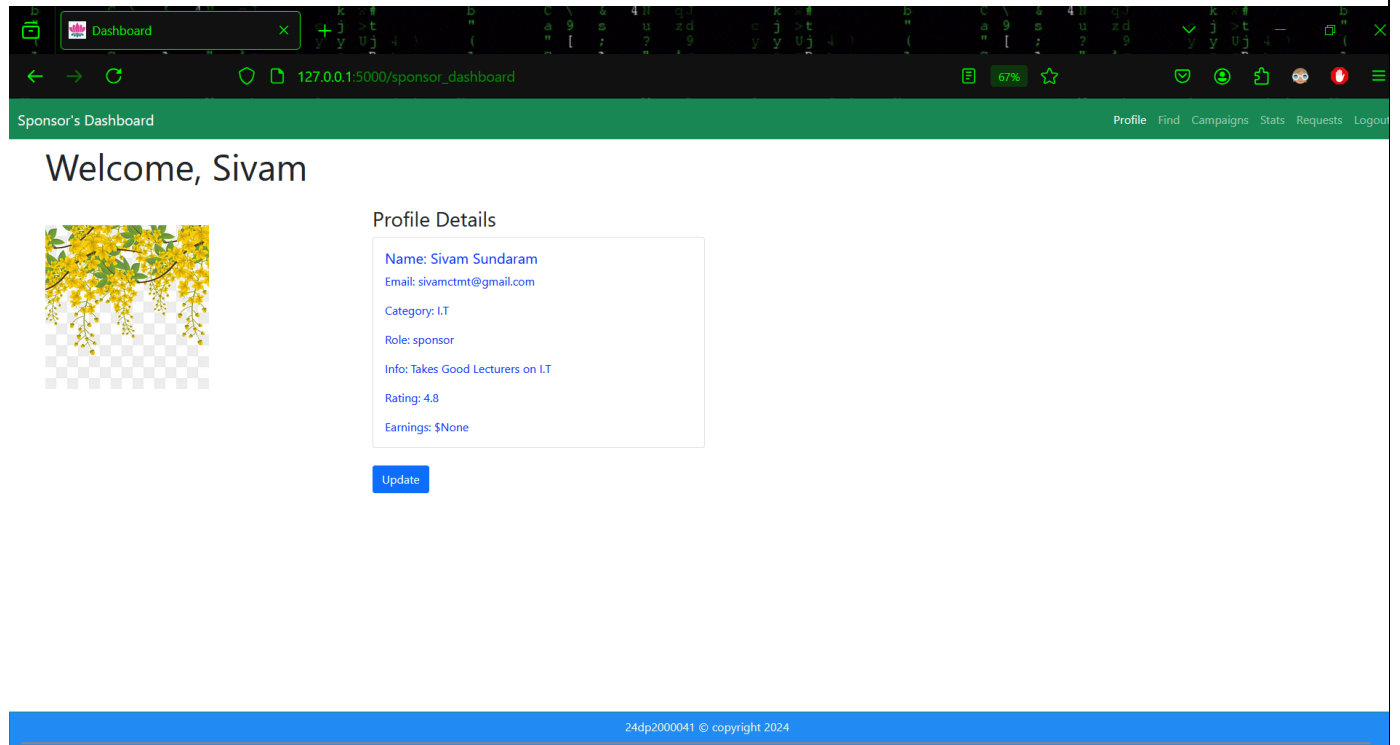
Frameworks and Libraries used :

Flask: The main web framework.

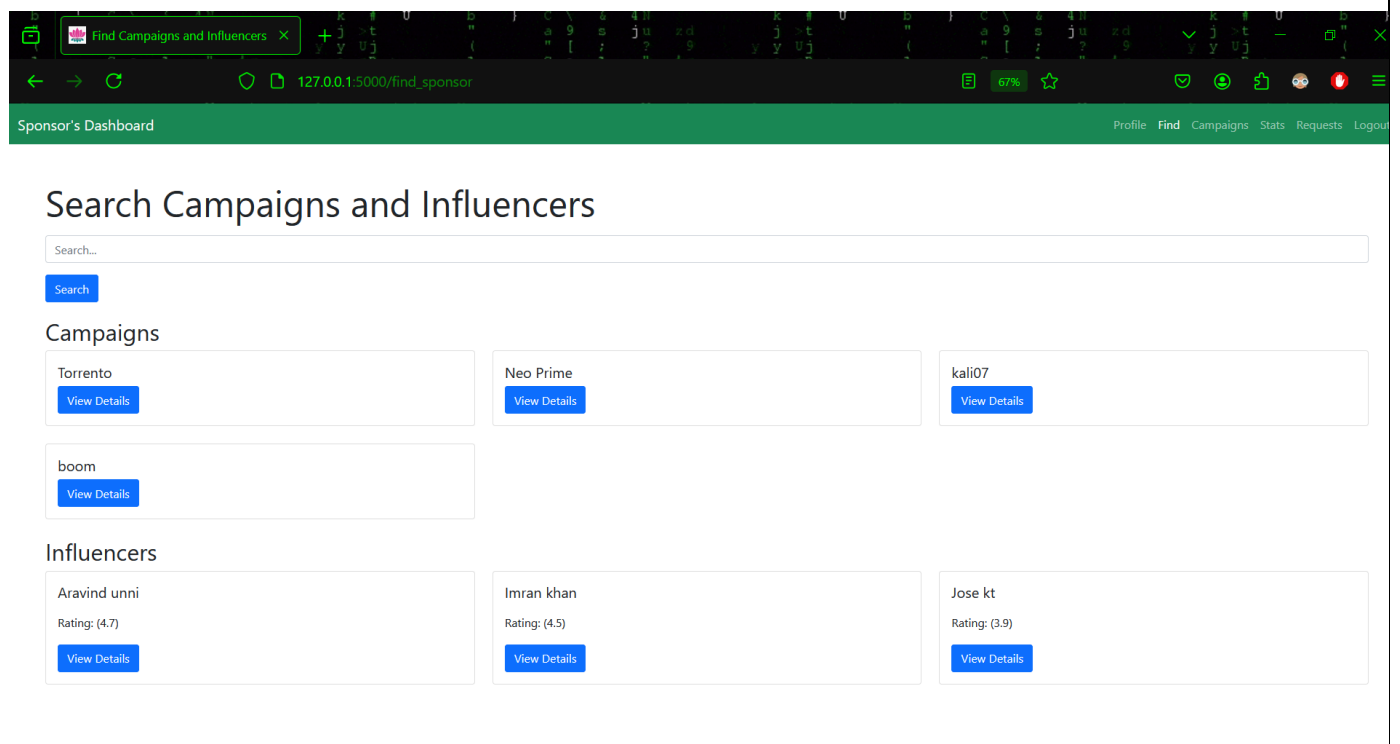
Flask-Login: Manages user authentication and sessions.

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).

Sponsor's Dashboard

Ongoing Campaigns

Torrento
cyber class
Start Date: 2024-08-06
End Date: 2024-08-16
Budget: \$10000.0
Visibility: public
Goals: A cyber class to teach about internet
[Update](#) [Delete](#)

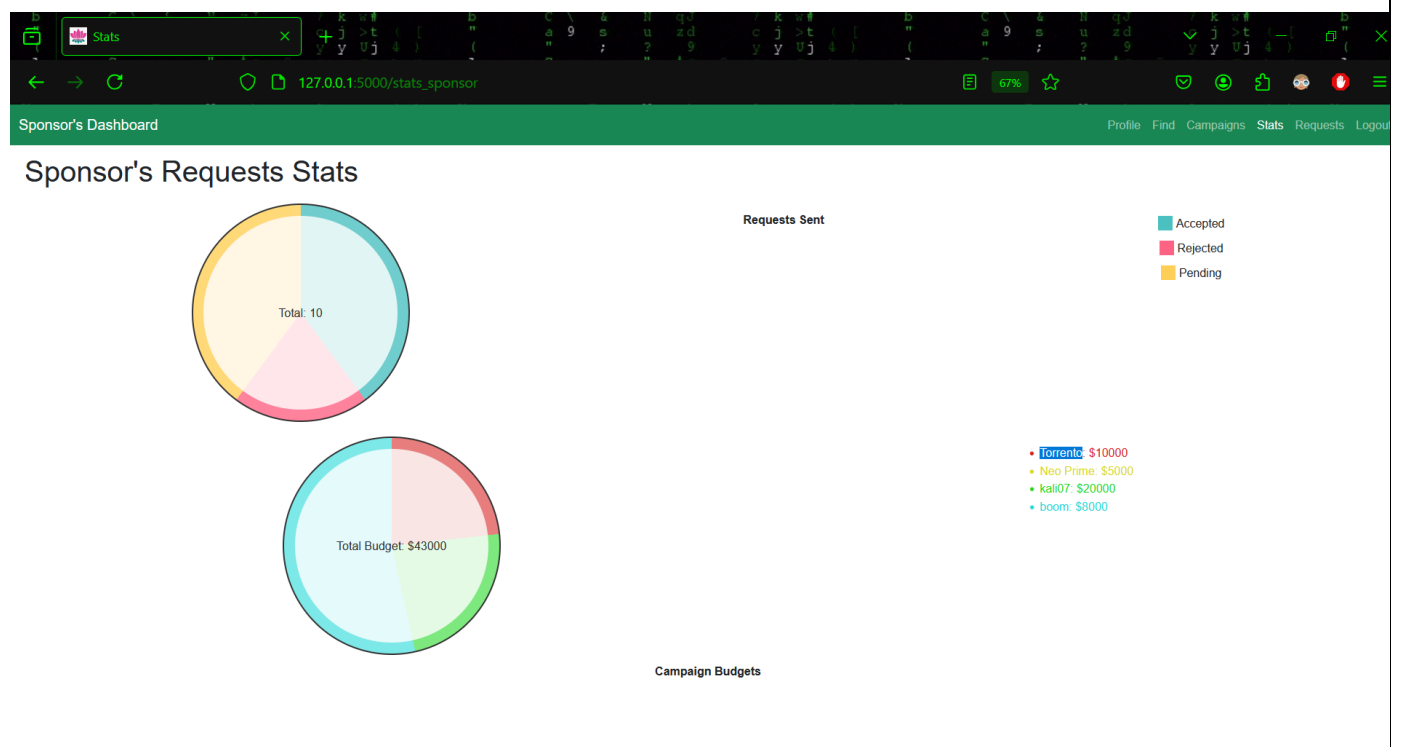
Neo Prime
A seminar on web development.
Start Date: 2024-08-19
End Date: 2024-08-30
Budget: \$5000.0
Visibility: public
Goals: To teach about web development
[Update](#) [Delete](#)

kali07
A campaign on ethical hacking
Start Date: 2024-08-14
End Date: 2024-08-30
Budget: \$20000.0
Visibility: public
Goals: A campaign on ethical hacking to make awareness among students
[Update](#) [Delete](#)

boom
Art and crafts campaign
Start Date: 2024-08-23
End Date: 2024-09-19
Budget: \$8000.0
Visibility: Private
Goals: To make arts and crafts for kids
[Update](#) [Delete](#)

[Register New Campaign](#)

The campaigns page



The statistics page



Requests

Select	ID	Influencer Name	Campaign	Message	Status	Action
<input type="checkbox"/>	11	Aravind unni	Toronto	Please add me I am a good teacher	Rejected	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	12	Aravind unni	kali07	Add me to this campaign	Rejected	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	13	Aravind unni	Toronto	I want to participate in this	Accepted	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	14	Aravind unni	boom	I am intrested in this	Accepted	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	16	Jose kt	boom	I want to participate	Accepted	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	17	Jose kt	Neo Prime	please add me	Pending	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	18	Jose kt	Toronto	i want to join	Accepted	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	19	Imran khan	Neo Prime	i like to join	Pending	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	20	Imran khan	Toronto	i like to join	Pending	<button>Accept</button> <button>Reject</button>
<input type="checkbox"/>	21	Imran khan	boom	please add me	Pending	<button>Accept</button> <button>Reject</button>

Delete Selected

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:

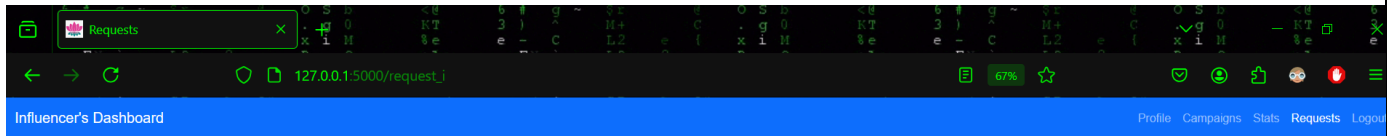
Can create and manage campaigns, send ad requests, and rate influencers.

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.



Requests

ID	Influencer Name	Campaign	Message	Status	Action
16	Jose kt	boom	I want to participate	Accepted	Delete
17	Jose kt	Neo Prime	please add me	Pending	Delete
18	Jose kt	Toronto	i want to join	Accepted	Delete

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

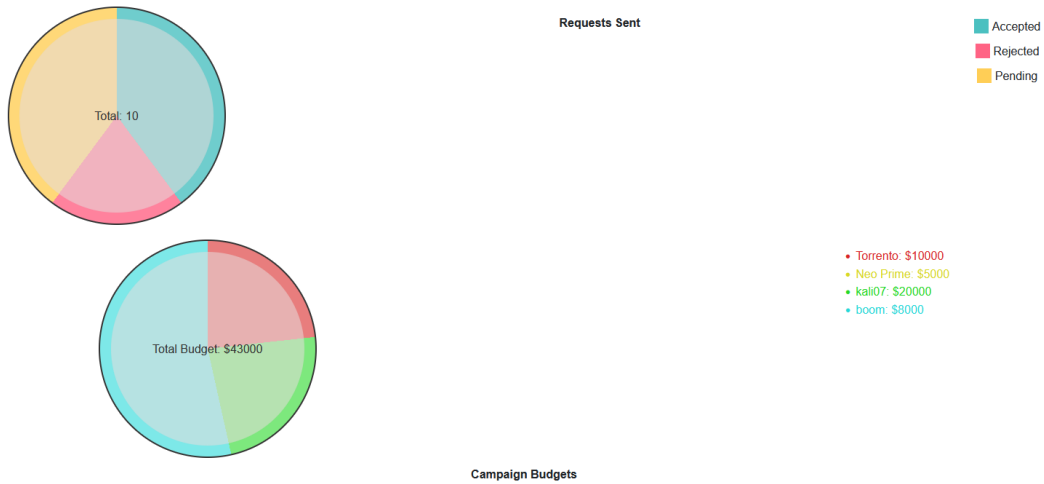
Local Development:

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.

Current Statistics



Campaign Budgets

The admin's Page showing the statistics

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.