

Influencer Engagement and Sponsorship Coordination Platform

The **Influencer Engagement and Sponsorship Coordination Platform** is a web-based application developed to streamline the interaction between companies and influencers. The platform allows companies to create, manage, and monitor marketing campaigns, while influencers can browse, apply for, and complete campaigns. The application is built using Flask for the backend, Jinja2 templates combined with Bootstrap for the frontend, and SQLite for data storage. The project addresses the growing need for efficient collaboration tools in the influencer marketing space, providing a user-friendly interface and robust functionality to enhance the sponsorship process.

Objectives

- To enable companies to create, edit, and delete marketing campaigns.
- To allow influencers to apply for campaigns and mark them as completed upon fulfilment.
- To provide a mechanism for companies to review, accept, or reject influencer applications.
- To ensure that influencers are compensated for completed campaigns.

Significance

In the rapidly evolving landscape of digital marketing, influencer partnerships have become crucial for brands looking to expand their reach. This platform aims to simplify and professionalize the process of coordinating sponsorships, thereby increasing efficiency and transparency for both companies and influencers.

Architecture

The platform is built using a **Model-View-Controller (MVC)** architecture, where Flask handles routing and backend logic, Jinja2 templates manage the dynamic HTML generation, and Bootstrap is used for responsive and consistent UI design. **SQLite** serves as the database, managing all the data related to users, campaigns, and transactions.

Modules

- **User Management:** Handles registration and login functionality for both companies and influencers.
- **Campaign Management:** Allows companies to create, edit, and delete campaigns, and manage applications from influencers.
- **Application Management:** Enables influencers to apply for campaigns and track the status of their applications.

Frontend Development

Jinja2 templates are used to generate dynamic HTML content, allowing the platform to display different pages based on the user's role (company or influencer). **Bootstrap** is integrated to ensure that the platform is responsive and visually appealing, providing a consistent user experience across different devices.

Backend Development

The Flask framework is the core of the application, handling routing, form submissions, and database interactions. Key features include:

- **User Authentication:** Login and sign-up pages for companies and influencers.
- **Campaign CRUD Operations:** Companies can create, update, and delete campaigns.
- **Application Workflow:** Influencers can apply for campaigns, and companies can manage these applications.

Database Integration

SQLite is utilized for data storage, providing a lightweight and easy-to-manage solution. The database is interacted with through SQLAlchemy, an ORM that simplifies database queries and transactions.

Screenshots



CollabSync

Home

Log In

Register ▾

←

Register Now

Company Name

User Name

Password

Industry

Budget

Connect and Collaborate

Register

CollabSync

Home

Log In

Register ▾

←

Connect and Collaborate

User Name

Password

Login

Company's UI

CollabSync

HomeFindCampaigns

Create New Campaign

Campaign Name

Amazon Prime

Budget

15K

Description

This is a new campaign wanting you to promote amazon prime videos in a reel which is 60 seconds long.

Create

CollabSync

HomeFindCampaigns

Your Campaigns

Completed Campaigns

Ongoing Campaigns

Campaign Requests

Add Campaign

Alt 24

Amazon Prime

This is a new campaign wanting you to promote amazon prime videos in a reel which is 60 seconds long.

EditDelete

Campaign Added Successfully

CollabSync

HomeFindCampaigns

Search

Search

Name

Akash Nayak

Username: Akash

Category: Yapping

Followers: 1 Million

Platform: Youtube

Devagya Mistry

Username: Devagya

Category: Beauty

Followers: 100K

Platform: Instagram

CollabSync

HomeFindCampaigns

All Campaigns

Alt 24

Amazon Prime

This is a new campaign wanting you to promote amazon prime videos in a reel which is 60 seconds long.

Rs.15K

CollabSync

HomeFindCampaigns

All Requests

Amazon Prime

This is a new campaign wanting you to promote amazon prime videos in a reel which is 60 seconds long.

15KINR

Name: Akash Nayak

Category: Yapping

Followers: 1 Million

Platform: Youtube

Accept

Reject

CollabSync

HomeFindCampaigns

Ongoing Campaigns

Amazon Prime

This is a new campaign wanting you to promote amazon prime videos in a reel which is 60 seconds long.

15KINR

Name: Akash Nayak

Category: Yapping

Followers: 1 Million

Platform: Youtube



Completed Campaigns

Amazon Prime

This is a new campaign wanting you to promote amazon prime videos in a reel which is 60 seconds long.

15KINR

Name: Akash Nayak

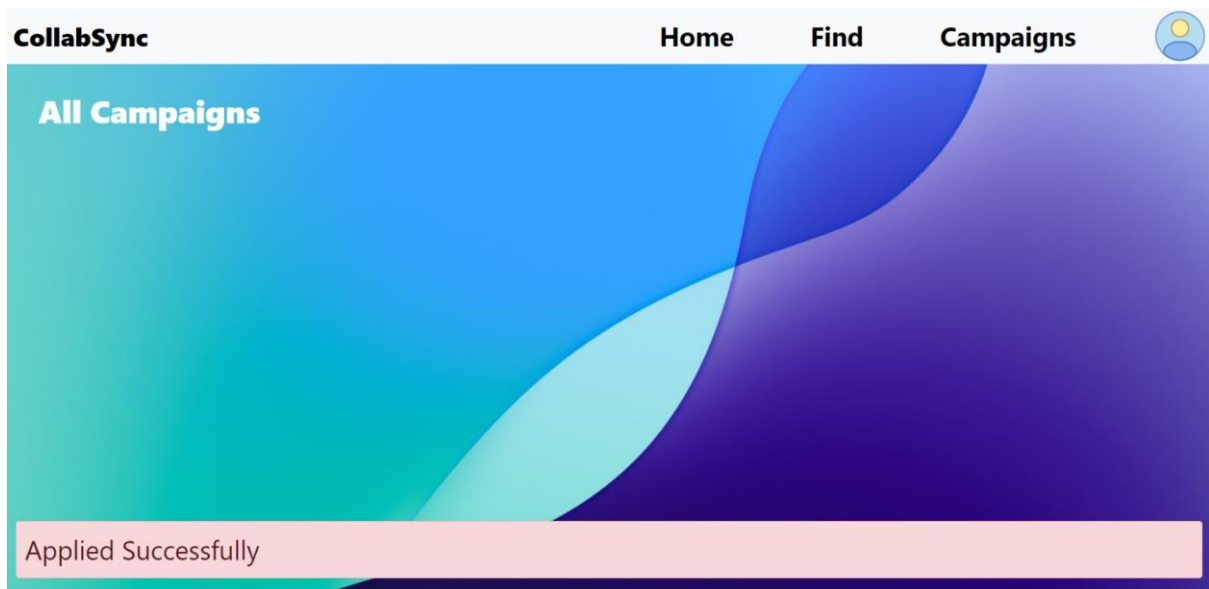
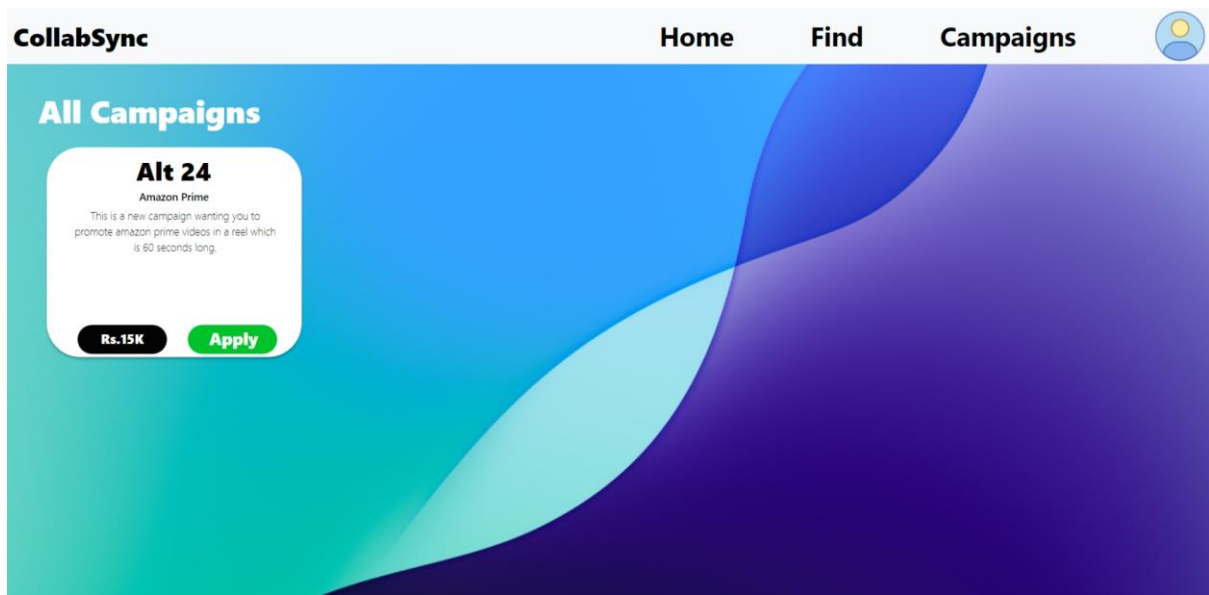
Category: Yapping

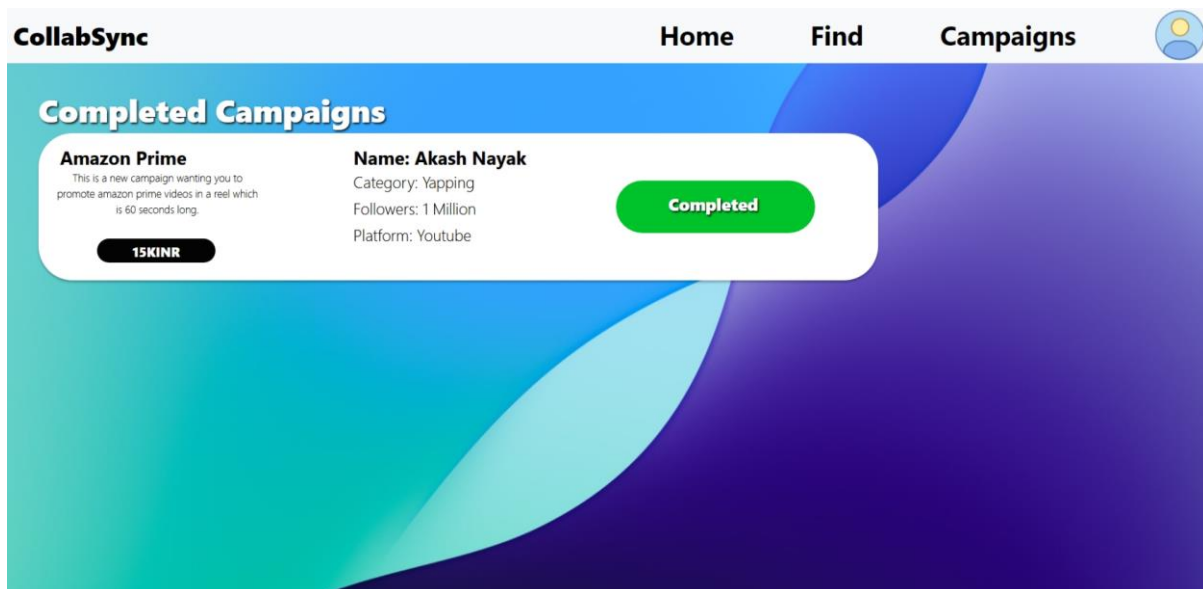
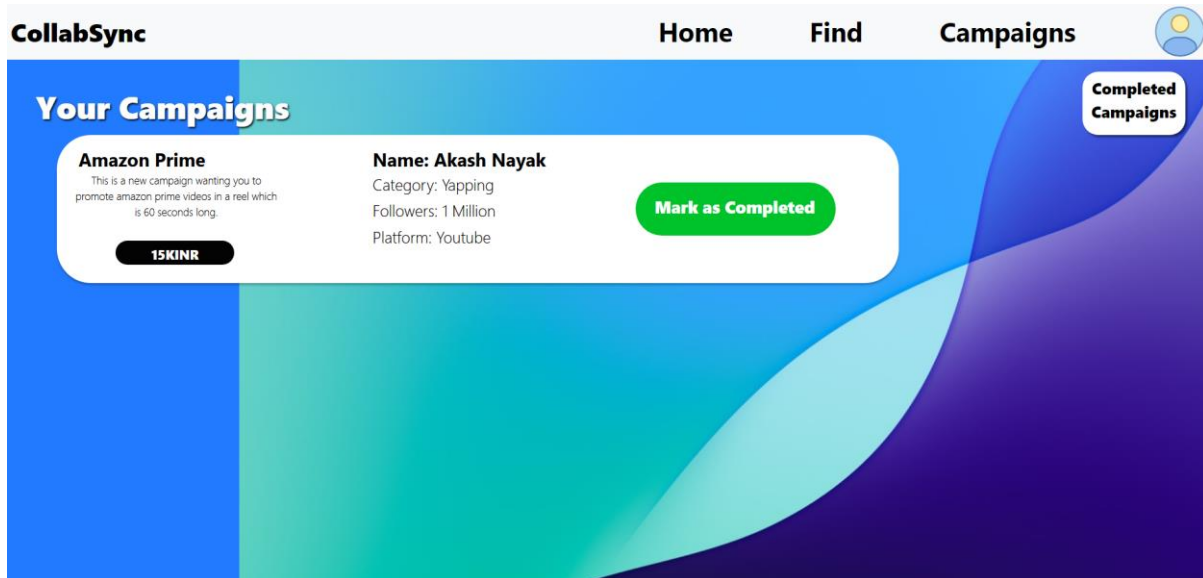
Followers: 1 Million

Platform: Youtube

Completed

Influencer's UI





- **Login and Sign-Up Pages:** Separate pages for companies and influencers.
- **Company Dashboard:** Showing options to create, edit, and delete campaigns.
- **Campaign Application Page:** Where influencers can view and apply for campaigns.
- **Application Management Page:** Allowing companies to review, accept, or reject applications.
- **Payment Page:** For companies to process payments after campaign completion.

Google Drive Link:

<https://drive.google.com/file/d/1Qfdc6rHtb958MKfSCUFCKYCYuH42Ubdj/view?usp=sharing>

Summary

The **Influencer Engagement and Sponsorship Coordination Platform** successfully addresses the needs of companies and influencers by providing a streamlined process for creating, managing, and completing marketing campaigns. The use of Flask, Jinja2, Bootstrap, and SQLite allows for a robust and flexible platform.

Future Enhancements

- **Advanced Analytics:** Adding analytics features to provide companies with insights into the performance of their campaigns.
- **Automated Payment System:** Integrating with a payment gateway to automate the payment process.
- **Enhanced User Profiles:** Allowing influencers to showcase their portfolio and companies to provide more detailed campaign briefs.