

# INFLUENCER PLATFORM

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Prepared by Group 5

Impress Me Team:

Honorine Ndom Ndzah, Kartiki Saraf, Millie Tsai



# OVERVIEW

**CONCEPT**

**MOTIVATION**

**DESIGN PROCESS**

**TECHNOLOGIES**

**DEMO**

**FUTURE DEVELOPMENT**

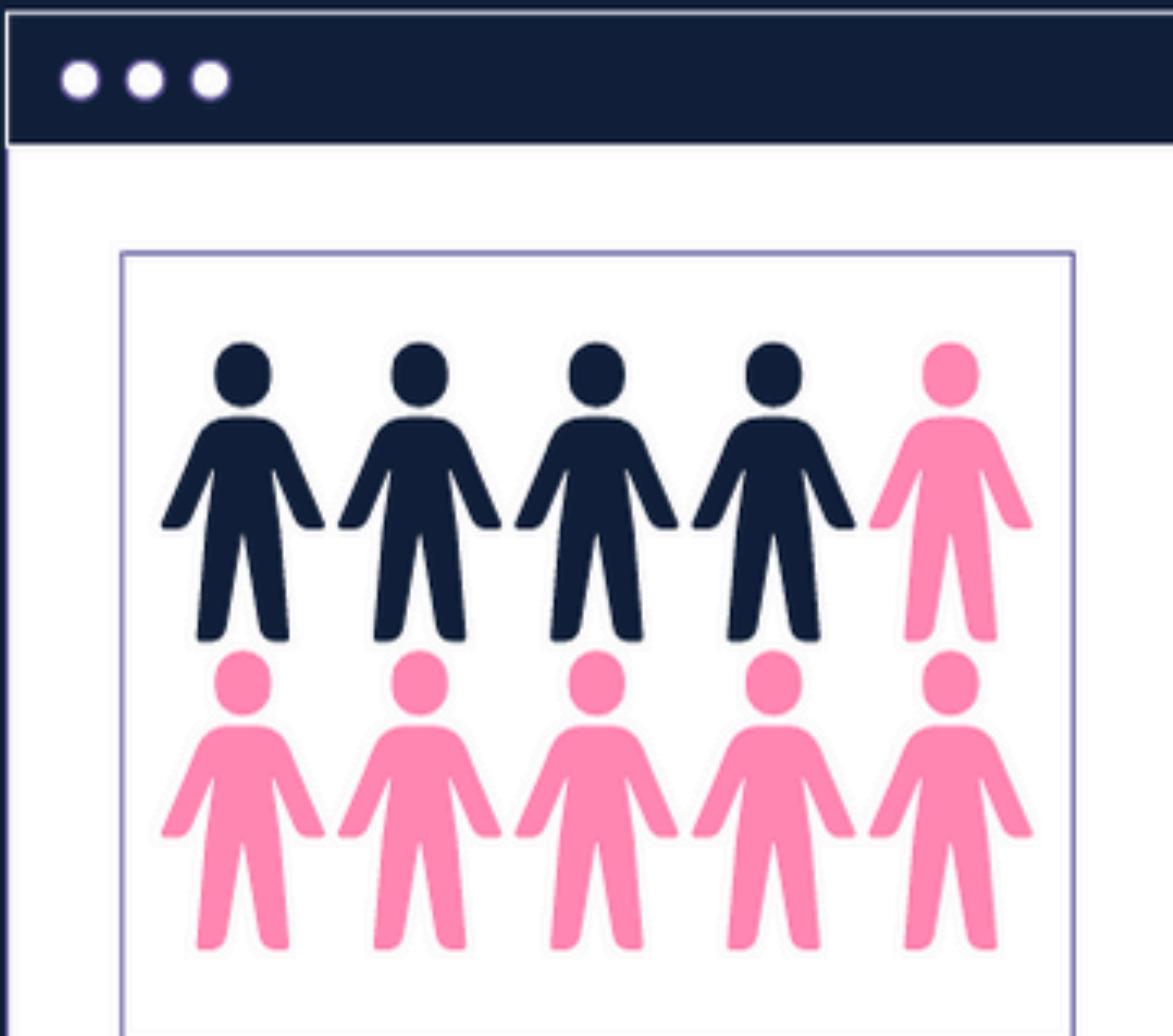


# CONCEPT

Provide more opportunities for those potential influencers who can become more powerful and help brands reach win-win situation!

# Influencer Marketing Budgets

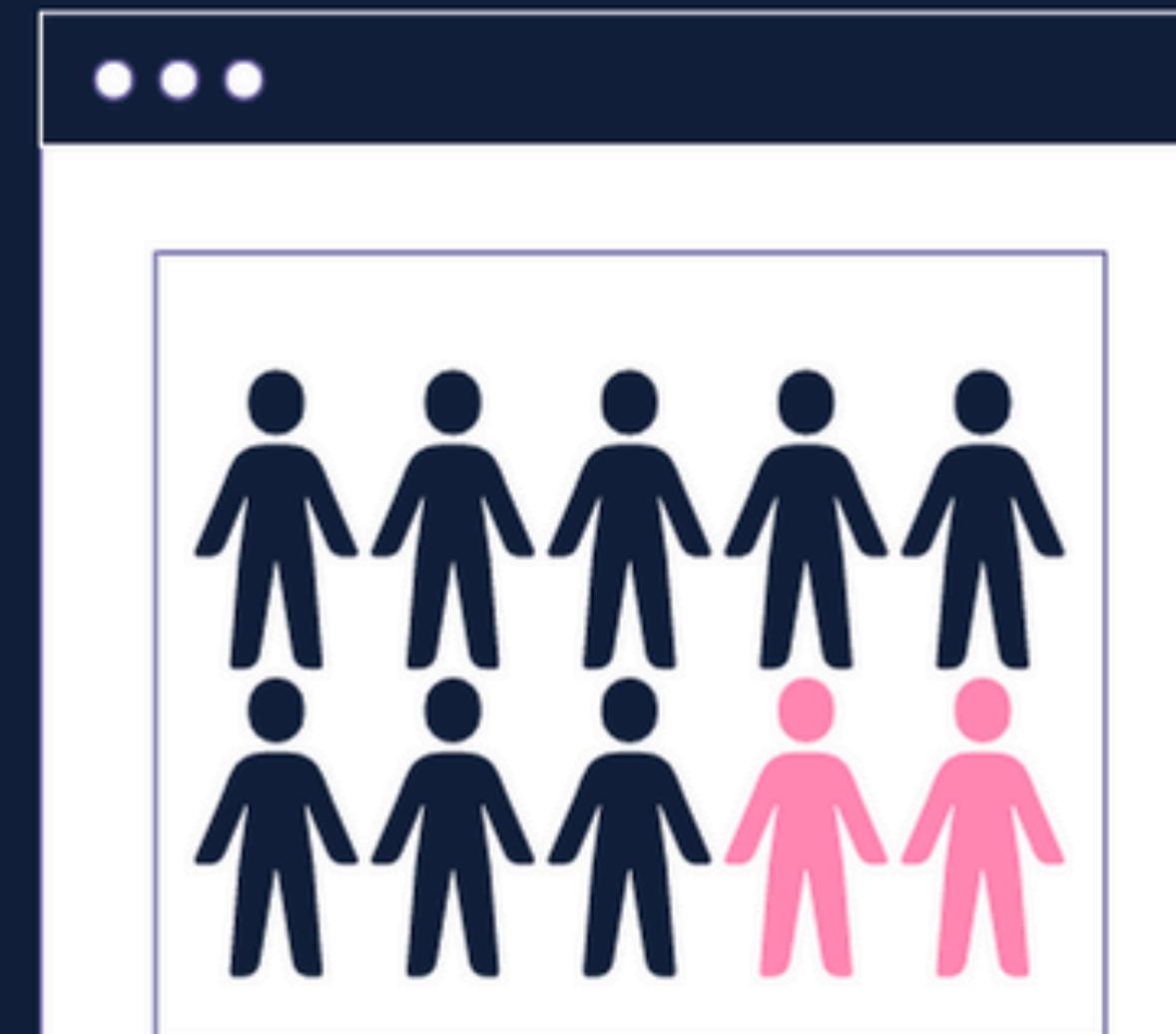
In 2021...



**Almost 4 out of 10 say they invest between 10-20% of their marketing budget into influencer marketing.**

(Statista 2021)

In the coming years...



**76% plan to increase their influencer marketing budget in the next three years.**

(Cure Media 2021)

Market size...



**The value of influencer marketing market more than doubled between 2019 and 2021, growing from 6.5 billion to 13.8 billion U.S. dollars.**

(Statista 2021)

# **DESIGN PROCESS**

**BRAINSTORM**

**REFERENCE INSTAGRAM**

**DEVELOP**

**FEEDBACK**

**IMPROVE**

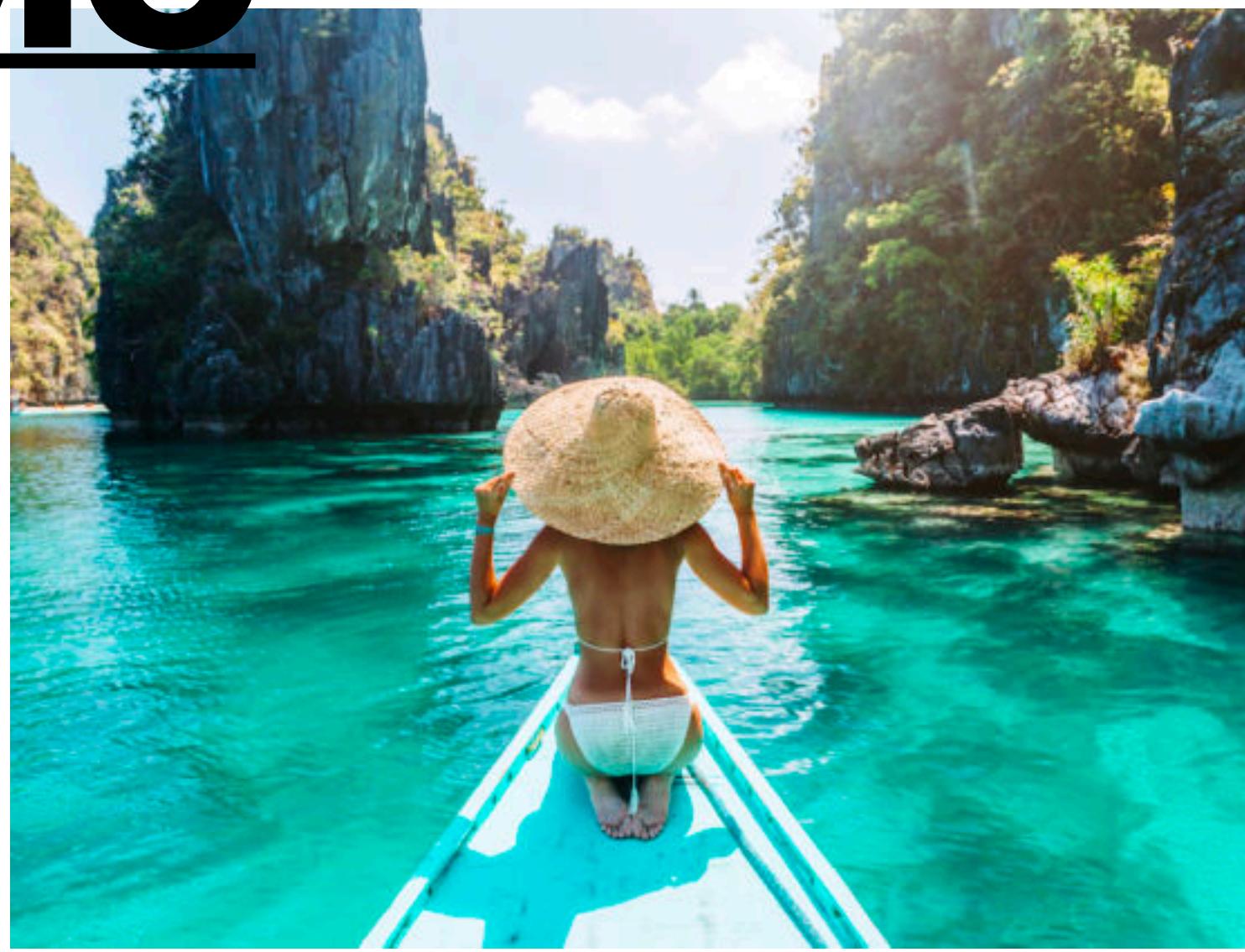


# TECHNOLOGIES USED

- ★ React for the front end
- ★ Semantic UI
- ★ GraphQL with a Node.js and Express.js server
- ★ MongoDB and the Mongoose ODM for the database
- ★ Queries and mutations for retrieving, adding, updating, and deleting data
- ★ JWT Authentication
- ★ AWS S3 Platform to store images



**DEMO**



# **FUTURE DEVELOPMENT**

- ★ Integrated the front end with back end (Like, Comment, Add Post, and Follow )
- ★ Add influencer dashboard
- ★ Add product category tag and price range tag in the influencer account
- ★ Create a brand account and dashboard for brands
- ★ Offer product category tags, price range tag and other filter functions to help both of them can find the right one

# **THANK YOU!**

Find the right influencers for your Brand!