Digital Marketing Tool

This Application uses Fastapi and Postgresql for the database. Every data is transmitted is encrypted.

In the digital marketing tool, we have 14 different Controller,

* User Controller
* Auth Controller
* Organisation Controller
* Brand Controller
* Product Controller
* Project Controller
* Social Media Controller
* Facebook Controller
* Instagram Controller
* Linkedin Controller
* Pinterest Controller
* Reddit Controller
* Youtube Controller
* Keyword Controller

**User Controller:**

User Controller has 3 APIs.

1. Create User
2. Get User
3. Get all User

**Create User:**

Create User is the API where the user needs to be created by their first name, last name, username, email and password. This API is data that is passed in JSON.

**Get User:**

The Get User API can get the user's details by the user\_uuid. This API response is JSON.

**Get all User:**

Get all User API can get all the users on the database with user details. This API response is JSON.

**Auth Controller:**

This Controller has 4 API

1. Authorize
2. Get User
3. Forget Password

**Authorize**:

Authorize can be defined as User Login with this API the user is authenticated and a user access token is obtained.

**Get User:**

With this API the user details are obtained with the user access token. We only pass user access token to get user detials.

**Forget Password:**

This API can be used to reset the password with email validation.

**Organisation Controller**

Organisation Controller has 7 APIs.

1. Create Organisation
2. Get all Organisation
3. Organisation Details
4. Get Brand By Organisation
5. Get All Brand by Organisation
6. Update Organisation
7. Delete Organisation

**Create Organisation:**

Create Organisation API is creating organisation with user uuid and user access token

**Get all organisation:**

Get all organisation API can get all the user-created organisation details with a user access token.

**Organisation Details:**

Organisation Details API can get organisation details by passing the organisation uuid and user access token.

**Get Brand By Organisation:**

This API can get all the brands which are associated with organisation uuid, we need to pass organisation uuid and user access token.

**Get All Brand by Organisation:**

This API can get all the organisation brands which are associated with user access token, we get all the organisation and brands which are associated with the organisation accordingly.

**Update Organisation;**

Update Organisation can update the organisation name and organisation logo with organisation uuid.

**Delete Organistion:**

With this API we can delete the organisation and all associated (e.g. Brands, projects and product) by passing organisation uuid and user access token.

**Brand Controller**

Brand Controller has 6 APIs.

1. Create Brand
2. Get Brand all
3. Get Brand By Organisation
4. Brand Details
5. Update Brand
6. Delete Brand

**Create Brand:**

Create Organisation API is creating Brand with user UUID and user access token

Get Brand all:

Get Brand can get all the brands that are created by user with the user access token.

Get Brand By organisaton:

Get brand by organsiaton can get all the user-created brand with organisation uuid and user access token.

Brand Details:

Brand Details can get the user-created brand details with brand uuid and user access token.

Update Brand:

Update Brand can update the brand name and brand logo with brand uuid and user access token.

Deleted Brand:

Delete Brand can delete the brand and all associated (e.g product and projects)

by passing brand uuid and user access token.

**Product Controller**

Product Controller has 6 APIs.

1. Create Product
2. Get Product all
3. Get Product By Organisation
4. Product Details
5. Update Product
6. Delete Product

**Create Product:**

Create Product API is creating Product with user uuid, brand uuid and user access token

**Get Product all:**

Get Brand can get all the Products that are created by user with the user access token.

**Get Brand By Organisation:**

Get brand by Product can get all the user-created Products with Brand uuid and user access token.

**Product Details:**

Product Details can get the user-created brand details with Product uuid and user access token.

**Update Product:**

Update Product can update the Product name and Product logo with Product uuid and user access token.

**Deleted Product:**

Delete Product can delete the Product and all associated (e.g projects) by passing Product uuid and user access token.

**Project Controller**

Project Controller has 6 APIs.

1. Create Project
2. Get Project all
3. Get Project By Organisation
4. Project Details
5. Update Project
6. Delete Project

**Create Project:**

Create Project API is creating Project with user uuid, product uuid and user access token

**Get Project all:**

Get Brand can get all the Products that are created by user with the user access token.

**Get Project By Organisation:**

Get brand by Project can get all the user-created Products with product uuid and user access token.

**Project Details:**

Project Details can get the user-created Project details with Project uuid and user access token.

**Update Project:**

Update Project can update the Project name and Project logo with Project uuid and user access token.

**Deleted Project:**

Delete Project can delete the Project and all associated (e.g Social media) by passing Project uuid and user access token.

**Social Media Controller:**

In Social Media Controller we have 3 APIs.

* Create Social Media
* Get Social Media
* Delete Social Media

**Create Social Media:**

Whenever social profile is linked with the created social media API is used, we pass platform name, project-uuid, page\_id (social profile id) and social profile access token.

**Get Social Media**

Get Social Media can get all the social profiles which is associated with the project by passing project uuid and user access token.

**Delete Social Media:**

This API can delete the social profiles which is associate in a project by passing the project uuid and social media uuid.

**Facebook Controller**

This controller has 7 API.

* Facebook Pages Public User
* Facebook Pages
* Facebook Pages me
* Facebook Page Post
* Facebook Page Post image
* Facebook Page Insights
* Facebook Refresh Token

Facbeook Pages Public User:

This APi can get facebook User details by passing the facebook access token. The facebook access token can be obtained when social profiles are been created

Facebook Pages:

The API can get all the Facebook pages that the Facebook user has created in their Facebook profile.

Facebook Pages me:

This API can get the Page details (e.g profile pic) with facebook id and facebook access token.

Facebook Post:

This API can get all Post details in the facebook page with facebook id and facebook access token.

**Facebook Post image:**

This API can post videos or images on the facebook page with facebook id and facebook access token.

**Facebook Page Insights:**

This API can get the Facebook page insights day-wise for the last 11 months.

* Page\_views\_logout
* Page\_views\_logged\_in\_total
* Page\_views\_total
* Page\_fans
* Page\_fans\_gender\_age
* page\_fan\_removes\_unique

By pass facebook id and facebook access token

**Facebook Refresh Token:**

This API can extend the facebook access token time by passing the facebook access token.

**Instagram Controller:**

This Controller has 10 API’s.

* Facebook User
* Instagram Pages
* Post Details
* Business Accounts Detials
* Instacreate Post
* Instahashtag Search
* Profile Reach
* Followers Count
* Day wise Insights

**Facebook User**

This APi can get facebook User details by passing the facebook access token. The facebook access token can be obtained when social profiles are been created

**Instagram Pages:**

The API can get all the Instagram pages id that the Facebook page user has created in their Facebook profile. By passing facebook id and facebook access token.

**Post Details:**

Get all the posts that the instagram page hase with post details, by passing instagram page id and Facebook access token

**Business Account Details:**

Get all the Business Accounts Details by passing the instagram id and user access token.

**Instacreate post:**

Created instagram post by passing the instagram page id and facebook access token.

**Instahashtag Search:**

Get all the instagram post which is associated with the hashtag with facebook access token.

**Profile Reach:**

Get the profile view and page reach in days wise by passing the instagram id and facebook access token.

**Insta Followers:**

Get the followers count in days wise by passing the instagram id and facebook access token.

**Insta Daywise:**

Get the reach, impressions and engagement by passing the instagram id and facebook access token.

**Linkedin Controller**

This controller has 6 APIs.

* Linkedin Login Url
* Linkedin Access Token
* Linkedin User Details
* Linkedin CreatePost
* Linkedin Organisation Details
* Organisation Post

Linkedin Login Url:

With this API we get a Linkedin Authentication URL which the users should log in and get the auth token.

Linkedin Access Token:

With Linkedin Access token we should pass the auth token obtained in the LinkedIn login URL and the LinkedIn access token is returned.

LinkedIn User Details:

With this API we pass the LinkedIn access token to get LinkedIn user details. And obtain LinkedIn ID

Linkedin Created Post:

This API can create a LinkedIn post that can reflect in user LinkedIn user account.

Linkedin Organisation Details:

By passing the LinkedIn id and LinkedIn access token we can get all the organisations associated with the user LinkedIn account

Linkedin Organisation Post:

This API can create a LinkedIn post that can reflect on the user’s LinkedIn organisation page.

**Pinterest Controller**

This Controller has 8 APIs,

* Pin Login
* Pin Access Token
* Create Board
* Get board
* Boards Pin List
* Delete Board
* Pin Create
* Pinterest Analyze

**Pin Login:**

With this API we get a Pinterest Authentication URL which the users should log in and get the auth token.

**Pin Access Token:**

With the Pinterest Access token we should pass the auth token obtained in the Pinterest login URL and the Pinterest access token is returned.

**Create Board:**

With this API we can create Pinterest boards that can pin by passing Pinterest access token and Pinterest ID.

**Get Board:**

This API can get board details that are associated with Pinterest id and access token which is passed.

**Boards Pin List:**

This API can get all the Pin’s that are associated with the board id and Pinterest access token which is passed.

**Delete Board;**

This API can get all board and all associates by passing board id and Pinterest access token

**Pin Create;**

This API can create a Pinterest Pin that can reflect in user Pinterest user account.

**Pinterest Analyze**

Gets the reach, impressions and engagement by passing the Pinterest id and Pinsterest access token.

**Reddit Controller**

This Controller has 2 APIs,

* Reddit Url
* Reddit Accesstoken

**Reddit Login:**

With this API we get a Reddit Authentication URL which the users should log in and get the auth token.

**Reddit Access Token:**

With the Reddit Access token we should pass the auth token obtained in the Reddit login URL and the Reddit access token is returned.

**Youtube Controller**

This Controller 5 APIs.

* Youtube URL
* Youtube Accesstoken
* Youtube Me
* Youtube Playlist
* Youtube All video

**Youtube Login:**

With this API we get a Youtube Authentication URL which the users should log in and get the auth token.

**Youtube Access Token:**

With the Youtube Access token, we should pass the auth token obtained in the Youtube login URL and the Youtube access token is returned.

**Youtube Me:**

This API can get youtube account details which is associated with youtube access token.

**Youtube Playlist:**

This API can get all the playlist Id which is associated with youtube id and youtube access token.

**Youtube All Video;**

This API can get all the videos which is associated with youtube id and Youtube access token

**Keyword Controller:**

This controller has 1 API.

* Website Keywords Extraction

Website Keywords Extraction:

This API uses python-requests and beautiful soup to extract keywords and

Description from the website been passed in the API.