Share2Grow

The Share2Grow project offers a referral-based marketing platform that enables business owners to increase their exposure organically without high advertising costs.

The Problem

Small and medium-sized businesses struggle to reach new customers without investing significant amounts in digital advertising. Paid ads on social media are not always effective, and most new customers come from word-of-mouth recommendations.

Chargeless Advertisement tool- "Share2Grow"

Our Solution

The platform allows business owners to create referral-based marketing campaigns. Customers can share unique links to refer friends and, in return, receive rewards or discounts. The system provides real-time tracking of referral numbers, user engagement, and conversions, helping businesses optimize their marketing strategies efficiently.

Functional requirements

✔ Campaign Management – Business owners can create, edit, and delete sharing-based campaigns.
✔ Creating unique links – Each customer has a personal link to track their shares.
✔ Rewards system – Customers receive rewards (discounts/bonuses) for successful referrals.
✔ Tag-based search and offers area – Users can find relevant promotions and campaigns by tags.
✔ User management system – Registrations via email or social networks, with the option to access businesses and users.

Technology requirements

Frontend: React.js with CSS
Backend: Node.js + Express
Database: Firebase Firestore (NoSQL)
Authentication: Firebase Authentication
Hosting & Storage: Firebase Storage + Cloud Functions

Metrics and meeting them (schedule)

✔ The project was developed in approximately 3 months.
✔ 10/24 to 01/25
✔ In the first month, the principle of work was to select compatible technologies for the system.
✔ Second month, preparing a database + connecting to a server-side database.
✔ Last month, preparing all technologies in the code and finishing the code.

Challenges:

1- In developing our system, one of the key challenges was identifying the client's real IP address, especially in situations where the client accesses the server through a proxy, load balancer, or CDN service (such as Cloudflare). In such cases, the IP address seen on the server may be that of the proxy and not the actual client, which can lead to inaccurate data and distortion in user tracking and authentication.

2-During the development of the system, we encountered another challenge - collecting and verifying information from users who register or log in via Facebook. The goal was to ensure that the information received from Facebook was accurate, reliable, and could be used in our system for registration, tracking, and management.
There was a problem with it that we could receive all the data via Facebook like an email

```
const userIp = req.headers['true-client-ip'] ||
               req.headers['cf-connecting-ip'] ||
               req.headers['x-forwarded-for'] ||
               req.connection.remoteAddress;
```
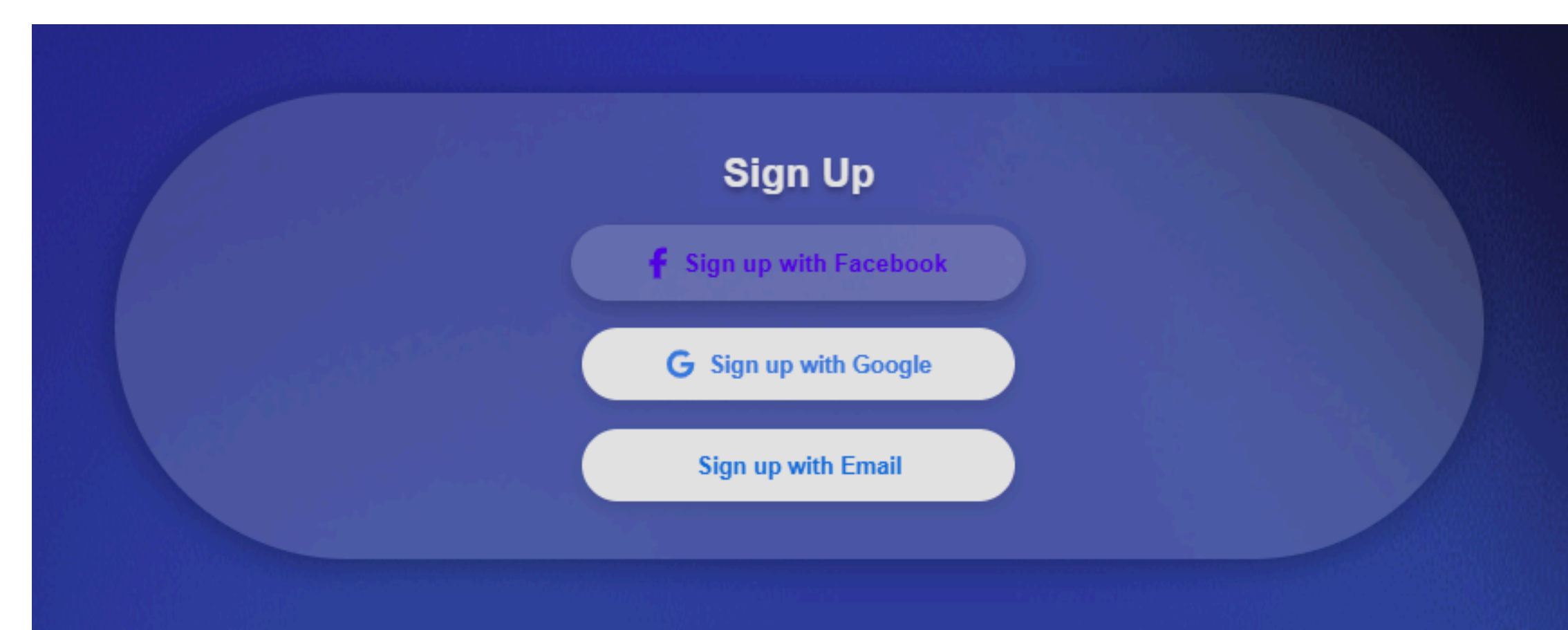

Conclusion

Share2Grow is a share-based advertising platform that helps businesses increase exposure and conversions by rewarding customers who share campaigns. The solution includes smart tracking, data analytics, and integration with Facebook for user identification and verification. 🚀

Student:
Mohameed Egbaria

Abed Tyar

Supervisor:
Zakharia Frenkel