

INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM

Final Project Report

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About me - I'm currently pursuing BS in Data Science in IIT Madras. Combining a background in Mathematics & Computer Applications with a passion for coding, I'm adept at Python, web development frameworks, and machine learning.

Description of Project

An Influencer Engagement and Sponsorship Coordination platform is a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit. It is a platform designed to streamline the process of connecting sponsors with influencers for marketing campaigns. It acts as a centralized hub for managing influencer, sponsor, campaign, ad requests, and payment status.

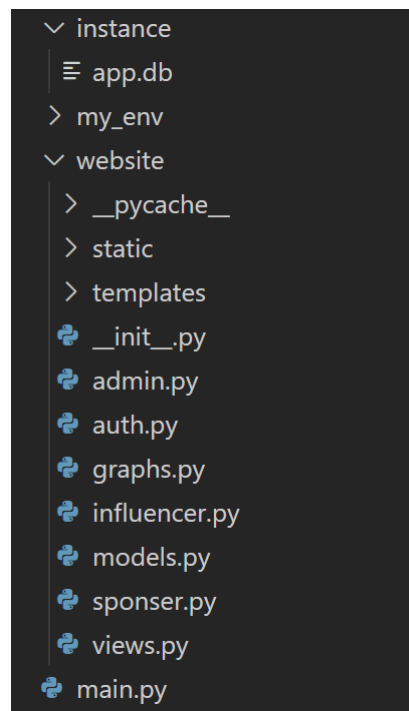
Technologies Used

- **Flask** – Backend Framework for building the web application.
- **ORM** – ORM (Object-Relational Mapping) tool for database interaction.
- **SQLite** – Database Management System for storing application data.
- **HTML/CSS** – Frontend Technologies for user interface design and interactivity.
- **Flask Login** – Extension for managing user sessions and authentication.
- **Datetime** – Python library for handling date and time operations.
- **Jinja2** – Template engine for rendering dynamic HTML content.
- **Matplotlib** – Python library for creating different types of chart.
- **Werkzeug** – Utility for securely managing passwords and authentication.

Architecture

Here, the main.py file contains the main code to run the webapp (Influencer Engagement and Sponsorship Coordination Platform) is a module which

contains all the files for app. The description of files inside IFESCP are as follows:



Features

1. Admin Login and User Login

- A login/register form with fields like username, password etc. for sponsor and influencer.
- A login form with fields like username and password for admin. No register form for admin.

2. Admin Dashboard

- Admin dashboard shows the relevant statistics and graph of the application.
- Admin has capability of flag/unflag the unappropriated users and campaign.

3. Sponsor Dashboard

- Sponsor can create new campaign(public or private), edit/modify and delete.
- Sponsor can search for influencers and send ad request for a particular campaign.

- They can also accept or reject ad request send by the influencer for campaigns.
- Sponsor makes payments for the completed ad requests.
- See the stats(graph) of ad requests and campaigns according to them.
- Sponsor can write a review and give ratings to the influencer they work with.

4. Influencer Dashboard

- An influencer will receive ad requests, accept or reject ad requests.
- They can search for ongoing campaigns (which are public or suitable for their niche) and send request to the sponsor.
- An influencer can edit/modify their profile page which is publicly visible.
- See the stats of ad request and campaigns according to them.

5. Campaign Management

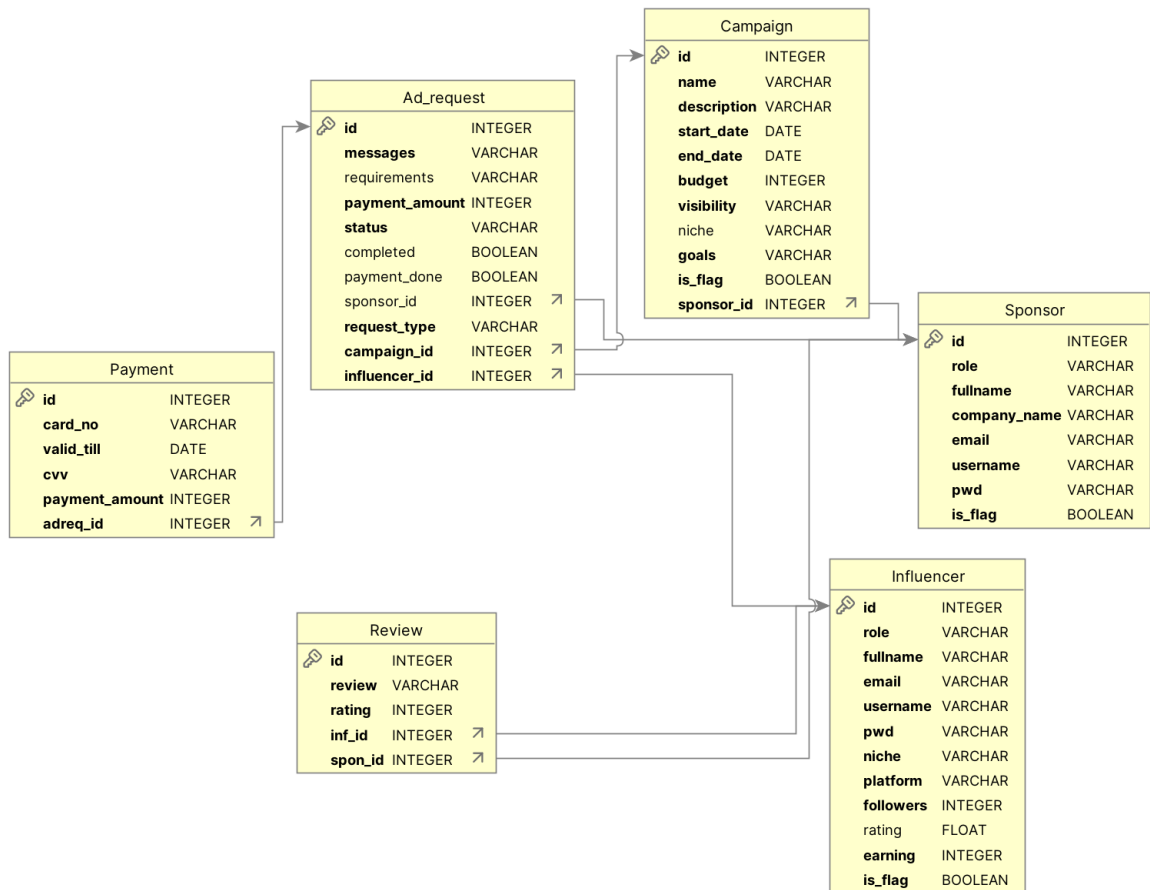
- Create a new campaign and categorize it into various niches.
- Update an existing campaign - e.g. start_date, end_date, budget and/or other fields
- Delete an existing Campaign

6. Ad Request Management

- Create ad request based on the goals of the campaign.
- Accept or Reject ad request

DB Schema Design

The database schema encompasses tables for sponsor, influencer, campaign, ad request, transaction and review. These entities are interconnected to track various user activities within the system. Each table contains essential fields such as sponsor/influencer details, campaign specs, transaction and feedback data. Relationships are established to manage interactions like create campaigns, send ad request, send and receive payments and feedback, ensuring robust data management across the platform. This structure supports comprehensive tracking and management of activities related to campaigns, influencers and user engagements within the application.



Video Link:

Thank You