Department of Information Technology
TE BE Major Project
Semester: VIII

(ITA25-GrowSpons)

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AY 2022-23

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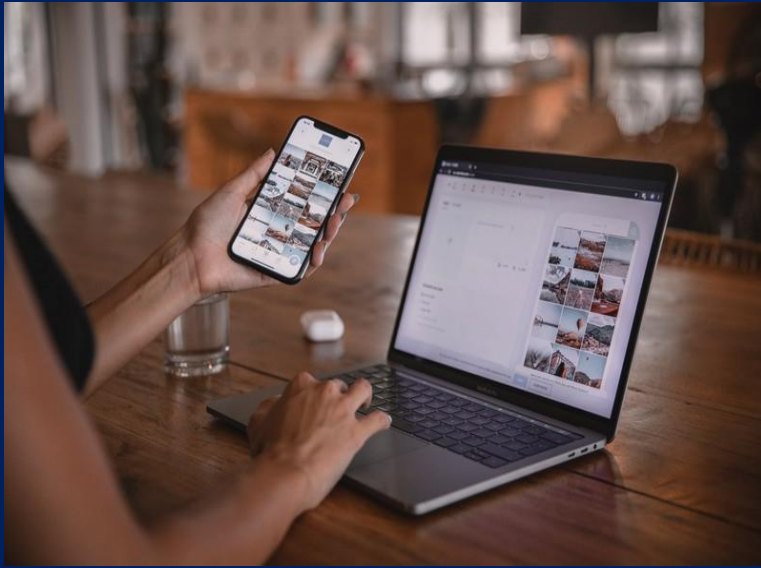Technology Stack (Hardware/Software)

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Abstract

Recent marketing trends indicate the rise of influencers as an extension of word-of-mouth campaigns. As consumers turn to social media platforms, organizations are realizing the power of influencers in affecting a purchase decision. The current study throws light on various aspects of influencer marketing that drive consumer behavior by using the theory of planned behavior and social learning theory by Bandura and Walters (1963) as part of the qualitative research to identify key factors of influencer marketing that impact consumer behavior. The study revealed that both attitude toward influencers and perceived behavior control that allows increase in domain knowledge had a favorable impact on consumer behavior while the influence of peers had no effect. Further additional constructs namely personal relevance, inspiration, and trust had a positive impact on behavior while perceived risk did not have any effect. Product influencer fitment was an important criterion for consumers, as they followed the specific type of influencers for different product categories.

Introduction

The digital revolution has affected all aspects of our lives. From consuming news and social media updates through smartphones to ordering groceries online, to booking a cab, consumers today have a presence in the virtual world as opposed to the offline world. In a context where consumers want everything at the click of a button, any distraction in the form of alerts, prompts, and advertisements is considered as noise. As print and television, continue to lose share to over-the-top platforms like Netflix and Amazon Prime, the media landscape is undergoing a major revolution. While marketers are incorporating online media alternatives like social media, websites, blogs along with offline sources like television, print, and radio, the challenge is to get the advertising content and brand message noticed by an ever-distracted consumer. Recent studies suggest that consumers have a poor recollection of advertisements and worse do not recall the brand message. Consumers use tools such as ad blockers to skip online advertisements . In the present scenario where the consumer's attention span is limited and multiple devices and screens vie for his attention, marketers face a challenging task in breaking through the clutter to get themselves noticed. Brand stories are becoming popular with marketers realizing that an emotional hook has far better chances at consumer engagement. While most brands now have their official Instagram page, marketers are now realizing that engaging with influencers (individuals who have many followers on social media platforms) may result in consumers feeling more connected with the brand.

Motivation

Grow-Spons was created with the intention of revolutionizing online advertising and marketing . Influencers typically have a specific niche or target audience, making them an asset for brands looking to reach specific demographics. By partnering with influencers, brands can leverage their social media following to increase their brand visibility and reach new audiences. Influencers are seen as trusted sources by their followers, and partnering with them can help brands establish credibility and trust with their target audience. Overall, the motivations for influencer marketing and sponsorship include reaching a targeted audience, building brand awareness, establishing credibility and trust, generating sales, cost effectiveness, creating authentic content, and measurable ROI. By leveraging these motivations, brands can create effective influencer marketing campaigns that help them achieve their marketing objectives.

Objectives

1. The objective is to create a positive image of the brand and increase sales by reaching a wider audience through the influencer's platform.

2. The objective is to create awareness about the brand and its products or services among the influencer's followers.

3. The objective is to establish the brand's authority in its industry by leveraging the expertise and credibility of the influencer.

4. The specific objectives of the campaign will depend on the brand's marketing goals and include increasing brand awareness, generating leads and sales, enhancing brand image, establishing brand authority, engaging with the target audience, increasing social media following, and measuring ROI.

Problem Statement

❖ TWO POINT OF VIEWS

To create a common platform on which:

1. Influencers and Content Creators could post their profiles, link their social-media platform and mention the kind of business they would look forward to connecting with.

2. Companies and Sponsors could look at various profiles of influencers with proper segregation based on Social Media Platforms and the Genre of the influencers and approach them with their respective offers.

Literature Survey

The literature survey was conducted on a few apps with similar objectives. Amongst those the best two will be discussed here: Aspire IQ, Creator IQ etc.

1. **Aspire IQ:**

Aspire IQ is an influencer marketing platform that connects brands with influencers to create and distribute content that drives engagement and sales. The platform offers a range of tools and features for brands to manage their influencer campaigns, including influencer discovery, relationship management, content creation, and performance tracking. Aspire IQ also provides a network of over 150,000 influencers across a variety of industries and social media platforms, including Instagram, TikTok, and YouTube. Brands can use the platform to find influencers who align with their brand values and objectives and collaborate with them to create authentic and effective content that resonates with their target audience.

2. Creator IQ:

Creator IQ is a cloud-based platform that provides influencer marketing software solutions to brands and agencies. The platform allows users to search and discover influencers, manage influencer relationships, and measure campaign performance. Creator IQ's influencer marketing platform offers features such as audience demographics, engagement tracking, content management, payment and contract management, and real-time reporting. The platform also includes tools for influencer discovery and vetting, as well as campaign management and measurement.

Hardware and Software

Hardware Requirements:

1. Web server: A web server is required to host the platform and handle incoming requests from users. The server should have sufficient processing power, memory, and storage to handle the expected traffic and data volumes.

2. Database server: A database server is required to store and manage the platform's data. The server should have sufficient storage and memory to handle the expected data volumes, and it should be configured to provide high availability and data redundancy.

3. Storage: The platform should have sufficient storage capacity to store media files, such as images and videos, created by influencers.

4. Network infrastructure: The platform should have a reliable and scalable network infrastructure to support the expected traffic and data volumes.

Software Requirements:

1. Operating system: The platform can be developed on a range of operating systems, including Windows, Linux, and MacOS. The choice of operating system will depend on the development tools and preferences of the development team.

2. Web development framework: The platform can be built using a range of web development frameworks, such as Django, Ruby on Rails, or Node.js. The choice of framework will depend on the technical expertise of the development team and the specific needs of the platform.

3. Database management system: The platform can use a range of database management systems, such as MySQL, PostgreSQL, or MongoDB, to store and manage data. The choice of database management system will depend on the specific needs of the platform, such as scalability, performance, and data structure.

4. Third-party APIs: The platform may need to integrate with third-party APIs, such as social media platform APIs or payment gateways, to provide additional functionality. The specific APIs required will depend on the needs of the platform.

5. Security software: The platform should have security software in place to protect against security threats, such as firewalls, antivirus software, and intrusion detection systems.

Overall, the hardware and software requirements for an influencer marketing and sponsorship platform will depend on the specific needs of the platform and the scale of the project. It is important to carefully consider these requirements during the planning phase to ensure that the platform can meet the needs of its users and provide a seamless and reliable user experience.

Implementation

We propose a solution to the problem defined above in the form of an application called 'Grow-Spons', which supports most of the browsers in general use. Here is a proposed system flow for an influencer marketing and sponsorship platform:

1. Brand registration: The brand registers on the platform and creates a profile with information about their products, target audience, and marketing goals.

2. Influencer registration: Influencers register on the platform, providing information about their social media platforms, audience demographics, and areas of expertise.

3. Matching: The platform uses filtering/sorting to match brands with influencers based on their profiles and marketing goals.

4. Campaign creation: The brand creates a campaign, setting goals, budget, and campaign requirements.

5. Influencer selection: The brand selects influencers to participate in the campaign based on their profiles, expertise, and fit with the brand.

6. Campaign management: The brand manages the campaign through the platform, providing instructions to influencers and monitoring their performance.

7. Content creation: Influencers create content for the campaign, following the brand's instructions and guidelines.

8. Content approval: The brand reviews and approves the content created by influencers.

9. Campaign launch: The campaign is launched on the influencers' social media platforms.

10. Performance tracking: The platform tracks the performance of the campaign, including reach, engagement, and conversions.

11. Analytics and reporting: The platform provides analytics and reporting on the campaign's performance, allowing brands to measure their ROI and make data-driven decisions for future campaigns.

12. Payments: Finally once influencers work satisfies companies requirements the company pays the influencer through the payment gateway.

Overall, the proposed system flow enables brands to find and collaborate with influencers to create and launch effective influencer marketing campaigns. The platform provides a range of tools for campaign management, content creation, and performance tracking, allowing brands to optimize their campaigns and measure their success.

Results And Discussions

1.Login page where an influencer or a sponser can log in. If the user has no login he can sign up using create here option.
2. At the start of account creation the user has 2 options an influencer or a sponsor. By filling the required detail account is registered.
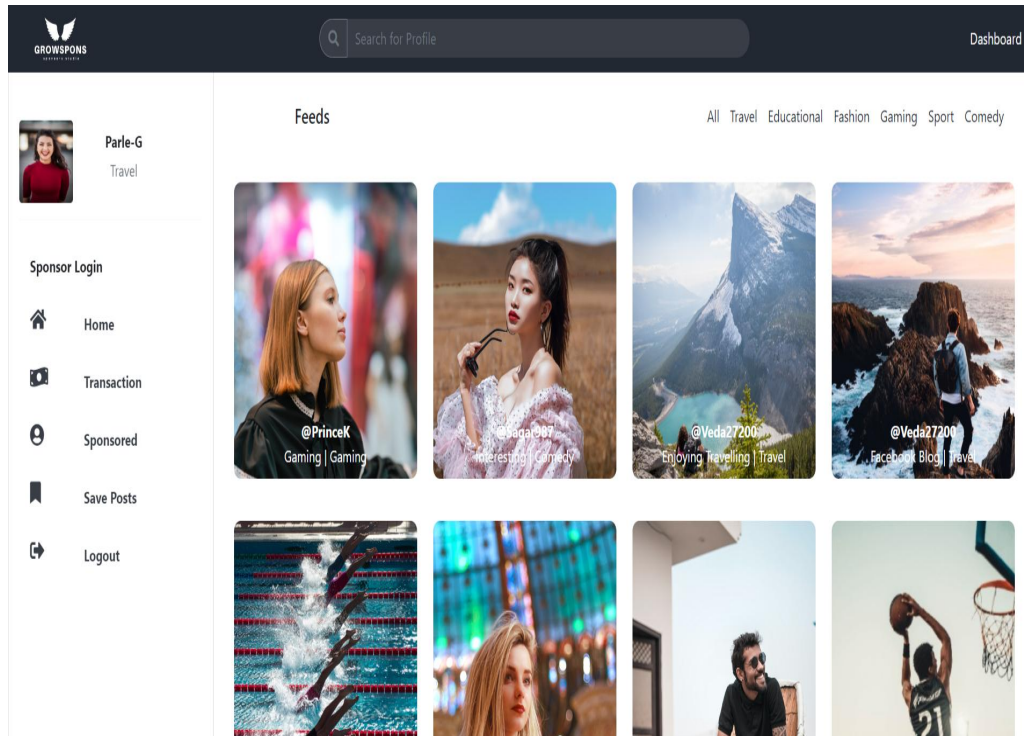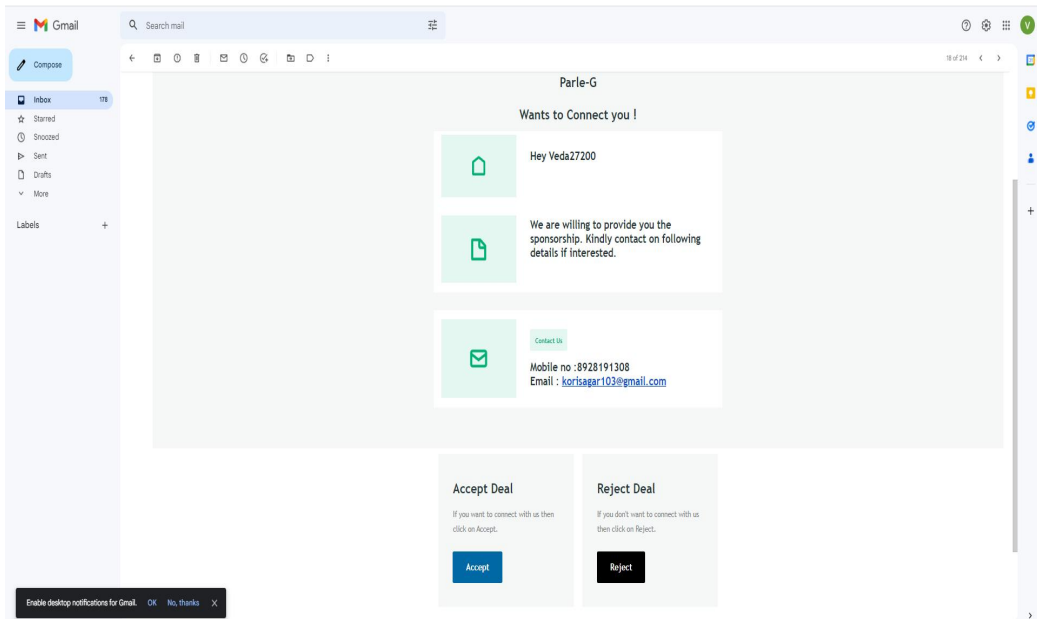
Following image shows Sponsers account. Sponser selects a specific post of influencer as per the companies products or services. Sponsers account consists of:

1. Search Bar where the sponser can search for a specific post or influencer.

2. Feeds Bar consists of filters to filter out a specific a content based on objective.

3. Transaction tab to look for transaction taken place between sponser and other influencer

4. Sponsored Tab to look for all the sponsored content

5. Save Posts Tab to save a post
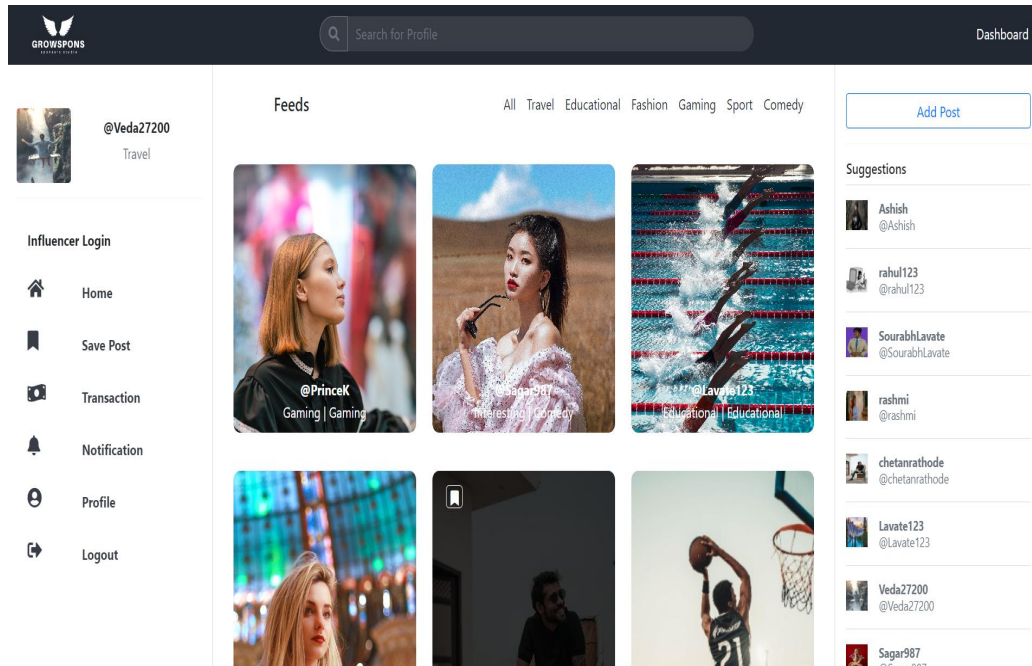
Following image shows Influencers account. Influencer posts the content so the sponsor can have look to content/ post. Influencer account consists of:

1. Search Bar where the influencer can search for a specific post or influencer.

2. Feeds Bar consists of filters to filter out a specific a content based on objective.

3. Transaction tab to look for transaction taken place between sponser and other influencer

4. Notification Tab to look for all the notifications from sponsors for acceptance/ payments

5. Save Posts Tab to save a post

6. Profile to have a look of profile and post that influencer has post

7. Add Post tab to add new post and suugestions to top influencers account

Following image shows mail that a influncer receives on the registered mail from the sponser as the sponser wants the influencer to make content as per the sponsers choice.

Mail shows email id and contact of the sponser for further communication between them. If the influencer is interested in the deal he can simply click on accept deal and if is not intersted he can click on reject deal
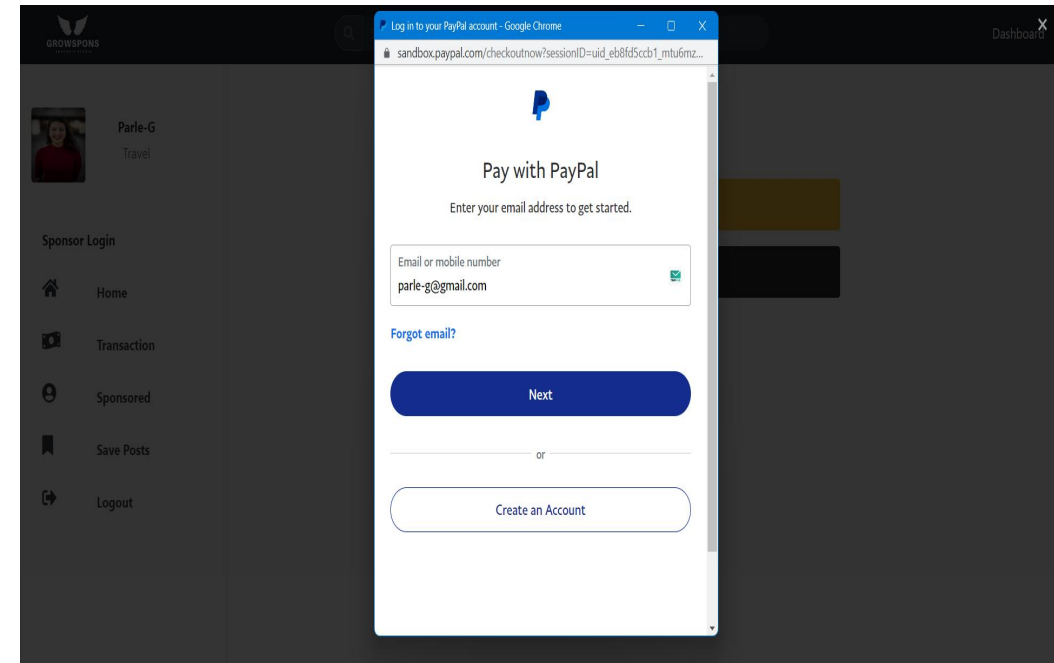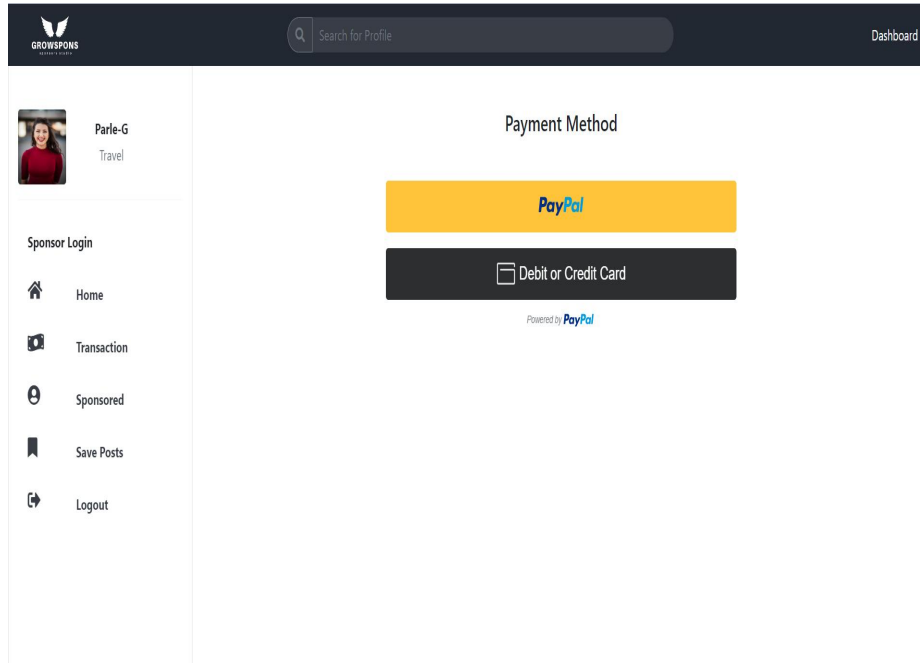
After influencers work has completed the sponsers has to pay influencer. Sponsor is currently provided with 2 option i.e. PayPal and Debit/ Crredit card

Conclusion And Scope

In conclusion, an influencer marketing and sponsorship platform is a complex system that enables advertisers to connect with influencers and collaborate on sponsored content campaigns. The platform involves multiple stakeholders, including advertisers, influencers, and the platform team. The platform's key features include campaign creation, influencer profile management, sponsorship requests, content creation and review, analytics, and payment processing.

These features require a combination of front-end and back-end development, database management, cloud hosting, social media API integration, and payment gateway integration. By leveraging the platform, advertisers can reach their target audience through influencer marketing and achieve their marketing objectives, while influencers can monetize their content creation and build their personal brand. The platform provides a win-win situation for both advertisers and influencers and can be a lucrative business for the platform provider.

Scope

1. Artificial intelligence (AI) and machine learning (ML): The platform can use AI and ML to improve the targeting and performance of campaigns, optimize influencer selection, and automate content creation and review processes.

2. Augmented reality (AR) and virtual reality (VR): The platform can leverage AR and VR technologies to create immersive and interactive sponsored content that enhances the user experience and engagement.

3. Micro-influencers: The platform can expand its reach by targeting micro-influencers who have smaller followings but more niche and engaged audiences.

4. Enhanced payment options: The platform can integrate with more payment gateways and offer more payment options, such as cryptocurrency payments, to cater to a wider range of advertisers and influencers.

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Project Achievements