

# An Influencer Marketing Based Web Application '*Grow-Spons*'

Submitted in partial fulfillment of the requirements

of the degree of

Bachelor of Engineering in Information Technology

By

**Sagar Kori (19101A0071)**

**Sourabh Lavate (19101A0030)**

**Chetan Rathod (19101A0055)**

Under the Guidance of

**Prof. Akshay Loke**

Department of Information Technology



ACCREDITED A+ BY NAAC

(An Autonomous Institute Permanently Affiliated to Mumbai University)

**Vidyalankar Institute of Technology**  
Wadala(E), Mumbai-400437

**University of Mumbai**

2022-23

# **CERTIFICATE OF APPROVAL**

This is to certify that the project entitled

## **An Influencer Marketing Based Web Application '*Grow-Spons*'**

is a bonafide work of

**Sagar Kori (19101A0071)**

**Sourabh Lavate (19101A0030)**

**Chetan Rathod (19101A0055)**

submitted to the University of Mumbai in partial fulfillment of the requirement for the award of the

degree of

**Undergraduate in “Information Technology”.**

Guide  
Prof. Akshay Loke

Head of Department  
Dr. Vipul Dalal

Principal  
Dr.S.A.Patekar

# Project Report Approval for B. E.

This project report entitled **An Influencer Marketing Based Web Application ‘Grow-Spons’** by

1. *Sagar Kori (19101A0071)*
2. *Sourabh Lavate (19101A0030)*
3. *Chetan Rathod (19101A0055)*

is approved for the degree of ***Bachelor of Engineering in Information Technology.***

Examiners

1. \_\_\_\_\_

2. \_\_\_\_\_

Date:

Place:

# Declaration

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Name of student	Roll No.	Signature
1. Sagar Kori	19101A0071	
2. Sourabh Lavate	19101A0030	
3. Chetan Rathod	19101A0055	

Date:

Place:

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We express our deepest gratitude towards our HOD “**Dr. Vipul Dalal**” for his valuable and timely advice during the various phases in our project. We would like to thank our project guide “**Prof. Akshay Loke**” for support, patience and faith in our capabilities and for giving us flexibility in terms of working and reporting schedules. Finally, we would like to thank everyone who have helped us directly or indirectly in our project.

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Sagar Kori  
Sourabh Lavate  
Chetan Rathod

# 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 (henceforth referred to as TPB) (Ajzen, 1991) 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. Depending on the posts shared by influencers, consumers are impacted at four levels: increase in brand awareness, subject matter expertise, brand preference, and preference. Successful influencer marketing involves identifying the right type of influencer who will offer curated advice, stories, and suggestions to create engagement with the audience. Sponsorship is a significant element of today's marketing communication. Nevertheless, managers and researchers lack of systematic and integrative understanding of key factors that influence sponsorship outcomes and the contexts in which the relationships between sponsorship effectiveness antecedents and outcomes are stronger or weaker. The authors attempt to address this gap by providing a systematic meta-analytic review of sponsorship effectiveness that incorporates (1) cognitive, affective, and conative consumer-focused sponsorship outcomes; (2) sponsor-related, dyadic, and sponsee-related antecedents to consumer-focused sponsorship outcomes; and (3) sponsorship-related and methodological moderators of the relationships between the three antecedent categories and three outcome categories. Our findings help assess the validity and robustness of the predictive capability of the antecedents, and they also offer a more generalizable and empirically-established set of factors that are vital to the achievement of key sponsorship outcomes. Several of our results afford noteworthy implications for improving the effectiveness of sponsorship research and practice.

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## GitHub Repository

<https://github.com/Sagark232001/An-Influencer-Marketing-Based-Web-Application-Grow-Spons-.git>

# **CHAPTER 1**

## **INTRODUCTION**

# 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 (Talaverna, 2015). Consumers use tools such as ad blockers to skip online advertisements (Dogtieev, 2016). 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 a large number of followers on social media platforms) may result in consumers feeling more connected with the brand. Brands are now using influencer defined as "everyday people" who command a huge follower base on social media to engage with their audiences (Tapinfluence, 2017b). An influencer can be anyone, from a fashion blogger on Instagram to a wedding photographer on Pinterest, to a cyber-security expert who tweets on Twitter. Nowadays some influencers represent or recommend brands on various social media platforms like YouTube, Instagram, and TikTok, etc. Nowadays, consumers prefer to seek the opinions of other consumers and influencers in order to make an informed decision. Thus, influencers are now playing a pivotal role in forming consumer opinions on a brand's product or services. Research by Berger and Keller Fay Group (2016) revealed that influencers were found to have more credibility and knowledge, with consumers stating that they were willing to follow recommendations of influencers. While influencers are being used for customer acquisition and brand engagement, identifying the right kind of influencer who would have the strongest impact on a particular target group by promoting the right brand message remains a challenge (Wong, 2014). Higher return on investment, content that is more trustworthy, better engagement with the relevant target audience, near real-time responses from consumers is resulting in the growing popularity of influencer marketing. Influencer marketing has been used more recently and a single academic definition has been lacking (Johansen & Guldvik, 2017), especially in the Indian context. From a meager 1,000 influencers across India at one point of time, Instagram now has over 6

million influencers on its platform; while around 44 million influencers exist worldwide (Economic Times, 24 May 2018). With the growing popularity of influencers in India and little academic research undertaken in the Indian context, the authors decided to study the influencer marketing landscape especially from the point of view of millennials (individuals born between 1982 and 2004—Howe & Strauss, 2000) of this emerging economy. Research in understanding the role of influencer has investigated how marketers utilize influencers across various mediums used. The authors found a paucity of research in analyzing the role of influencers on different aspects of consumer behavior. This paper will undertake a qualitative field study comprising of consumers (25 millennial consumers who are active followers of influencers), five influencers (bloggers, brand advocates), and industry experts (marketing practitioners). The authors have used the theory of planned behavior (henceforth referred to as TPB) (Ajzen, 1991) and social learning theory by Bandura and Walters (1963) to develop their discussion guide. The discussion guide examined how various aspects of influencer marketing impact consumer behavior. The authors studied the level of influence for various product categories like beauty, lifestyle, electronics, food, healthcare/fitness, etc. to uncover which categories are best suited for influencer marketing. Further, the authors examined the fitment between the type of influencer and product category. The outcome of the study may serve as a foundation for marketers to hone their influencer marketing strategy by generating insights that would help in better targeting the millennial cohort by understanding their expectations, barriers, and type of influencer they prefer for various categories.

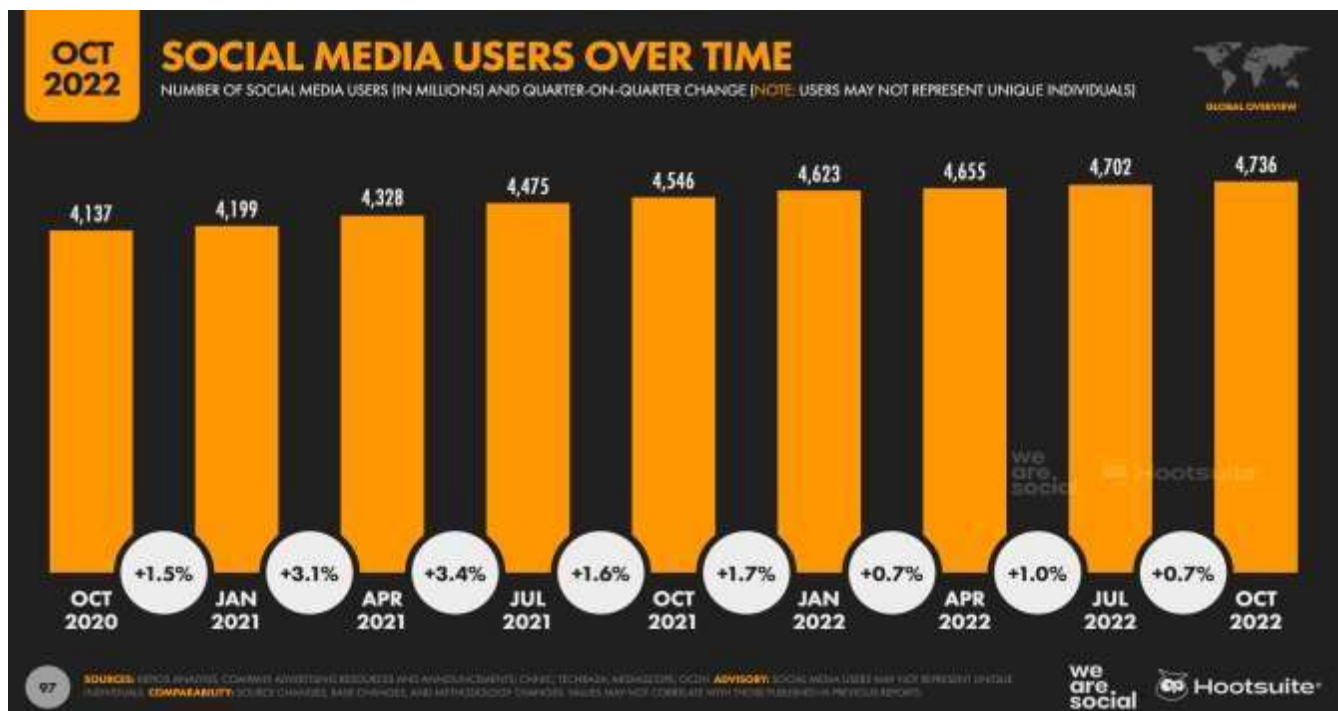


Figure 1.1 Social media statistics

## 1.1 Problem Statement

Influencer marketing is a form of marketing where companies collaborate with influential individuals on social media platforms to promote their products or services to their audience. The problem statement for influencer marketing revolves around identifying the right influencers for a brand, creating effective campaigns that resonate with the audience, and measuring the ROI of influencer marketing efforts.

Some of the specific challenges include: Some of the specific challenges include:

1. Identifying the right influencers: With so many influencers on different social media platforms, it can be challenging to identify the ones that are the right fit for a brand. Factors to consider include the influencer's audience demographics, engagement rate, content quality, and brand alignment.
2. Creating effective campaigns: Creating campaigns that resonate with the influencer's audience while also promoting the brand's message can be challenging. The content should be engaging, authentic, and relevant to both the influencer and the brand.
3. Measuring ROI: Measuring the effectiveness of influencer marketing campaigns is essential to justify the investment in the strategy. Measuring ROI involves tracking metrics such as engagement, reach, clicks, and conversions, and analyzing the impact on sales, brand awareness, and customer loyalty.

Overall, the problem statement for influencer marketing revolves around creating campaigns that are authentic, engaging, and impactful while also ensuring that the investment generates measurable returns for the brand.

## 1.2 Scope

The scope for influencer marketing and sponsorship is vast, and it continues to grow as social media platforms evolve and more people join the online community. Influencer marketing is an effective way for brands to reach their target audience through trusted sources, and it offers a range of benefits, including:

1. Increased brand awareness: Partnering with influencers allows brands to reach new audiences and increase their brand visibility.
2. Improved engagement: Influencers have a highly engaged audience, which can help brands increase their engagement levels and build stronger relationships with their customers.
3. Authenticity: Influencer marketing campaigns can come across as more authentic and genuine since the influencers are seen as trusted sources by their followers.
4. Cost-effective: Compared to traditional advertising, influencer marketing can be more cost-effective, especially for small and medium-sized businesses.
5. Measurable ROI: Influencer marketing campaigns can be tracked and analyzed for their effectiveness, making it easier for brands to measure their ROI and make informed decisions for future campaigns.

The scope for influencer marketing and sponsorship includes collaborations with influencers across different social media platforms, including Instagram, Tik-Tok, YouTube, and more. It also includes a range of different sponsorship types, such as sponsored content, affiliate marketing, and brand ambassadorships.

## 1.3 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 a valuable 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.

## 1.4 Aim & Objectives

The aim of influencer marketing and sponsorship is to leverage the reach and influence of social media influencers to promote a brand's products or services to their followers. The objective is to create a positive image of the brand and increase sales by reaching a wider audience through the influencer's platform The objective may be to create awareness about the brand and its products or services among the influencer's followers.. The objective may be to establish the brand's authority in its industry by leveraging the expertise and credibility of the influencer. The aim of influencer marketing and sponsorship is to leverage the power of social media influencers to promote a brand's products or services to their followers. The specific objectives of the campaign will depend on the brand's marketing goals and may 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.



# **CHAPTER 2**

## **LITERATURE SURVEY**

## 2.1 Survey of Existing/Similar System

The literature survey was conducted on a few apps with similar objectives. Amongst those the best three will be discussed here: AspireIQ, CreatorIQ, Grin, Upfluence etc.

### **AspireIQ:**

AspireIQ 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. AspireIQ 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.

### **CreatorIQ:**

CreatorIQ 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. CreatorIQ'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.

### **Grin:**

Grin is a software platform that helps businesses manage their influencer marketing campaigns. It provides tools for identifying influencers, tracking their performance, and measuring the ROI of campaigns. With Grin, businesses can search for influencers based on various criteria, such as location, niche, audience size, and engagement rate. They can also manage communication with influencers, negotiate deals, and track the progress of their campaigns.

**Upfluence:**

Upfluence is a marketing software company that offers a platform for influencer marketing and social media management. Their platform allows businesses to identify, engage, and collaborate with influencers on social media platforms like Instagram, YouTube, and TikTok. Upfluence's platform also offers tools for managing social media campaigns, analyzing performance metrics, and measuring the ROI of influencer marketing campaigns. Overall, Upfluence's platform aims to help businesses reach their target audience and increase brand awareness through influencer marketing and social media management.

## 2.2 Related Work

There is a lot of research on influencer marketing and sponsorship, and many studies have been conducted on the effectiveness and impact of influencer marketing campaigns. Here are a few examples of related work:

1. "The Power of Consumer-to-Consumer Interactions in Social Media Marketing" by Leila Samii and Reza Tadayoni. This study explores the role of consumer-to-consumer interactions in social media marketing, with a focus on the influence of social media influencers.
2. "Influencer marketing: State of the art and research implications" by Martina Olbrich and Anastasia Zabadskaia. This paper reviews the current state of influencer marketing and identifies research gaps and opportunities for future research.
3. "Investigating the Effectiveness of Influencer Marketing: The Role of Message Content and Source Credibility" by Chen Lou, Xiaochen Zhang, and Sijie Liu. This study examines the impact of message content and source credibility on the effectiveness of influencer marketing campaigns.
4. "Brand Attitudes in Response to Influencer Marketing: The Role of Self-Brand Connection and Perceived Fit" by Kai-Ti Hsu, Hye-Jin Paek, and Cheng Hong. This research investigates the role of self-brand connection and perceived fit in shaping brand attitudes in response to influencer marketing.
5. "Influencer Marketing: A Systematic Review and Agenda for Future Research" by Maria Petrescu, Antonio Arreola-Risa, and Ana-Alexandra Pop. This systematic review examines the existing literature on influencer marketing and provides an agenda for future research in this area.

Overall, related work on influencer marketing and sponsorship focuses on understanding the impact of these campaigns on consumer behavior, as well as identifying factors that influence their effectiveness.

# **CHAPTER 3**

## **SYSTEM DESIGN**

## 3.1 Proposed System Flow

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.

## 3.2 Features

Here are some features included in an influencer marketing and sponsorship platform:

**User Friendly Interface:** Even a little child can use the user interface because it is so easy to use. Users may easily find the item they're seeking for and see it in their environment thanks to the streamlined UI.

**Low Battery Consumption:** Users can use the programme for extended periods of time without running out of battery life thanks to its optimized battery usage.

**Major browser supports:** The latest versions of Apple Safari, Google Chrome, Mozilla Firefox, and Opera all support many HTML5 features and Internet Explorer 9.0 will also have support for some HTML5 functionality. Hence increasing the platform value.

**Influencer discovery:** The platform has a feature to help brands discover influencers based on their niche, demographics, and engagement rate.

**Campaign management:** Brands are able to create, manage and track the performance of their influencer marketing campaigns through the platform.

**Collaboration tools:** The platform provides collaboration tools that allow brands and influencers to communicate and collaborate effectively, such as messageboards, task management, and content creation tools.

**Content approval:** The platform has a content approval system that allows brands to review and approve the content created by influencers before it goes live.

**Performance tracking:** The platform has analytics tools that allow brands to track the performance of their campaigns, including reach, engagement, and conversions.

**Payment and invoicing:** The platform handles payment and invoicing between brands and influencers, providing a secure and transparent payment system.

**Influencer feedback:** The platform should allow brands to provide feedback on the performance of influencers, helping them improve their campaigns and build better relationships with influencers.

**Fraud detection:** The platform has measures in place to detect and prevent fraud, such as fake followers, fake engagement, or sponsored content not being disclosed properly.

**Reporting and analytics:** The platform provides reporting and analytics features that allow brands to measure their ROI, track their performance over time, and make data-driven decisions for future campaigns.

**API integration:** The platform has APIs to integrate with other systems and tools that the brand may use for their marketing and business operations.

Overall, an effective influencer marketing and sponsorship platform should have a range of features that help brands discover, collaborate with, and manage influencers, while providing analytics and reporting tools to measure their ROI and optimize their campaigns



## 3.3 Flowchart with Description

### 3.3.1 Basic Working

The flowchart below (Figure 3.1) shows how the programme operates, from clicking it Open to viewing 3D objects on the phone's screen.

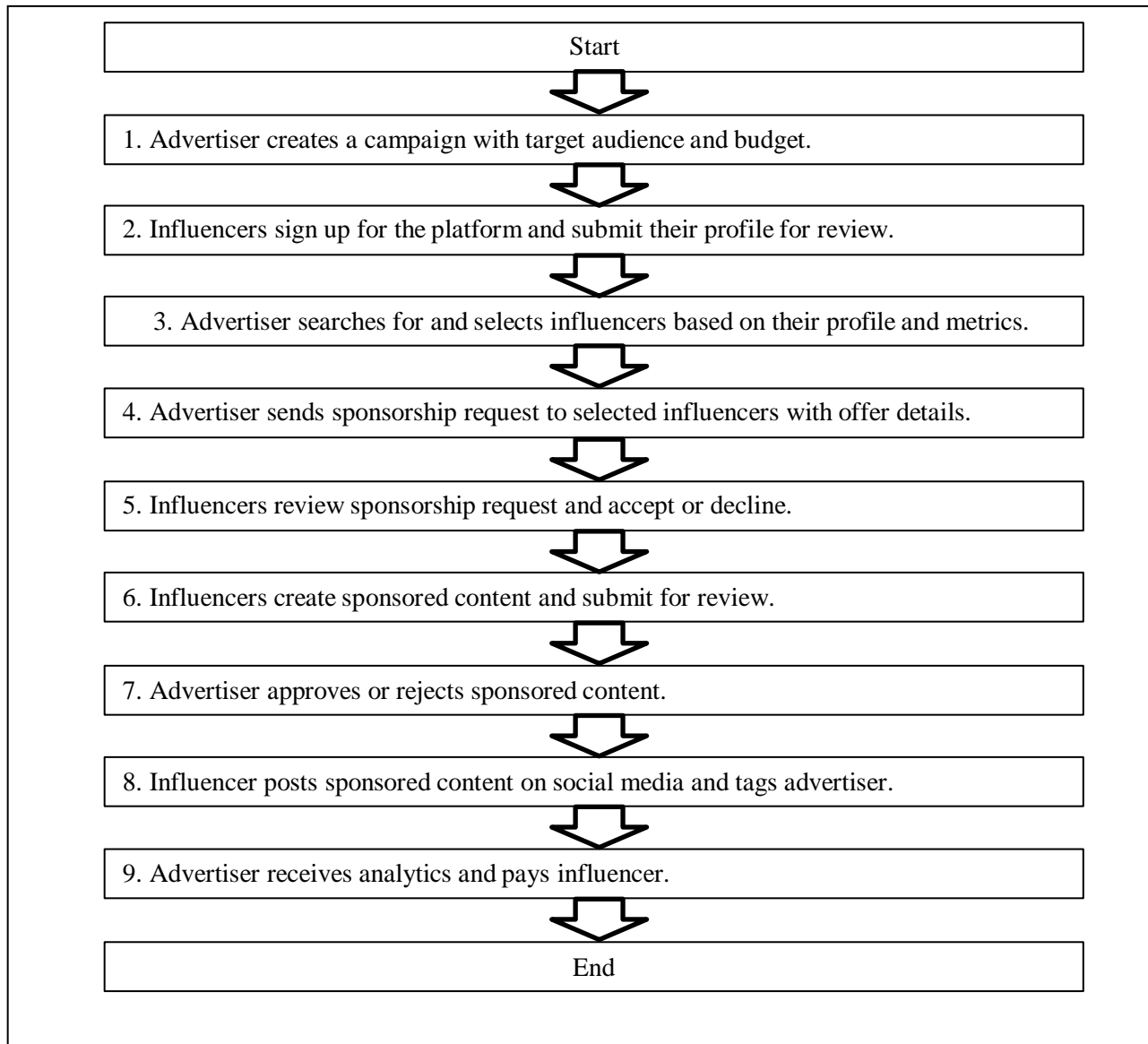


Figure 3. 1 Basic Block Working

The process begins with an advertiser creating a campaign with a target audience and budget. Influencers sign up for the platform and submit their profile for review. The platform team reviews the profiles and approves them if they meet the platform's criteria. Advertisers search for and select influencers based on their profile and metrics, such as the number of followers and engagement rate. Advertisers send sponsorship requests to selected influencers with offer details, including payment amount, content requirements, and posting instructions. Influencers review the sponsorship request and accept or decline based on their availability and willingness to create content that meets the advertiser's requirements. Influencers create sponsored content and submit it for review. The platform team reviews the content and approves it if it meets the advertiser's requirements. Advertisers approve or reject the sponsored content based on their satisfaction with the quality and relevance to their campaign. Influencers post the sponsored content on their social media accounts and tag the advertiser. The post should follow the posting instructions provided by the advertiser. Advertisers receive analytics on the sponsored content's performance and pay the influencer according to the payment terms agreed upon in the sponsorship request. The above flowchart provides an overview of the key steps involved in an influencer marketing and sponsorship platform. The specific steps and processes involved may vary depending on the platform's requirements and the team's implementation decisions.

### 3.3.2 Database working

The workings of our database and how securely it is stored using Firebase are shown in the diagram (Figure 3.2) below. Firebase maintains the login information by hashing the passwords, which makes them incredibly difficult to recover and increases security. Our 'Grow Spons' is able to get any users details, thanks to the database's quick response time. All glb files from the database to the user's screen in a matter of seconds without using much bandwidth because the details have been compressed and stored.

The database for an influencer marketing and sponsorship platform will be a crucial part of the system. The database stores user accounts for brands and influencers, including their personal information, contact details, social media profiles, and campaign history. The database stores data about each campaign, including its goals, requirements, budget, timeline, and performance metrics. The database store data about the content created by influencers for each campaign, including images, videos, captions and hashtags. The database stores performance metrics for each campaign, including reach, engagement, conversion rates, and other relevant data points. The database stores data about payments made between brands and influencers, including invoices, receipts, and payment history. The database stores analytics data for each campaign, including data about the audience demographics, behavior, and interests. The database stores API data for any third-party integrations used by the platform, such as social media APIs or analytics tools. The database is designed to ensure data security, privacy, and integrity. It should also be scalable to handle large amounts of data and traffic, and it should be optimized for quick and efficient data retrieval and storage

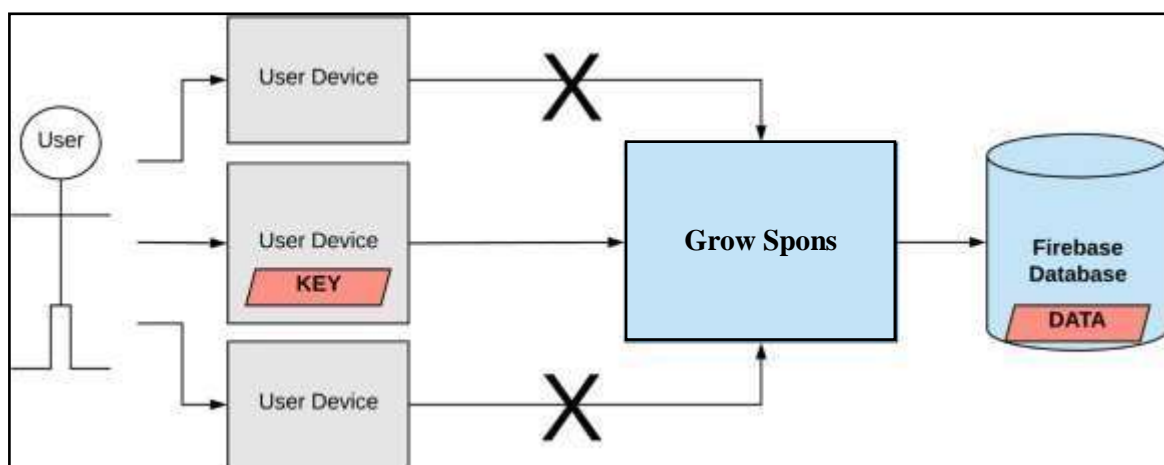


Figure 3.2 Firebase Block diagram

### 3.3.3 Multi-Platform Working

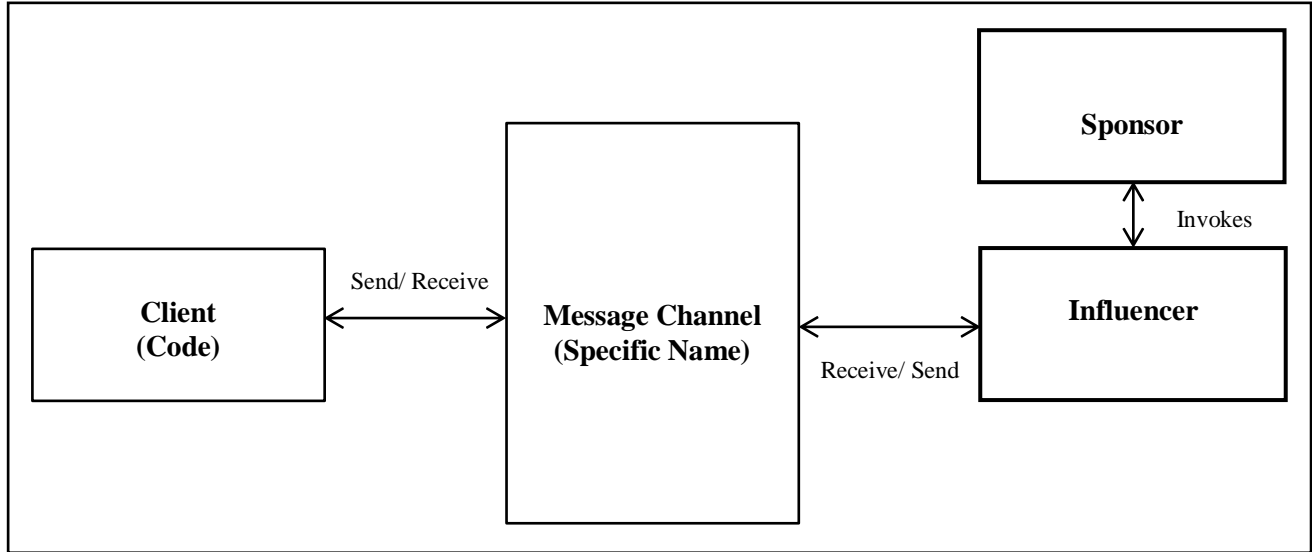


Figure 3.3 Implement 1

A Grow Spons web application uses platform-specific message channels as shown in **Figure 3.3** to communicate between the influencer and the sponsor written in HTML.

Message channels let you send and receive messages between the influencer and the sponsor.

An influencer marketing and sponsorship platform can work with multiple social media platforms to expand its reach and provide more options for brands and influencers.

1. **Integration with multiple APIs** The platform should be able to integrate with APIs from multiple social media platforms, such as Instagram, TikTok, YouTube, and Twitter, to allow influencers to connect their accounts and access data from those platforms.
2. **Cross-platform campaign management:** The platform should enable brands to create campaigns that can be launched on multiple social media platforms simultaneously or sequentially. The platform should also provide tools for managing campaigns across multiple platforms, such as content scheduling and performance tracking.
3. **Content creation tools:** The platform should provide tools for creating and editing content that is optimized for each social media platform, such as

image and video editing tools that support different aspect ratios, resolution and file formats.

4. **Performance tracking and analytics:** The platform should provide performance tracking and analytics features that can aggregate data from multiple social media platforms into a single dashboard, allowing brands to compare and analyze their campaign performance across different platforms.
5. **Compliance with platform policies:** The platform should ensure that all campaigns and content created on the platform comply with the policies and guidelines of each social media platform.
6. **Multi-currency support:** The platform should support multiple currencies for payments to accommodate brands and influencers from different countries.
7. **User experience:** The platform should provide a seamless and consistent user experience across all supported social media platforms, ensuring that brands and influencers can easily navigate and use the platform regardless of the platform they are currently working on.

## 3.4 Hardware & Software Requirements

The hardware and software requirements for an influencer marketing and sponsorship platform can vary depending on the scale and complexity of the platform. Here are some key requirements to consider:

### 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:

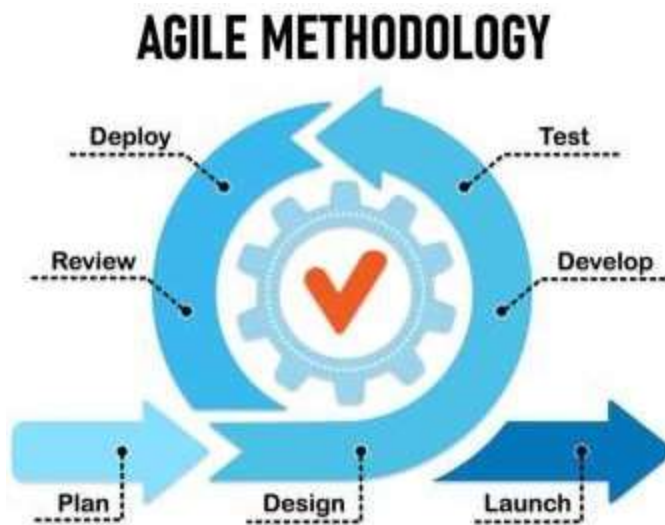
1. **Operating system:** The platform can be developed on a range of operating systems, including Windows, Linux, and MacOS. The choice of operating system will depend on the development tools and preferences of the development team.
2. **Web development framework:** The platform can be built using a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

## 3.5 Methodology

The technique or group of steps used in a project to accomplish its objectives is referred to as its methodology. It describes the procedures to be followed, the equipment to be employed, and the members of the team's roles and duties. A project can use a variety of techniques, including Agile, Waterfall, Scrum, and Lean, among others. The project needs, team size, timetable, and other variables all affect the approach selected. The technique offers a structure for the project team to work together productively, communicate effectively, and complete the project.

Process Model Used for Project: **Agile Model**

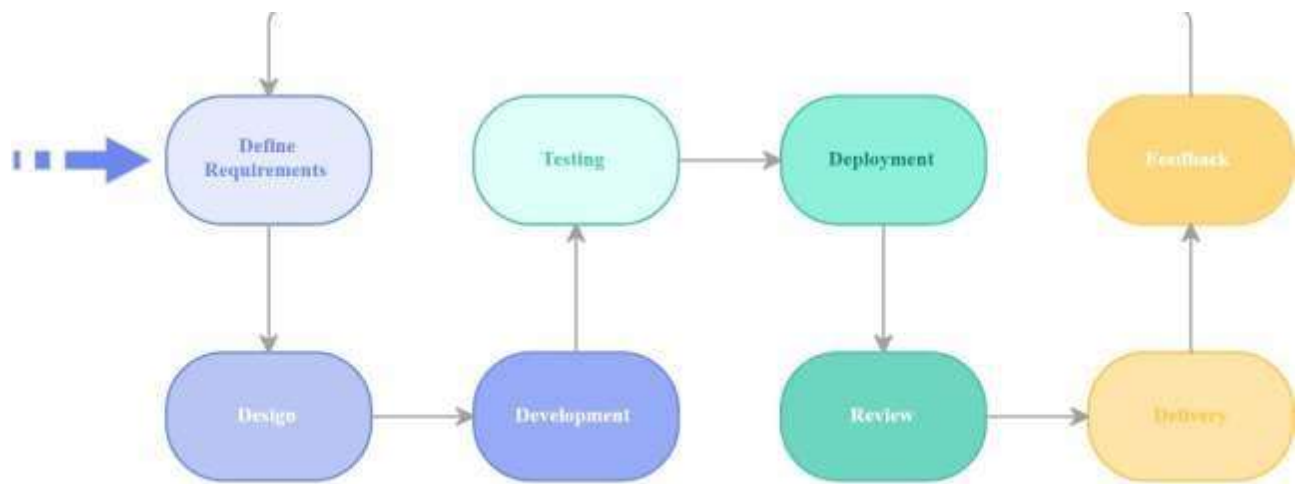


*Figure 3.4 Agile Flow*

Agile is a method for project management and software development that is gradual and iterative. It places a strong emphasis on adaptability, teamwork, and

client pleasure. The project is divided into smaller iterations or sprints using the agile approach, and each sprint comprises planning, developing, testing, and delivering a functioning product increment. Agile encourages adaptable planning, evolutionary development, early delivery, and continuous improvement. It also permits adjustments to be made at any point in the development process in response to client input and shifting needs.

Software development projects benefit from the agile technique because it promotes cooperation, adaptability, and rapid responses to changing needs. Delivering functional goods gradually helps to increase customer satisfaction since it enables the integration of input into the development process. Additionally, Agile promotes openness and effective teamwork, which may aid in identifying and resolving problems early on. Agile will enable you to provide a viable product progressively, respond to changes rapidly, and incorporate user and stakeholder input. Agile also encourages teamwork, which can result in a more productive and efficient development process.



- Agile Software Development Process -

Figure 3.5 Agile Block Diagram



### *3.5.1 Followed Approach*

# Performing a literature review to find comparable current applications and their features, as well as collecting user input to define the aspects our app must have.

# Iteratively creating and archiving the items of the products featured on the application while receiving regular changes and consumer feedback.

# Defining the initial model's scope, gathering and analysing the model's requirements, and choosing the tasks for the next sprints.

# Constructing a prototype for the app's look and feel and asking users for feedback so that changes may be made.

# Creating a survey and test model objects, as well as regularly testing and improving the app through sprints.

# Including dynamic scaling tools for manual changes in response to user testing and customer feedback.

# **CHAPTER 4**

## **PLANNING & SCHEDULING**

## 4.1 Overview

Planning and scheduling are important aspects of any project, including applying decals. Planning refers to the process of creating a roadmap outlining the tasks and activities required to achieve the project goals. This includes determining the project scope, estimating required resources, and setting a timeline for completion.

Scheduling involves creating detailed plans that define when each task or activity is to be performed. This includes assigning resources, determining dependencies between tasks, and setting deadlines. Both planning and scheduling are essential to a successful project. We ensure that projects are completed on time, within budget and in accordance with required quality standards. It also helps identify potential risks and issues that may arise during a project and provides a framework for managing them.

The Importance of Planning and Scheduling emphasizes the need for careful planning and scheduling to ensure project success and recommends using agile methodologies to support this process.

## 4.2 Charts & Tables

Below are shown charts and tables are logs for how project was started and how it ended.



Figure 4.1 Timeline Chart

Event	Start Date	Days to complete
Project topic search	June	5
Project problem statements	July	7
Project topic selection	August	8
Project Literature Survey	September	18
Project Planning	October	14
Project Design	December	17
Implementation	January	14
Testing and developing	February	10
Wrapping Up	March	20
Documentation & publish	April	19

Figure 4.2 Timeline Table

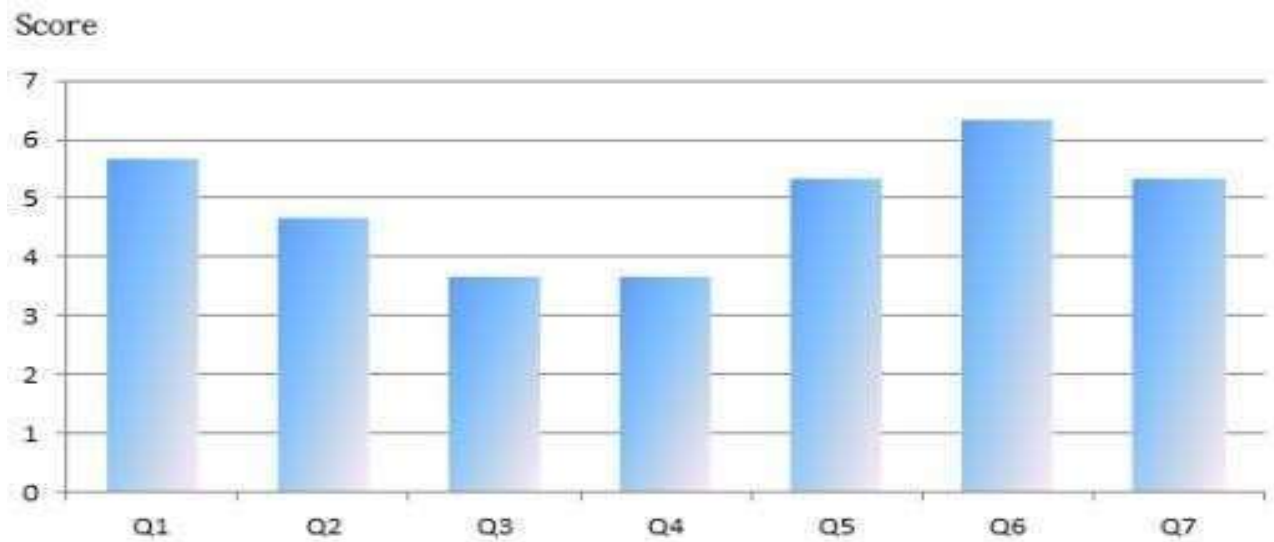


Figure 4. 3 Evaluation Chart

# **CHAPTER 5**

## **DESIGN**

## 5.1 Dataflow Diagrams

Data flow diagrams (DFD) are visual depictions of how data moves through a system. DFDs typically have four levels, with each level including more specific data on the system.

*Level 0: DFD gives a high-level overview of the whole system without going into specifics about individual operations. It displays the data flow between the system and external entities.*

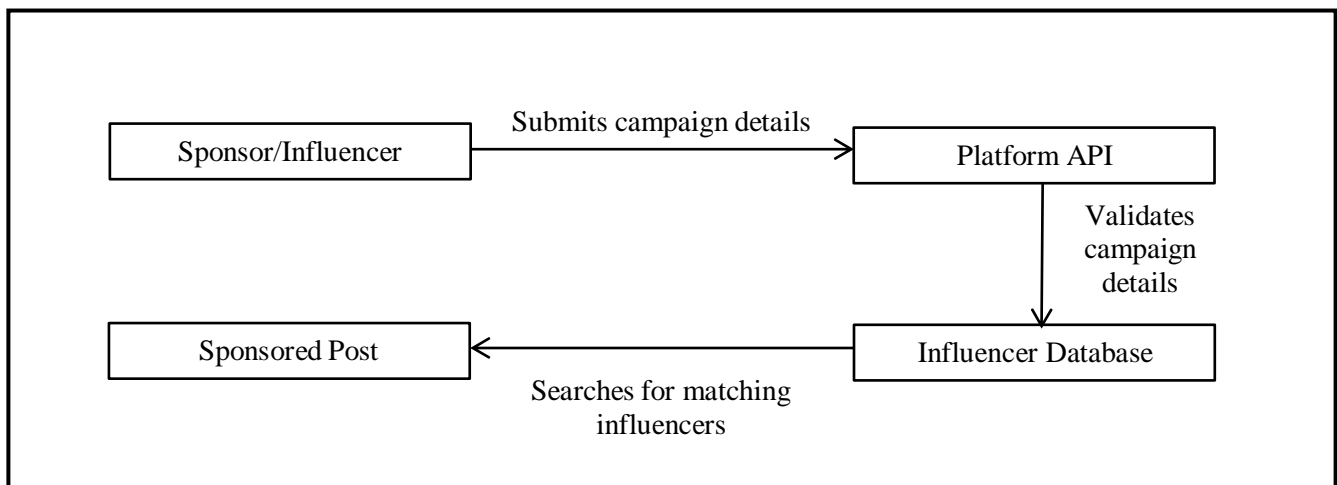


Figure 5.1 DFD Level 0

*Level 1: By decomposing the system into its primary sub processes, Level 1 DFDs give greater detail than Level 0. It displays the data flow between the system's primary operations.*

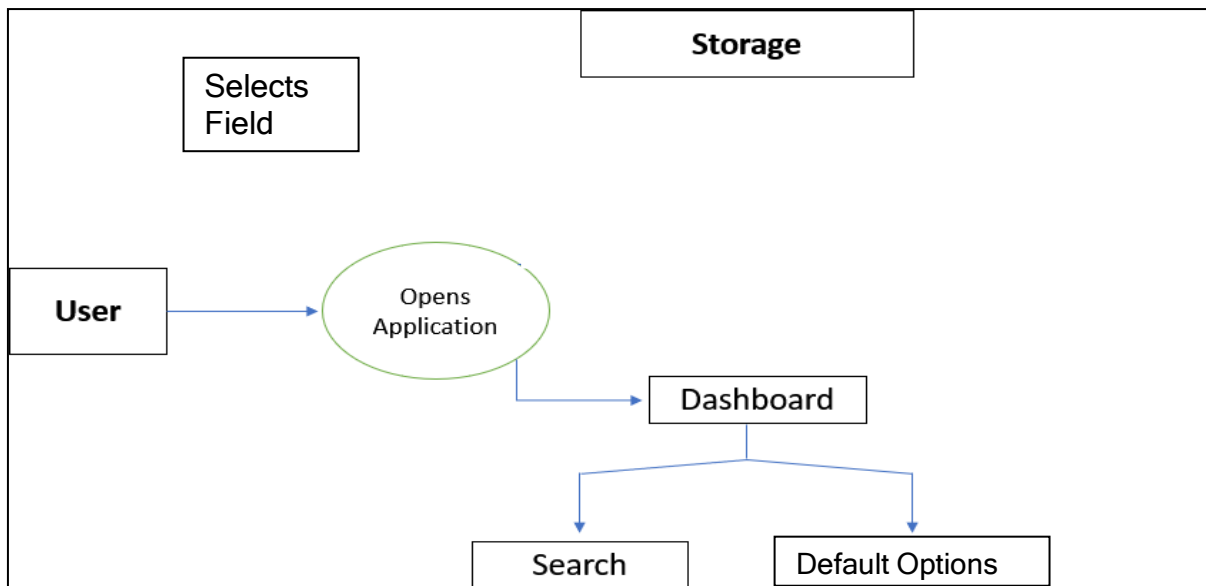


Figure 5.2 DFD Level 1



## 5.2 UML Diagram

A UML use case diagram is a visual depiction of the interactions between users and a system's actors that aids in determining the functional needs of the system. It shows how a system works and the people that interact with it. It is an effective technique for describing the interactions between users and the system, identifying the users of the system, and modelling the behavior of the system. A use case diagram's primary elements are actors, use cases, and the connections between them. Use case diagrams are beneficial for complicated system planning, design, and documentation. They may be used to make sure that all stakeholders are aware of the system's planned functionality in the early phases of software development and to convey needs to them.

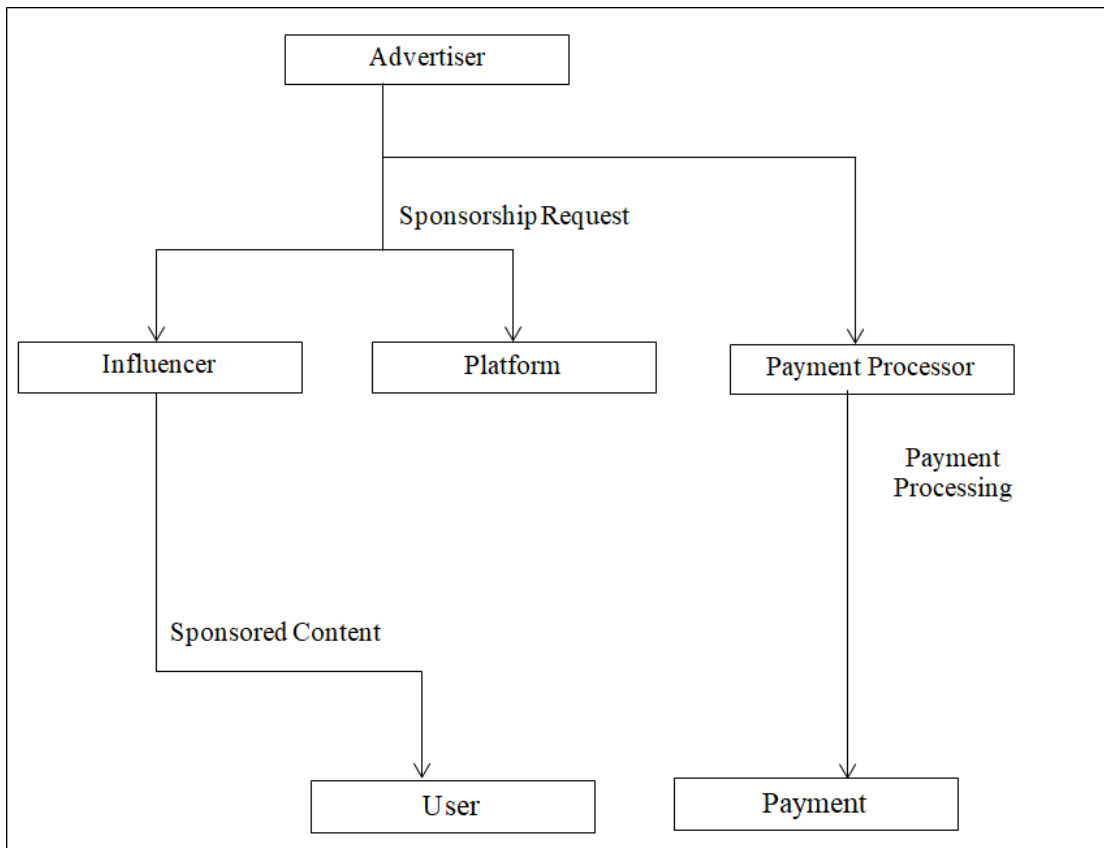


Figure 5.3 UML Use Case Diagram

## 5.3 Component Diagram

A component diagram represents the various components or modules that make up a system and how they interact. These components can be software modules, hardware devices, databases, or other system resources.

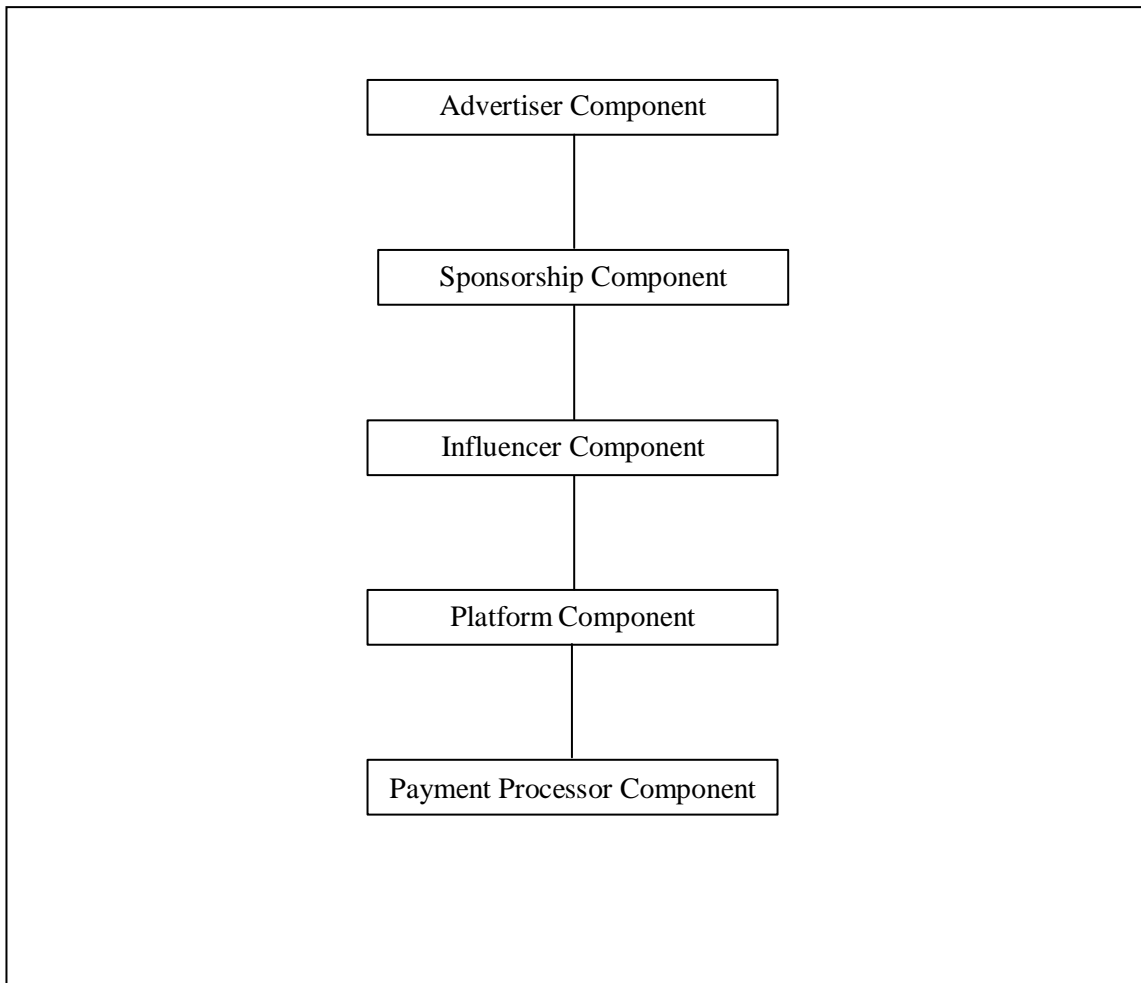
A component diagram helps identify the dependencies and relationships between these components and how they work together to achieve the overall functionality of the system. It also helps you understand the overall architecture of the system and how the components are developed and integrated to form a complete system. In this component diagram, the platform is divided into several components: Advertiser, Sponsorship, Influencer, Platform, and Payment Processor.

The Advertiser component is responsible for managing the Advertiser's interactions with the platform, such as creating sponsorship requests and making payments. The Sponsorship component handles the sponsorship process, including approving requests and managing sponsored content creation. The Influencer component manages Influencers' interactions with the platform, such as accepting sponsorship requests and creating content.

The Platform component is the central component that manages the business logic and interactions between the other components. It is responsible for reviewing and approving sponsored content, and for processing payments between the Advertiser and Influencer.

Finally, the Payment Processor component handles the payment processing between the Advertiser and Influencer.

This component diagram represents a high-level overview of the different components involved in an influencer marketing and sponsorship platform, and there may be additional components and details required depending on the specific platform and business requirements



*Figure 5.4 Component Diagram*

## 5.4 EER Diagrams

An EER (Enhanced Entity-Relationship) diagram is a sort of data model that illustrates the entities, properties, and connections between them in the database schema. By adding new ideas like subtypes, supertypes, inheritance, and generalization/specialization, it expands on the fundamental ideas of Entity-Relationship Diagrams.

Entities, attributes, and relationships are each represented as a rectangle in an EER diagram. The connections between the entities are shown as lines, and the cardinality and participation requirements are shown as symbols at the endpoints of the lines.

In this EER diagram, there are five main entities: Advertiser, Sponsorship, Influencer, SponsoredContent, and Payment.

The Advertiser entity represents advertisers who use the platform to sponsor content. The Sponsorship entity represents sponsorship requests made by advertisers, and includes details such as the payment amount, date, and approval status. The Influencer entity represents the influencers who create sponsored content. The SponsoredContent entity represents the sponsored content created by influencers, and includes details such as the title, description, image URL, and creation date. The Payment entity represents payments made between advertisers and influencers for sponsored content.

The entities are linked through foreign keys (FK) in the respective tables. For example, the Sponsorship entity has foreign keys for the advertiser and influencer involved in the sponsorship, and the SponsoredContent entity has a foreign key for the influencer who created the content. The Payment entity has foreign keys for the advertiser and influencer involved in the payment transaction. This EER diagram represents a high-level overview of the entities and their relationships in an influencer marketing and sponsorship platform, and there may be additional entities and details required depending on the specific platform and business requirements.

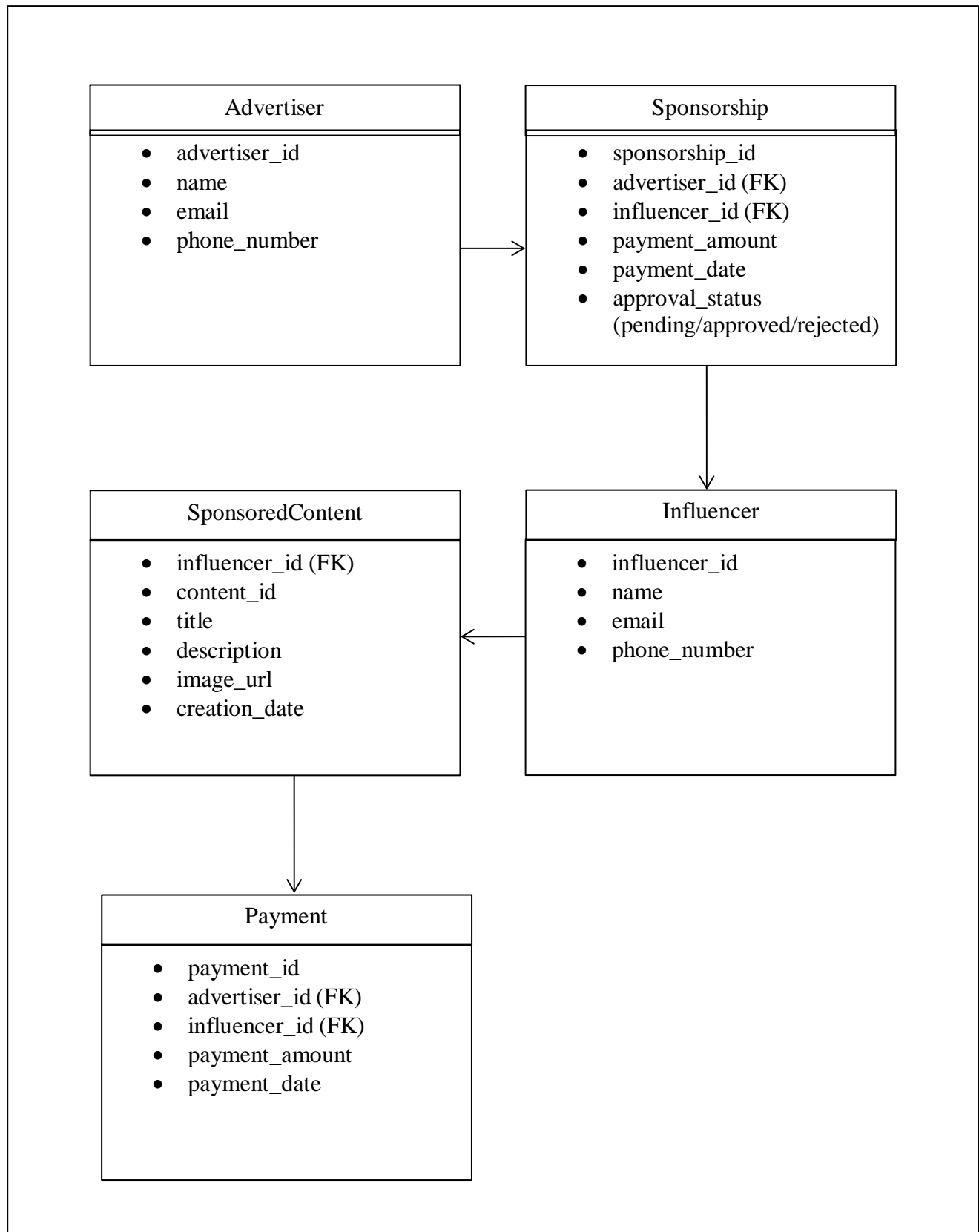


Figure 5.5 EER Diagram

# **CHAPTER 6**

## **TECHNOLOGIES USED**

## 6.1 Technical Overview

### A. HTML:

HTML (Hypertext Markup Language) is a markup language used for creating web pages and other information that can be displayed in a web browser. It provides a way to structure content on a webpage by using tags and attributes that define the content's meaning, appearance, and behavior. HTML documents consist of a series of tags, which are enclosed in angle brackets (< >) and typically appear in pairs (e.g., <tag>content</tag>). The content between the opening and closing tags is the information that will be displayed on the webpage. HTML is a versatile language that can be used to create a wide range of web content, including text, images, audio and video, forms, and more. It can also be used to create links between different web pages and to define the structure and layout of a webpage using various types of tags, such as headings, paragraphs, lists, and tables. In addition to its basic tags, HTML also includes a number of attributes that can be used to further customize the appearance and behavior of content on a webpage. These attributes can be used to specify things like font size and color, background color, link destinations, and more. Overall, HTML is a fundamental building block of the World Wide Web and is essential for creating and sharing web content.



*Figure 6. 1 HTML Image*

### B. CSS:

CSS (Cascading Style Sheets) is a language used to style and layout web pages. It works in conjunction with HTML and JavaScript to create visually appealing and interactive websites. CSS allows developers to separate the presentation of a web page from its content, which makes it easier to make changes to the design of a website without having to modify the underlying HTML code. CSS uses a set of rules and selectors to target specific HTML elements and apply styles to them.

Styles can include properties such as font size, color, background color, positioning, and more. CSS also supports responsive design, which allows developers to create websites that adapt to different screen sizes and devices. There are several versions of CSS, with CSS3 being the most recent major release. CSS preprocessors, such as Sass and Less, offer additional functionality and ease of use by adding features such as variables, mixins, and nested rules. CSS frameworks, such as Bootstrap and Foundation, provide pre-built CSS and JavaScript components to speed up development and ensure consistency across websites.



*Figure 6 2 CSS Image*

### **C. Django:**

Django is a high-level, open-source web framework written in Python. It was created in 2003 and is maintained by the Django Software Foundation. Django follows the Model-View-Controller (MVC) architectural pattern, which is a popular design pattern for building web applications. However, Django uses a slightly different interpretation of MVC, called Model-View-Template (MVT), which separates the application into three main components: models, views, and templates. Models represent the data and database schema of the application, views handle user requests and generate responses, and templates render the HTML pages that are sent back to the user's browser. Django provides a lot of built-in features, such as an ORM (Object-Relational Mapping) to interact with databases, a templating engine to render HTML pages, an authentication system, a routing system, and more. It also has a large and active community of developers who create and maintain third-party packages to extend Django's functionality. Django is used by many companies and organizations to build web applications, including Instagram, Mozilla, and NASA. It is a powerful and flexible framework that makes



it easy to build complex web applications quickly and efficiently.



*Figure 6 3 Django Image*

#### **D. Bootstrap:**

Bootstrap is a popular open-source front-end framework that was developed by Twitter to help web developers create responsive, mobile-first websites quickly and easily. It includes HTML, CSS, and JavaScript components for designing responsive, mobile-first web pages and applications. Bootstrap includes a set of CSS stylesheets, JavaScript plugins, and HTML templates that can be used to create a wide range of user interface components such as forms, buttons, navigation menus, typography, modals, and more. It also includes a responsive grid system that makes it easy to design layouts that adjust to different screen sizes and devices. Bootstrap has gained widespread popularity among web developers due to its ease of use, flexibility, and large community support. It is widely used for creating responsive and mobile-friendly websites, web applications, and mobile apps.



*Figure 6 4 Bootstrap image*

#### **E. SQLite:**

SQLite is a popular open-source relational database management system (RDBMS) that is widely used in software applications, particularly those that require embedded databases. It is a self-contained, serverless, and zero-configuration database engine that provides a lightweight and fast alternative to traditional SQL-based RDBMSs like MySQL and PostgreSQL. SQLite is designed to be easy to use and operate, with a simple yet powerful SQL syntax and a small footprint. It is widely supported by various programming languages, including Python, Java, C++, and PHP, making it a popular choice for application developers across different platforms. One of the unique features of SQLite is that it stores its

data in a single file, making it easy to transfer and backup. It also supports a wide range of data types and includes various optimization techniques that allow it to handle large data sets efficiently. Overall, SQLite is a reliable and versatile database engine that is suitable for a wide range of applications, from small personal projects to large-scale enterprise solutions.



*Figure 6 5 SQLite Image*

#### **F. JavaScript:**

Programming language JavaScript is largely used to develop interactive features for web browsers. For the front-end development of our project's web application, which includes generating dynamic and interactive UI components like buttons, forms, and other interface elements, JavaScript is used. Additionally, we use JavaScript to handle events, make asynchronous HTTP connections to the server, and client-side validate user inputs. Additionally, to make the process of creating complicated user interfaces simpler, we leverage JavaScript tools like ReactJS.



*Figure 6 6 Java Script Image*

#### **G. Firebase:**

Authentication, real-time databases, cloud storage, hosting, and other tools and services are available through the mobile and online development platform Firebase. In this project, hashing algorithms are used to store user information and

passwords on Firebase in a secure manner. Additionally, it's employed to control user authentication and grant users' access to particular application functionalities. 3D object data is stored and retrieved from the cloud using Firebase's real-time database capability. Additionally, Firebase offers comprehensive analytics and crash reports that may be utilized to track the application's performance and make the required adjustments.



*Figure 6 7 Firebase Image*

#### H. **VSCode:**

VS Code, short for Visual Studio Code, is a source code editor developed by Microsoft that runs on Windows, Linux, and macOS. It is a popular and widely-used code editor among developers and is known for its lightweight, fast performance, and extensive features and plugins.

Some of the features of VS Code include:

- Intellisense for code completion, code navigation, and refactoring.
- Debugging support for multiple languages and platforms.
- Built-in Git integration for version control.
- Extensibility through a vast library of plugins, themes, and extensions.
- Integrated terminal for executing commands and running scripts.



*Figure 6 8 VS Code Image*

# **CHAPTER 7**

## **APPLICATION INTERFACE**

# Images

## 7.1 Getting Started Screens

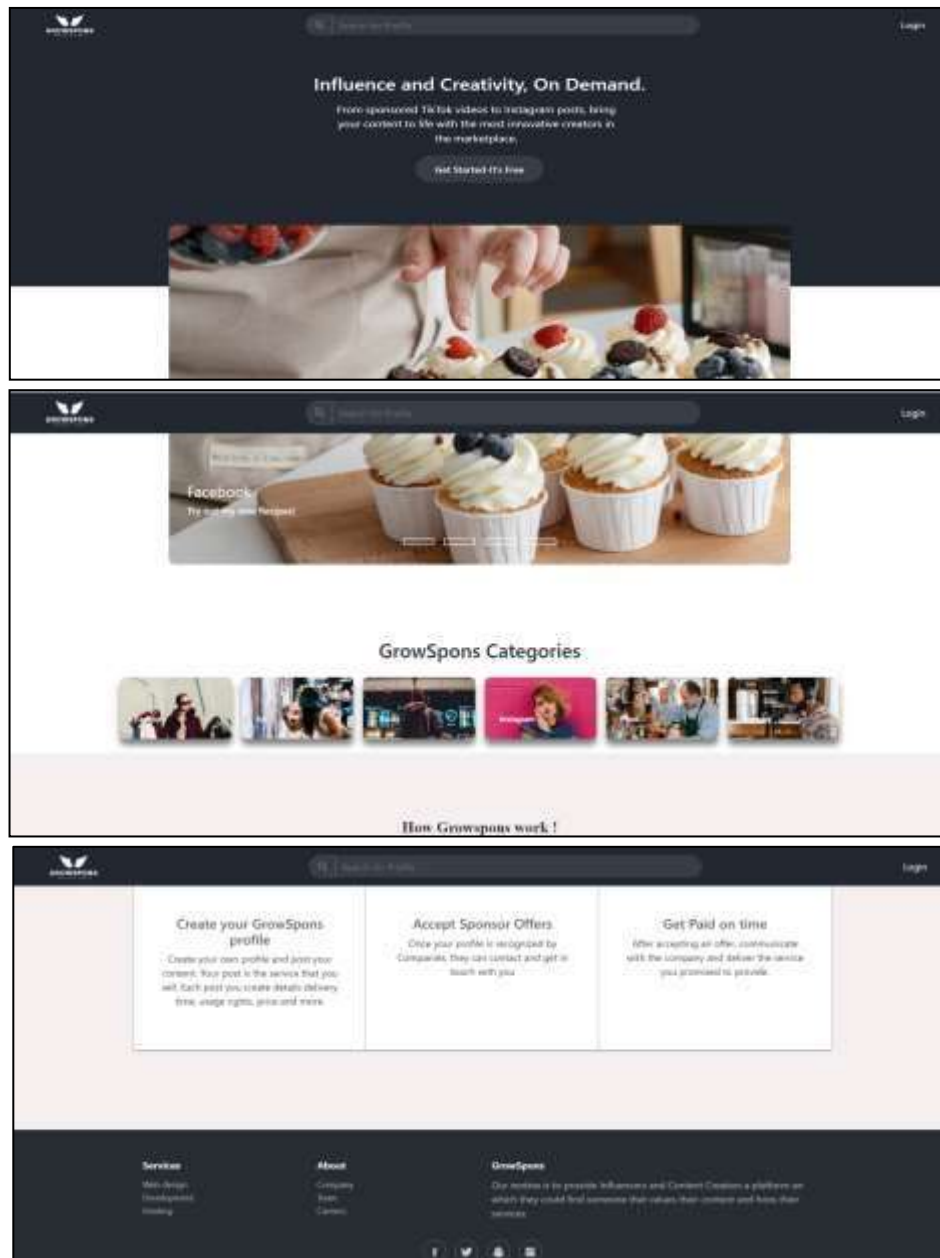


Figure 7.1 Getting Started

## 7.2 Login & Signup Screens

The image displays two side-by-side mockups of the Growspans application interface, each split into a light-colored content area on the left and a dark blue sidebar on the right.

**Top Mockup (Login Screen):**

- Header:** The word "Login" is centered at the top.
- Form Fields:** Two light blue input fields are stacked. The first is labeled "Username" and contains the text "kotsagar103@gmail.com". The second is labeled "Password" and contains masked characters "\*\*\*\*\*".
- Links:** Below the password field is a link that says "forgot password?".
- Button:** A dark blue button with the text "Login" is centered below the form.
- Footer:** At the bottom, a link says "Don't have account? [create here](#)".
- Sidebar:** The dark blue sidebar features a white wing logo at the top, followed by the text "GROWSPONS" in large white capital letters. Below this, it says "WELCOME TO GROWSPONS!" and "Increase Your Reach By Getting and providing Sponsors (lets get started!!)".

**Bottom Mockup (Signup Screen):**

- Header:** Two tabs are visible: "Influencer" (active, dark blue) and "Sponsor" (inactive, light blue).
- Form Fields:** A series of input fields are stacked. The first is labeled "Email" and contains "kotsagar103@gmail.com". The second is labeled "Full Name". The third is labeled "Password" and contains masked characters "\*\*\*\*\*". The fourth is labeled "Confirm Password".
- Button:** A dark blue button with the text "Sign Up" is centered below the form.
- Footer:** At the bottom, a link says "Already have account? [login here](#)".
- Sidebar:** The dark blue sidebar is identical to the one in the top mockup, featuring the wing logo, "GROWSPONS", and the welcome message.

Figure 7.2 Login Sign Up

### 7.3 Sponsored login

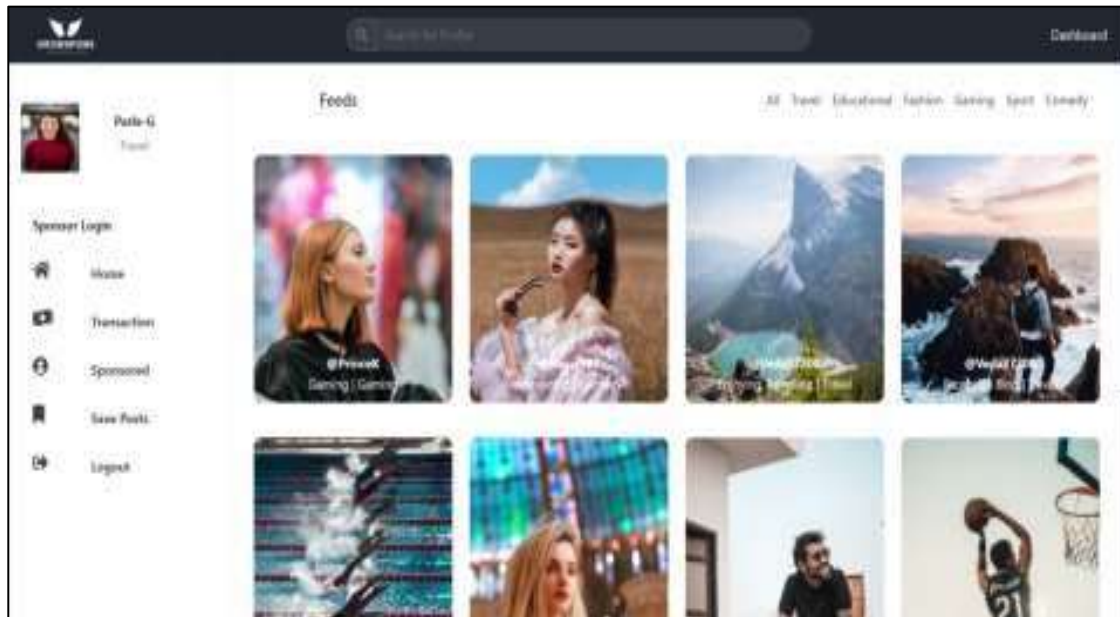


Figure 7 3 Sponsored login

### 7.4 Influencer login

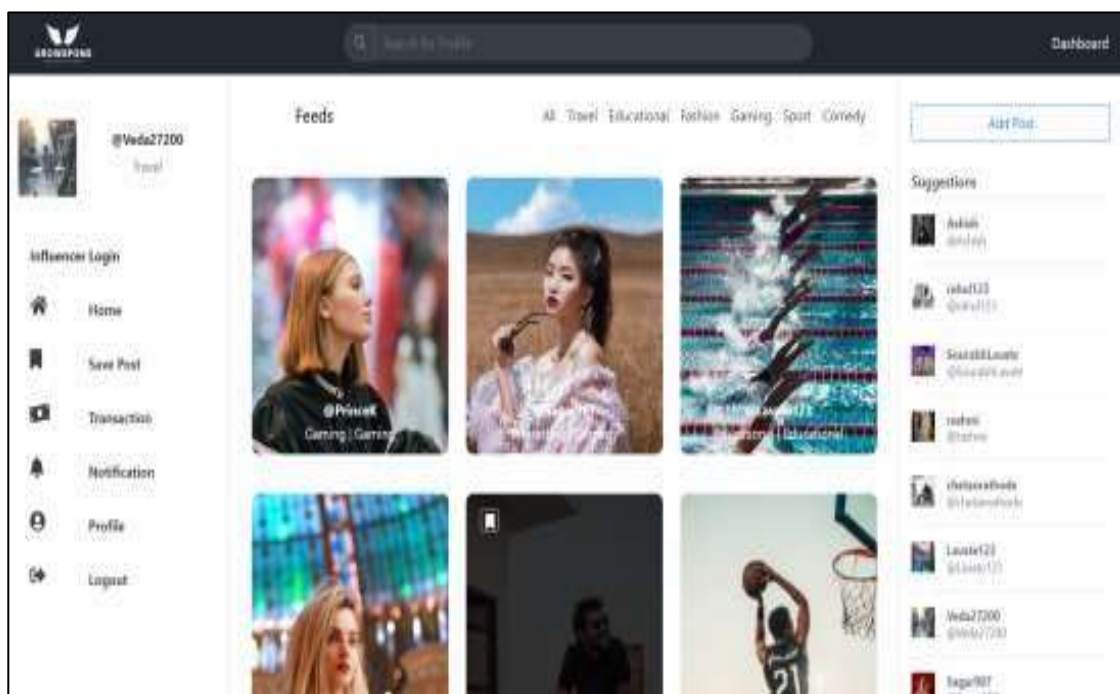


Figure 7 4 Influencer login

## 7.5 Sponsorship Request Mail

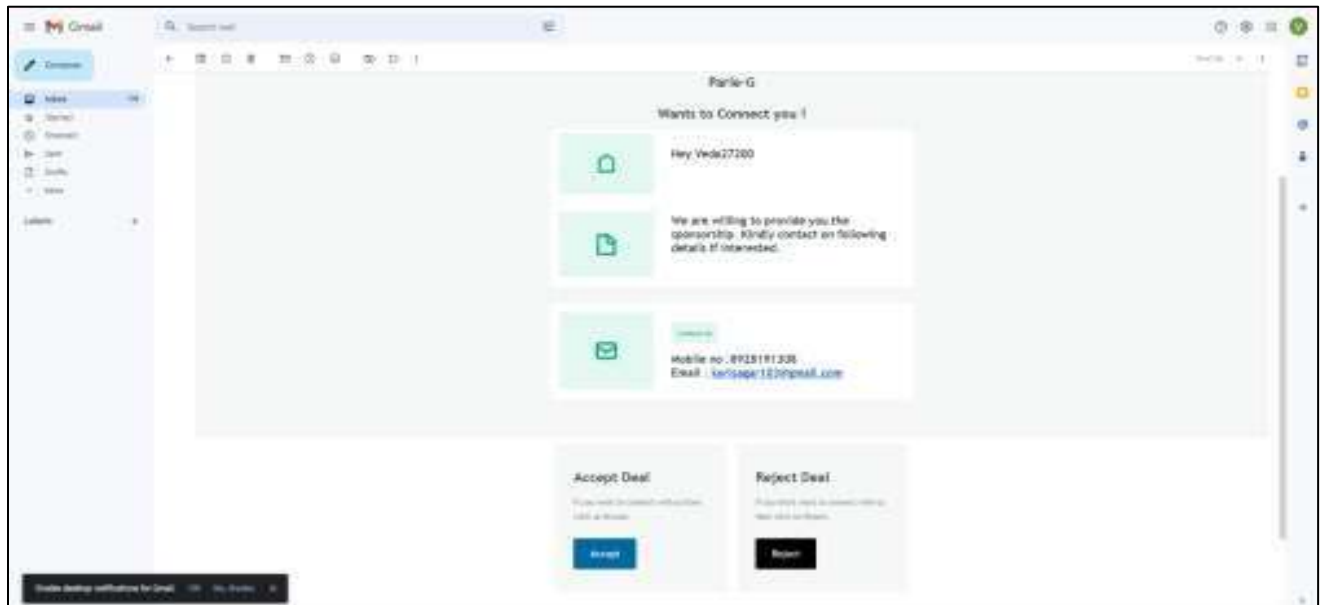


Figure 7.5 Sponsorship Request Mail

## 7.6 Sponsored Work Mail

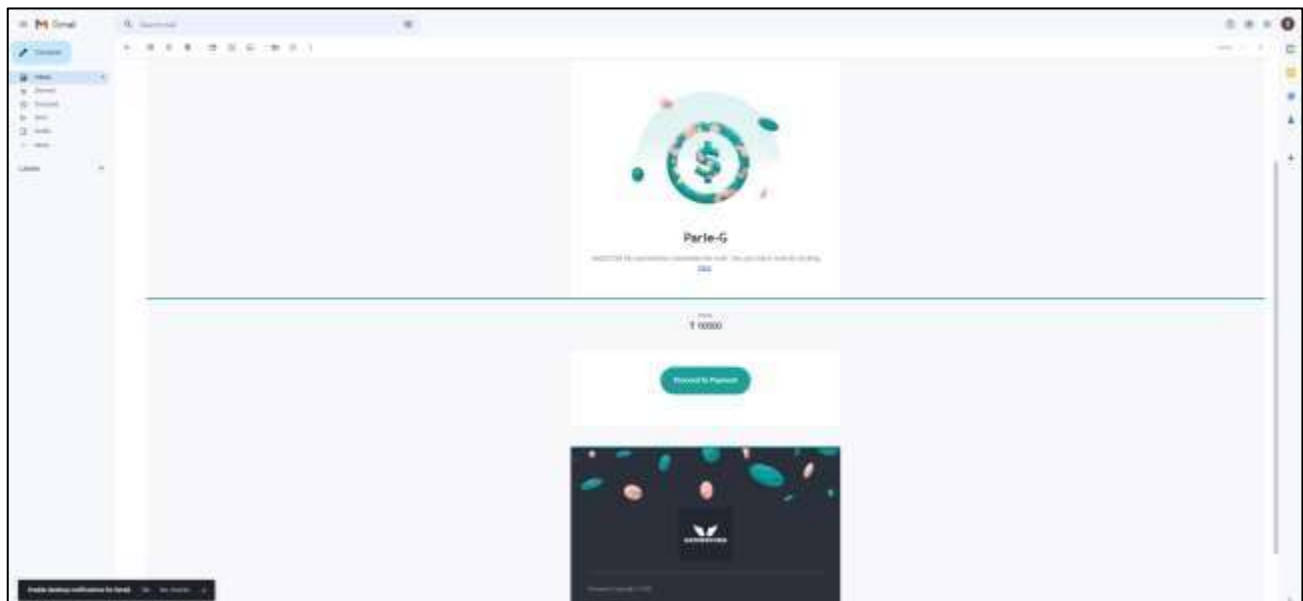


Figure 7.6 Sponsored Work Mail



## 7.7 Payment

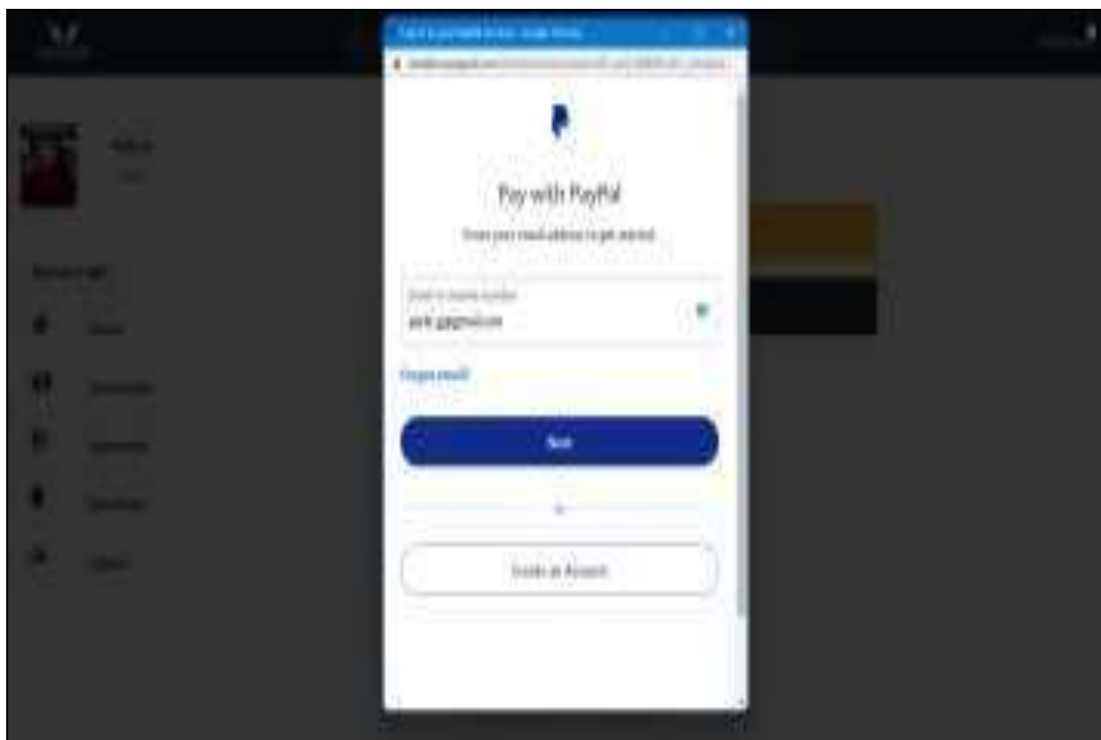
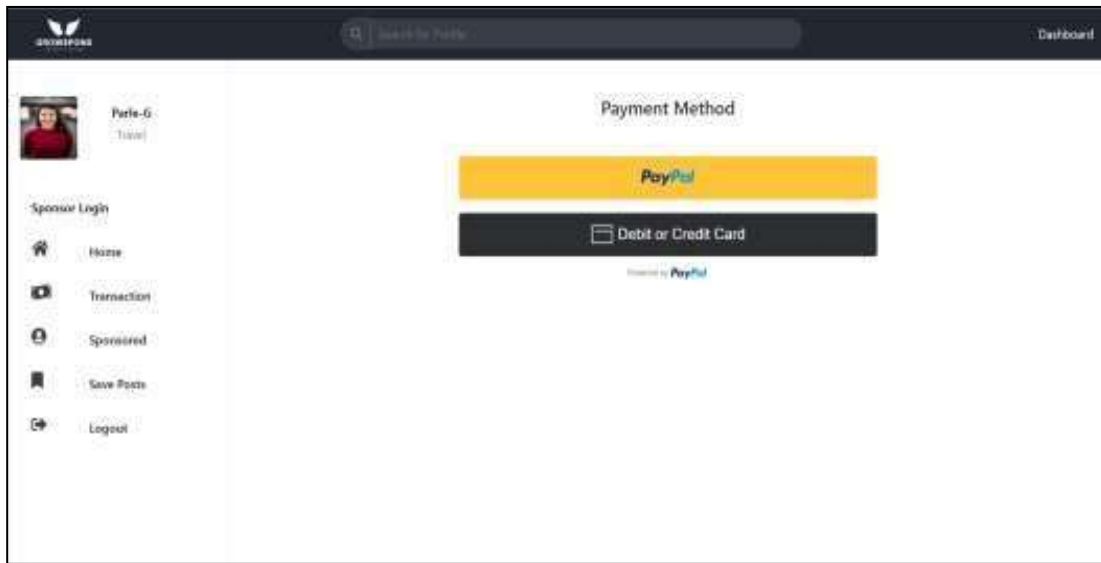


Figure 7.7 Payment

# **CHAPTER 8**

## **CONCLUSION & FUTURE SCOPE**

## 8.1 Conclusion

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.

Overall, the influencer marketing and sponsorship platform is a dynamic and growing field that continues to evolve as social media usage and influencer marketing trends change. The platform's success depends on its ability to adapt to changing market conditions, provide a seamless user experience, and deliver measurable results for advertisers and influencers.

## 8.2 Future Scope

The influencer marketing and sponsorship platform has a bright future with plenty of opportunities for innovation and growth. Here are some potential future scopes for the platform:

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. Integration with emerging social media platforms: As new social media platforms emerge and gain popularity, the platform can integrate with them to provide more diverse and comprehensive influencer marketing opportunities.
5. 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.
6. Influencer training and development: The platform can offer training and development programs for influencers to improve their content creation skills and increase their earning potential.
7. Data privacy and security: The platform can invest in data privacy and security measures to protect the sensitive information of advertisers and influencers and maintain their trust.

Overall, the influencer marketing and sponsorship platform has a promising future as it continues to evolve and adapt to changing market trends and technology advancements. The platform's success depends on its ability to stay relevant and provide value to its stakeholders, including advertisers, influencers, and platform users.

# **CHAPTER 9**

## **REFERENCE**

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**CHAPTER 10**  
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### GROWSPONS (Influencer Marketing)

Sourabh Lavate<sup>\*1</sup>, Sagar Kori<sup>\*2</sup>, Chetan Rathod<sup>\*3</sup>, Akshay Loke<sup>\*4</sup>

<sup>\*1,2,3</sup>Students of Engineering IT, Vidyalankar Institute of Technology, Wadala,  
University of Mumbai, INDIA

<sup>\*4</sup>Guide, Department of IT, Vidyalankar Institute of Technology, Wadala,  
University of Mumbai, INDIA

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#### ABSTRACT

Recent marketing trends indicate the rise of influencers as an extension of word of mouth campaigns. The current study throws light on various aspects of influencer marketing that drive consumer behavior by using the theory of planned behavior (henceforth referred to as TPB) (Ajzen, 1991) 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 attitudes 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. Successful influencer marketing involves identifying the right type of influencer who will offer curated advice, stories, and suggestions to create engagement with the audience.

**Keywords-** Sponsor, Influencer, influencer marketing; millennials; online purchase intentions, Buying behaviour, social media influencers, word of mouth marketing

#### 1. INTRODUCTION

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 (Talaverna, 2015). 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 a large number of followers on social media platforms) may result in consumers feeling more connected with the brand. Brands are now using influencers defined as "everyday people" who command a huge follower base on social media to engage with their audiences (Tapinfluence, 2017b). Nowadays some influencers represent or recommend brands on various social media platforms like YouTube, Instagram, and TikTok, etc. Thus, influencers are now playing a pivotal role in forming consumer opinions on a brand's product or services. While influencers are being used for customer acquisition and brand engagement, identifying the right kind of influencer who would have the strongest impact on a particular target group by promoting the right brand message remains a challenge (Wong, 2014). Higher return on investment, content that is more trustworthy, better engagement with the relevant target audience, near real-time responses from consumers is resulting in the growing popularity of influencer marketing. With the growing popularity of influencers in India and little academic research undertaken in the Indian context, the authors decided to study the influencer marketing landscape especially from the point of view of millennials (individuals born between 1982 and 2004—Howe & Strauss, 2000) of this emerging economy. The authors found a paucity of research in analyzing the role of influencers on different aspects of consumer behavior. This paper will undertake a qualitative field study comprising of consumers (25 millennial consumers who are active followers of influencers), five influencers (bloggers, brand advocates), and industry experts (marketing practitioners). The discussion guide examined how various aspects of influencer marketing impact consumer behavior. The authors studied the level of influence for various product categories like beauty, lifestyle, electronics, food, healthcare/fitness, etc. The outcome of the study may serve as a foundation for marketers to hone their influencer marketing strategy by generating insights that would help in better targeting the millennial cohort by understanding their expectations, barriers, and type of influencer they prefer for various categories.





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## II. LITERATURE SURVEY

Marketing literature has only recently seen the rise of the term influencer. Until date, the word influencer lacks a single theoretical definition. According to Brown and Hayes (2008), influencer marketing is the act of an external person who influences the consumers buying choices. Influencer marketing focuses on influencers who command a mass following on digital media to reach the intended target audience to promote a brand's message (Smart Insights, 2017). Conick (2018) stated that influencers win consumer trust compared to other online sources. Consumers try their best to avoid advertisements by using ad blockers. In such a scenario influencer marketing is thought to be non-intrusive and more engaging than traditional online advertisements like pop-ups, banners, etc. In the digital space, influencers on online platforms have emerged as reliable and trusted sources (Freberg et al., 2011). Influencers were used to create two-way brand communication across online platforms like Facebook, YouTube, and Instagram, etc. to influence their online followers toward particular brands (Market hub, 2016). Marketers are also using influencers to engage with the consumer segment who normally skip or avoid advertisements (Conick, 2018). Most marketers understand the importance of utilizing influencers to build authentic relationships with their consumers. A report by Association of National Advertisers (ANA) in April 2018 stated that approximately 58 per cent of brands had affiliations with around 25 influencers in the year 2017 indicating that marketers want to have deeper connections between influencers and consumers (Conick, 2018)

## III. BACKGROUND

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.
13. 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.

Here are some features included in an influencer marketing and sponsorship platform:

1. User Friendly Interface: Even a little child can use the user interface because it is so easy to use. Users may easily find the item they're seeking for and see it in their environment thanks to the streamlined UI.





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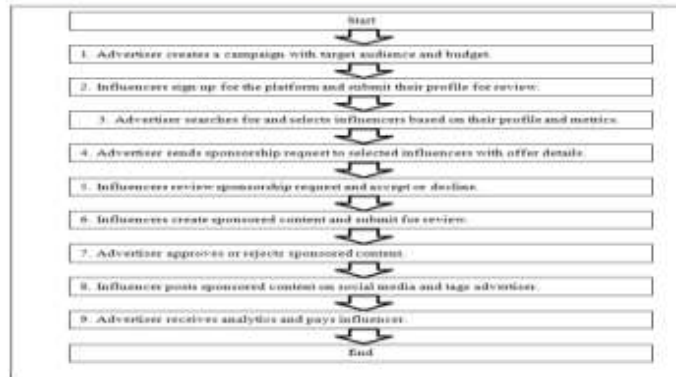
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2. Low Battery Consumption: Users can use the programme for extended periods of time without running out of battery life thanks to its optimized battery usage.
3. Major browser supports: The latest versions of Apple Safari, Google Chrome, Mozilla Firefox, and Opera all support many HTML5 features and Internet Explorer 9.0 will also have support for some HTML5 functionality. Hence increasing the platform value.
4. Influencer discovery: The platform has a feature to help brands discover influencers based on their niche, demographics, and engagement rate.
5. Campaign management: Brands is be able to create, manage and track the performance of their influencer marketing campaigns through the platform.
6. Collaboration tools: The platform provides collaboration tools that allow brands and influencers to communicate and collaborate effectively, such as message boards, task management, and content creation tools.
7. Content approval: The platform has a content approval system that allows brands to review and approve the content created by influencers before it goes live. Performance tracking: The platform has analytics tools that allow brands to track the performance of their campaigns, including reach, engagement, and conversions.
8. Payment and invoicing: The platform handles payment and invoicing between brands and influencers, providing a secure and transparent payment system. Influencer feedback: The platform should allow brands to provide feedback on the performance of influencers, helping them improve their campaigns and build better relationships with influencers.
9. Fraud detection: The platform has measures in place to detect and prevent fraud, such as fake followers, fake engagement, or sponsored content not being disclosed properly
10. Reporting and analytics: The platform should provide reporting and analytics features that allow brands to measure their ROI, track their performance over time, and make data-driven decisions for future campaigns.
11. API integration: The platform should have APIs to integrate with other systems and tools that the brand may use for their marketing and business operations.

Overall, an effective influencer marketing and sponsorship platform should have a range of features that help brands discover, collaborate with, and manage influencers, while providing analytics and reporting tools to measure their ROI and optimize their campaigns.

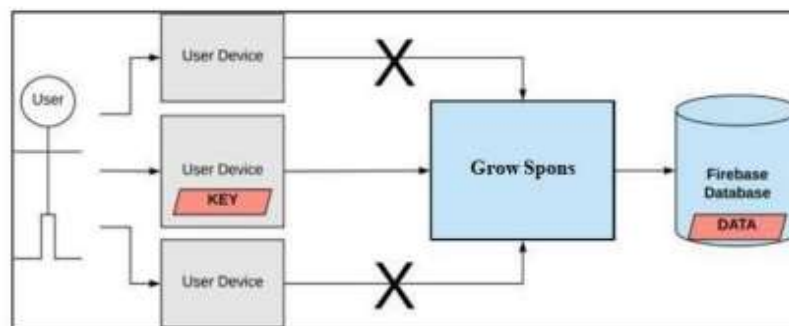
**a) Basic Working :-**

The process begins with an advertiser creating a campaign with a target audience and budget. Influencers sign up for the platform and submit their profile for review. The platform team reviews the profiles and approves them if they meet the platform's criteria. Advertisers search for and select influencers based on their profile and metrics, such as the number of followers and engagement rate. Advertisers send sponsorship requests to selected influencers with offer details, including payment amount, content requirements, and posting instructions. Influencers review the sponsorship request and accept or decline based on their availability and willingness to create content that meets the advertiser's requirements. Influencers create sponsored content and submit it for review. The platform team reviews the content and approves it if it meets the advertiser's requirements. Advertisers approve or reject the sponsored content based on their satisfaction with the quality and relevance to their campaign. Influencers post the sponsored content on their social media accounts and tag the advertiser. The post should follow the posting instructions provided by the advertiser. Advertisers receive analytics on the sponsored content's performance and pay the influencer according to the payment terms agreed upon in the sponsorship request. The above flowchart provides an overview of the key steps involved in an influencer marketing and sponsorship platform. The specific steps and processes involved may vary depending on the platform's requirements and the team's implementation decisions.



#### b) Database working:-

The workings of our database and how securely it is stored using Firebase are shown in the diagram below. Firebase maintains the login information by hashing the passwords, which makes them incredibly difficult to recover and increases security. Our 'Grow Spons' is able to get any users details, thanks to the database's quick response time. All glb files from the database to the user's screen in a matter of seconds without using much bandwidth because the details have been compressed and stored. The database for an influencer marketing and sponsorship platform will be a crucial part of the system. The database stores user accounts for brands and influencers, including their personal information, contact details, social media profiles, and campaign history. The database stores data about each campaign, including its goals, requirements, budget, timeline, and performance metrics. The database store data about the content created by influencers for each campaign, including images, videos, captions and hashtags. The database stores performance metrics for each campaign, including reach, engagement, conversion rates, and other relevant data points. The database stores data about payments made between brands and influencers, including invoices, receipts, and payment history. The database stores analytics data for each campaign, including data about the audience demographics, behavior, and interests. The database stores API data for any third-party integrations used by the platform, such as social media APIs or analytics tools. The database is designed to ensure data security, privacy, and integrity. It should also be scalable to handle large amounts of data and traffic, and it should be optimized for quick and efficient data retrieval and storage



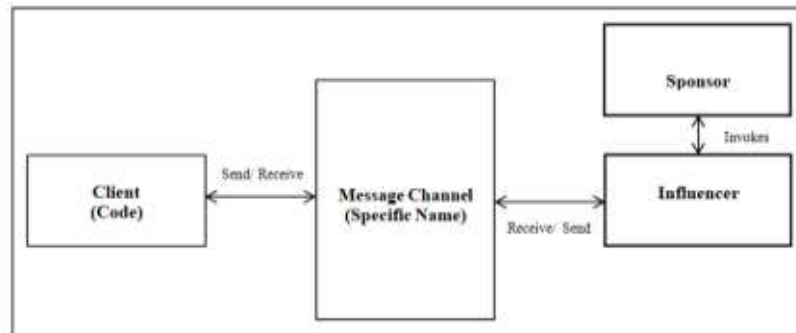
#### c) Multi-Platform Working:-

A Grow Spons web application uses platform-specific message channels as shown in diagram below to communicate between the influencer and the sponsor written in HTML. Message channels let you send and receive messages between the influencer and the sponsor. An influencer marketing and sponsorship



platform can work with multiple social media platforms to expand its reach and provide more options for brands and influencers.

1. Integration with multiple APIs: The platform should be able to integrate with APIs from multiple social media platforms, such as Instagram, TikTok, YouTube, and Twitter, to allow influencers to connect their accounts and access data from those platforms.
2. Cross-platform campaign management: The platform should enable brands to create campaigns that can be launched on multiple social media platforms simultaneously or sequentially. The platform should also provide tools for managing campaigns across multiple platforms, such as content scheduling and performance tracking.
3. Content creation tools: The platform should provide tools for creating and editing content that is optimized for each social media platform, such as image and video editing tools that support different aspect ratios, resolution, and file formats.
4. Performance tracking and analytics: The platform should provide performance tracking and analytics features that can aggregate data from multiple social media platforms into a single dashboard, allowing brands to compare and analyze their campaign performance across different platforms.
5. Compliance with platform policies: The platform should ensure that all campaigns and content created on the platform comply with the policies and guidelines of each social media platform.
6. Multi-currency support: The platform should support multiple currencies for payments to accommodate brands and influencers from different countries.
7. User experience: The platform should provide a seamless and consistent user experience across all supported social media platforms, ensuring that brands and influencers can easily navigate and use the platform regardless of the platform they are currently working on



#### IV. INTERFACE





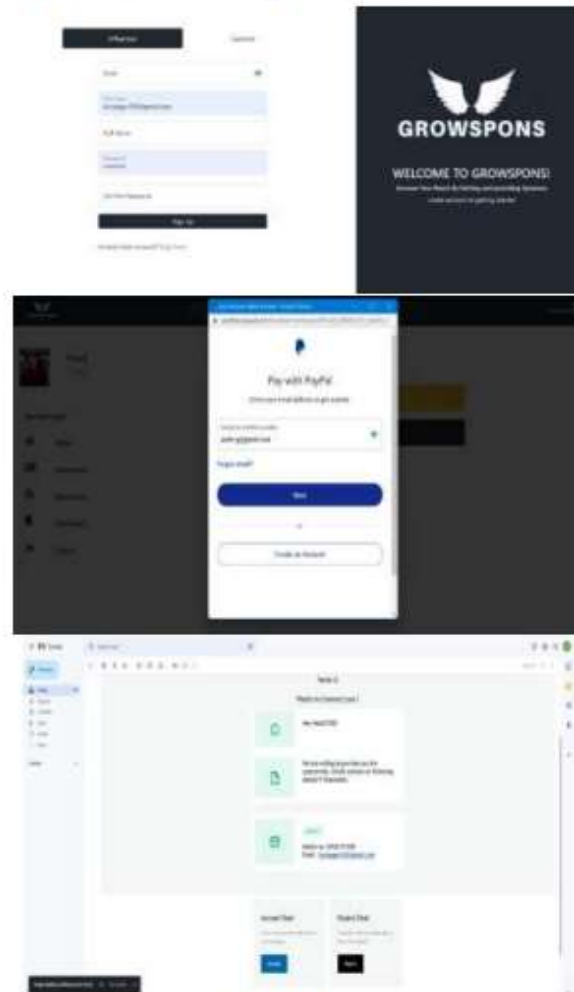
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## V. CONCLUSION

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. Overall, the influencer marketing and sponsorship platform is a dynamic and growing field that continues to evolve as social media usage and influencer marketing trends change. The platform's success depends on its ability to adapt to changing market conditions, provide a seamless user experience, and deliver measurable results for advertisers and influencers.

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## VI. FUTURE WORK

The influencer marketing and sponsorship platform has a bright future with plenty of opportunities for innovation and growth. Here are some potential future scopes for the platform:

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. Integration with emerging social media platforms: As new social media platforms emerge and gain popularity, the platform can integrate with them to provide more diverse and comprehensive influencer marketing opportunities.
5. 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.
6. Influencer training and development: The platform can offer training and development programs for influencers to improve their content creation skills and increase their earning potential.
7. Data privacy and security: The platform can invest in data privacy and security measures to protect the sensitive information of advertisers and influencers and maintain their trust.

Overall, the influencer marketing and sponsorship platform has a promising future as it continues to evolve and adapt to changing market trends and technology advancements. The platform's success depends on its ability to stay relevant and provide value to its stakeholders, including advertisers, influencers, and platform users.

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## **CHAPTER 11**

### **CERTIFICATIONS**



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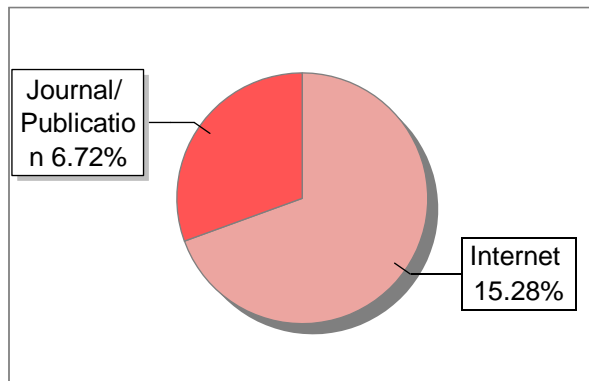
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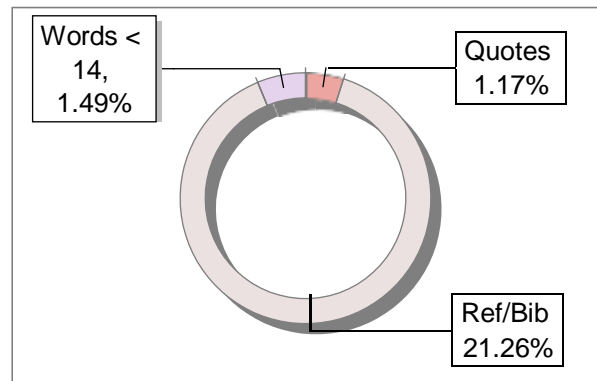
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