

ITA25:Grow-Spons

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1. Abstract:- Influencer marketing has become increasingly important in the field of marketing communication as an effective way to reach the appropriate target group using their own social media channel influence give impression that they have a personal rather than a commercial relationship with the brand and the products they promote. Therefore when influencer post sponsored content consumer of an experienced difficulty making accurate distinction as to whether the influencer is offering a personal recommendation or doing a promotion.

2. Introduction/Theory:-

In this growing age of Social Media, new ways of marketing have been introduced to the world. Marketing new businesses with the help of offline measures and using TV advertisements might just not be enough! With an increasing demand for attention and various product options on the market, customers don't know who to trust. "When there's change there's opportunity". This is exactly where a new type of marketing has come into the picture called Influencer Marketing

1. Literature survey :- Previous literature shows that influencers have a significant impact on purchase intention (Lee & Watkins, 2016). The claim is also affirmed by research from three decades ago, as Atkin and Block (1983) stated that the use of celebrity endorsers, the influencers of the time, in advertisements on media has seen increased purchase intention compared to advertisements that do not use 'influencers'. Continuous studies on influencers and purchase intention have led to the expansion of the literature that agrees that influencers positively impact purchase intention; and they develop the literature by looking at the extent which source credibility, products, and target audience magnify the influence of the influencer to significantly impact purchase intention (Rahmi, Sekarasih, & Sjabadhyni, 2017; Ananda & Wandebori, 2016). However, there have also been other literature that disputes the argument that influencers have a positive impact on purchase intention (Lim, Mohd Radzol, Cheah, & Wong, 2017).

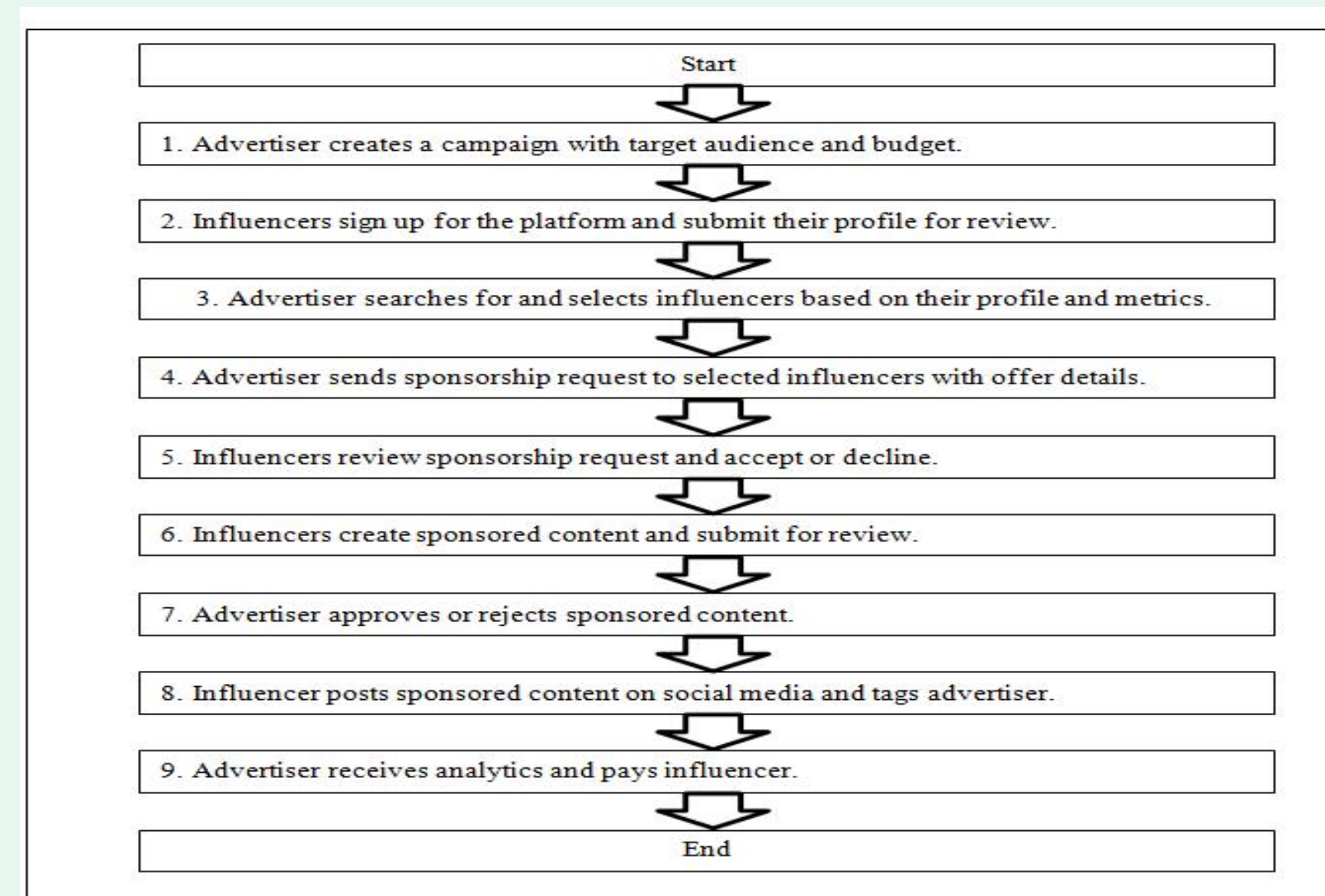
4. Problem Statement

To create a common platform on which:

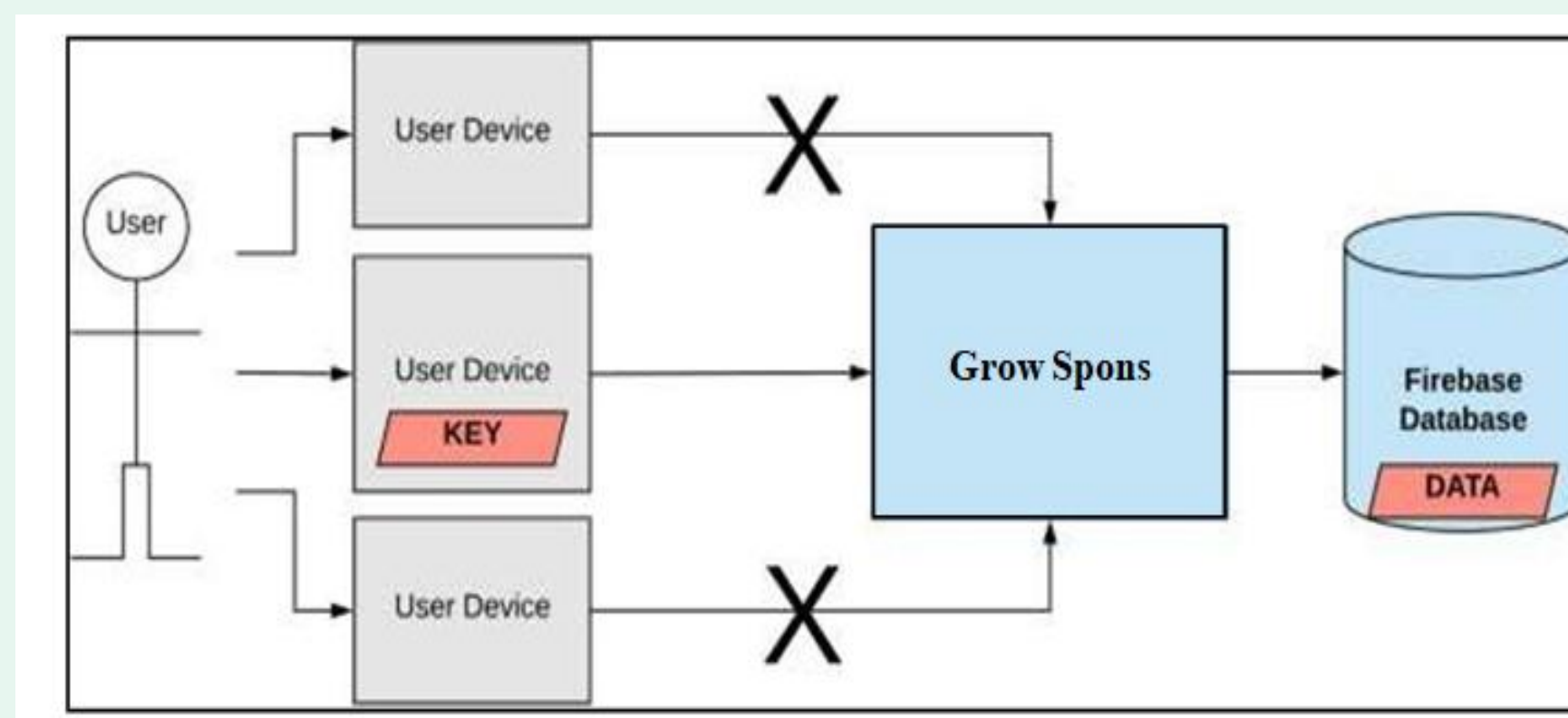
- Influencers and Content Creators could post their profiles, link their social-media platform and mention the kind of business they would look forward to connecting with!
- Companies and Sponsors could look at various profiles of influencers with proper segregation based on Social Media Platforms and the Genre of the influencers and approach them with their respective offers.

5. Proposed System & Block or Circuit diagram or Flow Chart

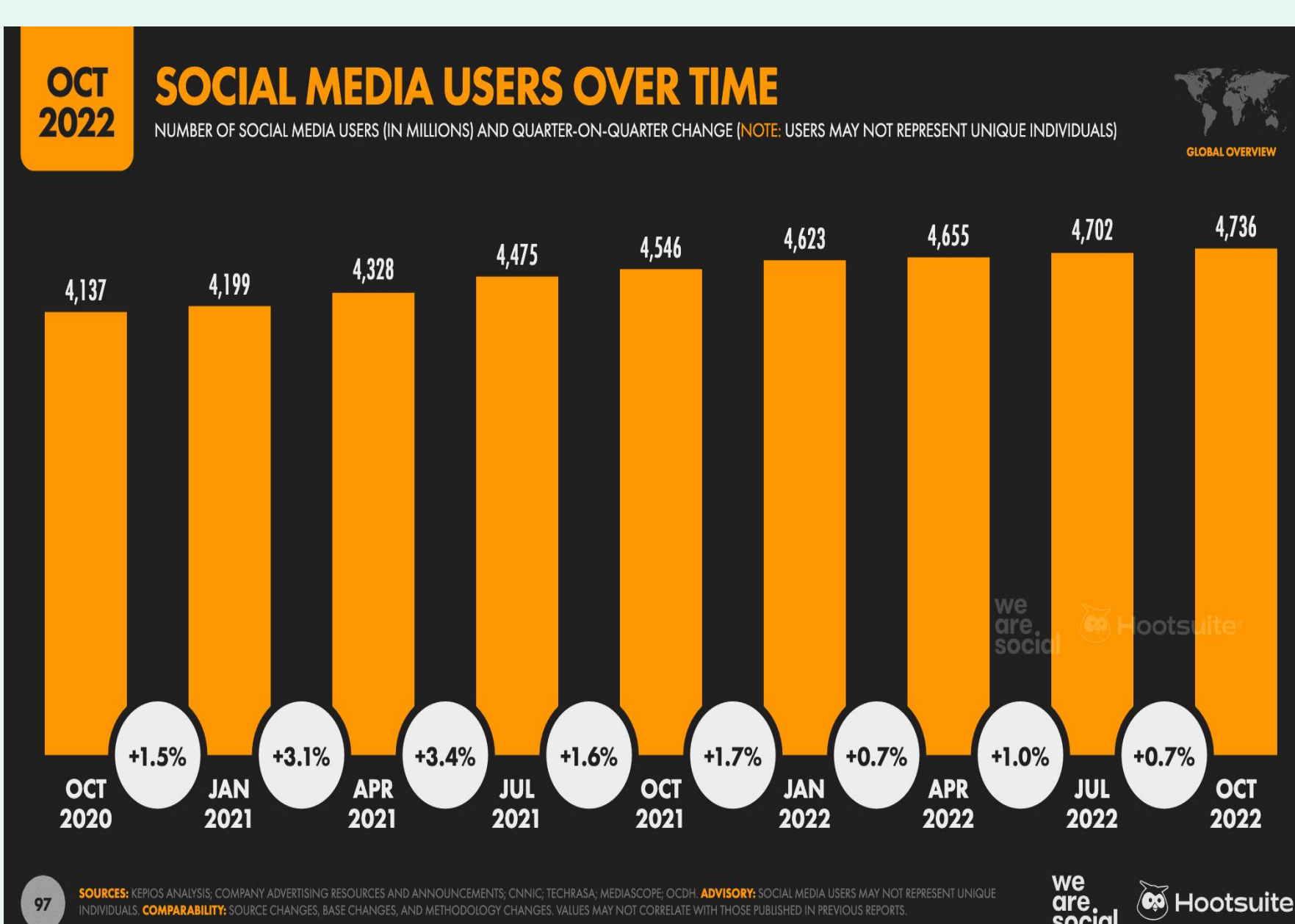
a. Basic Block Working



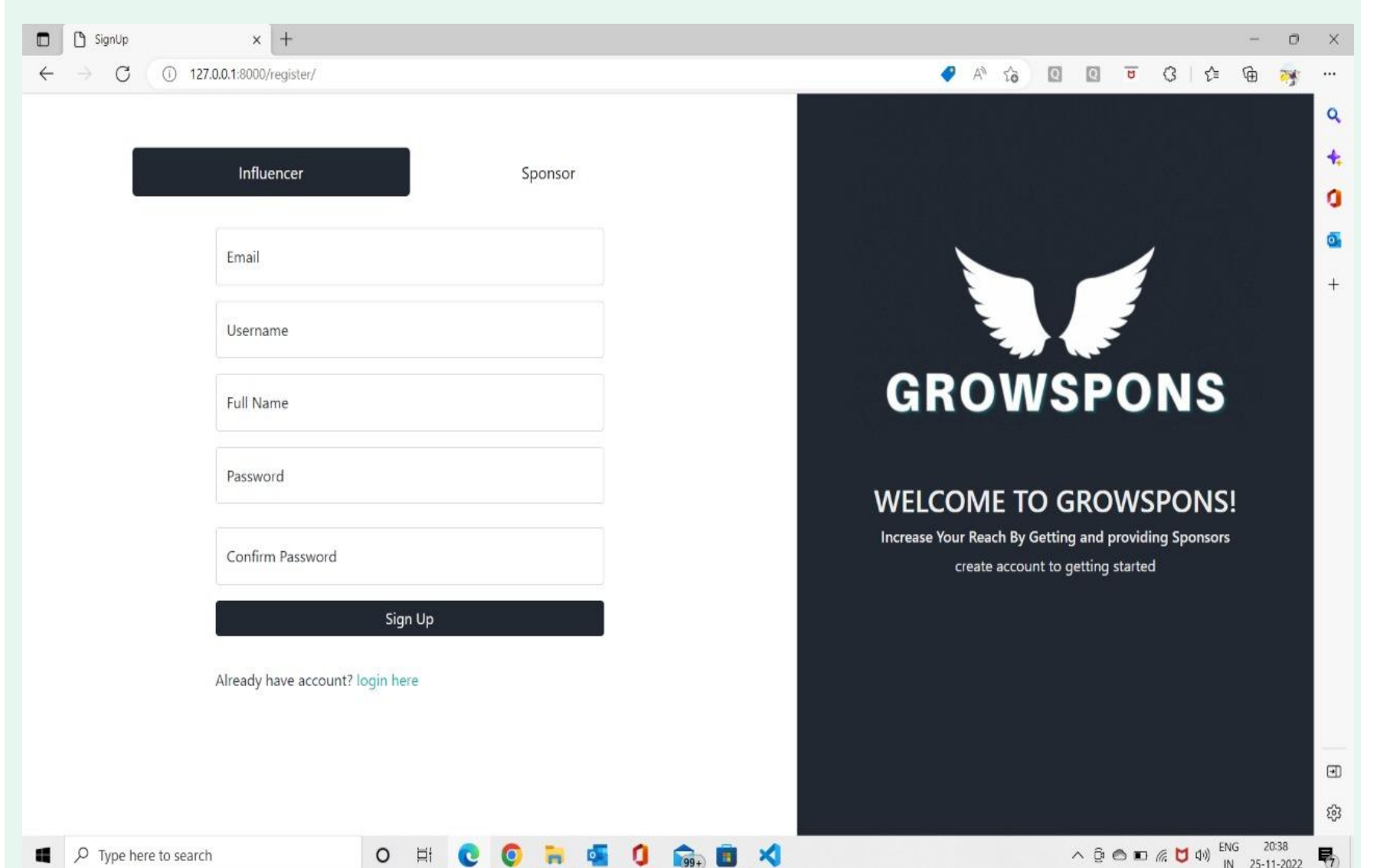
b. Firebase Block diagram



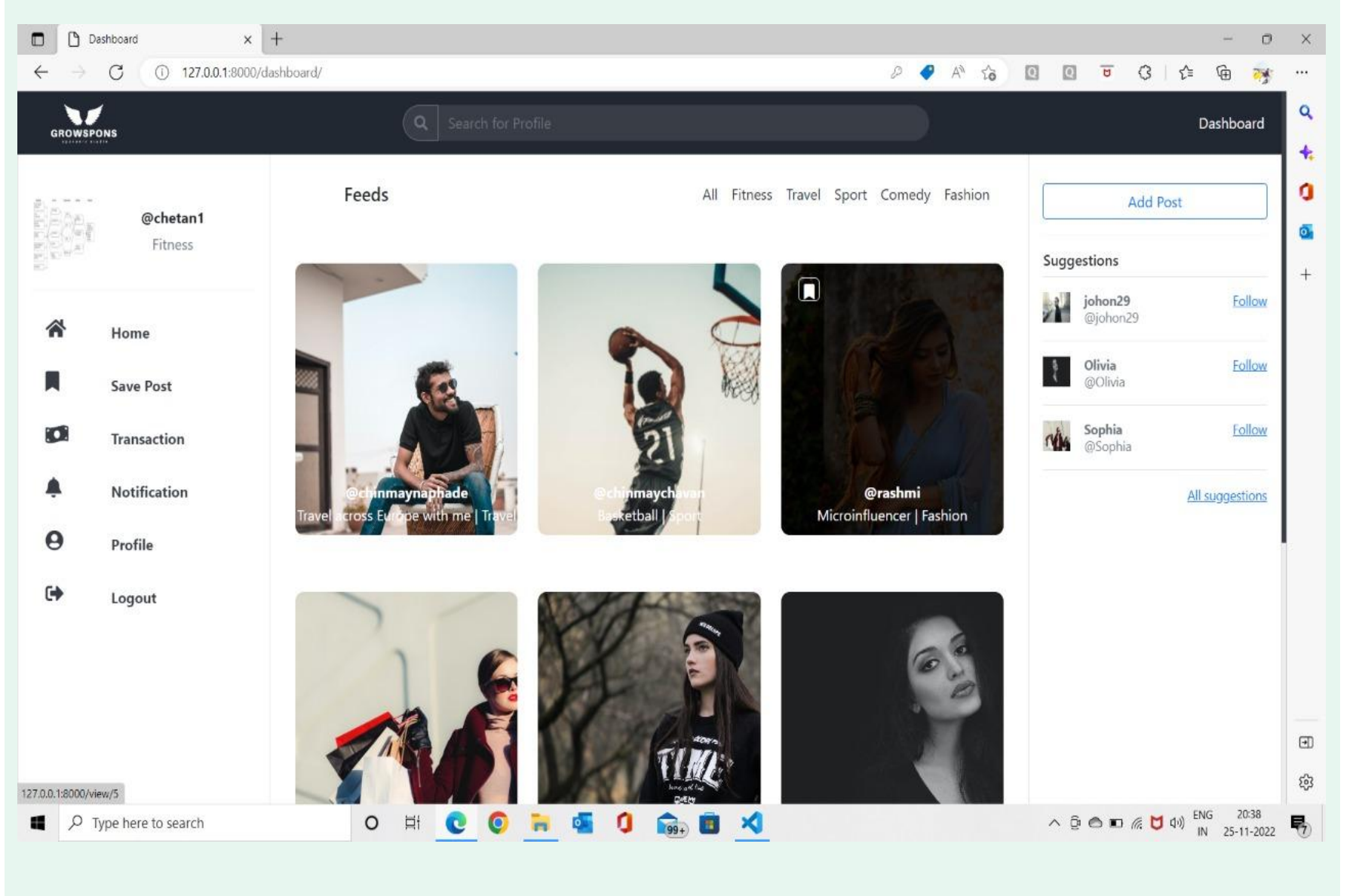
c. Social Media Statistics



d. Login & Signup



e. Getting Started



6. Future Scope

1. Providing a personal messaging service on the website.
2. Verifying companies with the help of Government API SETU.
3. Verifying of social media handles using APIs.
4. Recommendation system in which certain influencer will be recommended to sponsors according to their activity.

References:-

- 1) Lou, C, and S. Yuan. 2019. Influencer marketing Journal of Interactive Advertising 19 (1):58–73. doi:10.1080/15252019.2018.1533501
- 2) <https://datareportal.com/social-media-users>
- 3) <https://www.tmw.co.uk/newspaper-advertising-cost/>
- 4) Wolfson, C. 2017. Macro vs. micro influencers.
- 5) <https://www.revolutiondigital.com/article/macrovs-micro-influencers> (accessed March 2019)