



# IIT Madras

## B.S. Degree

## Modern Application Development – I

### Connctus

Influencer Engagement & Sponsorship Coordination  
Platform

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#### Description

The rapid growth of social media has led to the rise of influencer marketing as a powerful tool for brands to reach their target audiences. Managing collaborations between brands and influencers requires an efficient platform to handle communication, negotiation, and coordination. This project aims to develop an Influencer Engagement & Sponsorship

Coordination Platform that streamlines the process of connecting influencers with brands, managing ad requests, and facilitating collaboration.

## **Problem Statement**

Develop a web platform that enables influencers and sponsors to manage their collaborations efficiently. The platform should allow sponsors to create campaigns and ad requests, which influencers can accept, reject, or negotiate. Additionally, the platform should facilitate communication, campaign discovery, and profile management for both sponsors and influencers.

## **Frameworks and libraries used**

1. Flask: Flask is a micro web framework written in Python, used for backend.
2. Flask SQLAlchemy: ORM tool for database interaction.
3. SQLite: Database management system for storing application data.
4. HTML and Bootstrap: Frontend technologies for user interface.
5. Jinja2 Templating: python template engine that is used to create HTML markup formats.
6. Flask login: Extension for managing user sessions and authenticity.

## **Approach:**

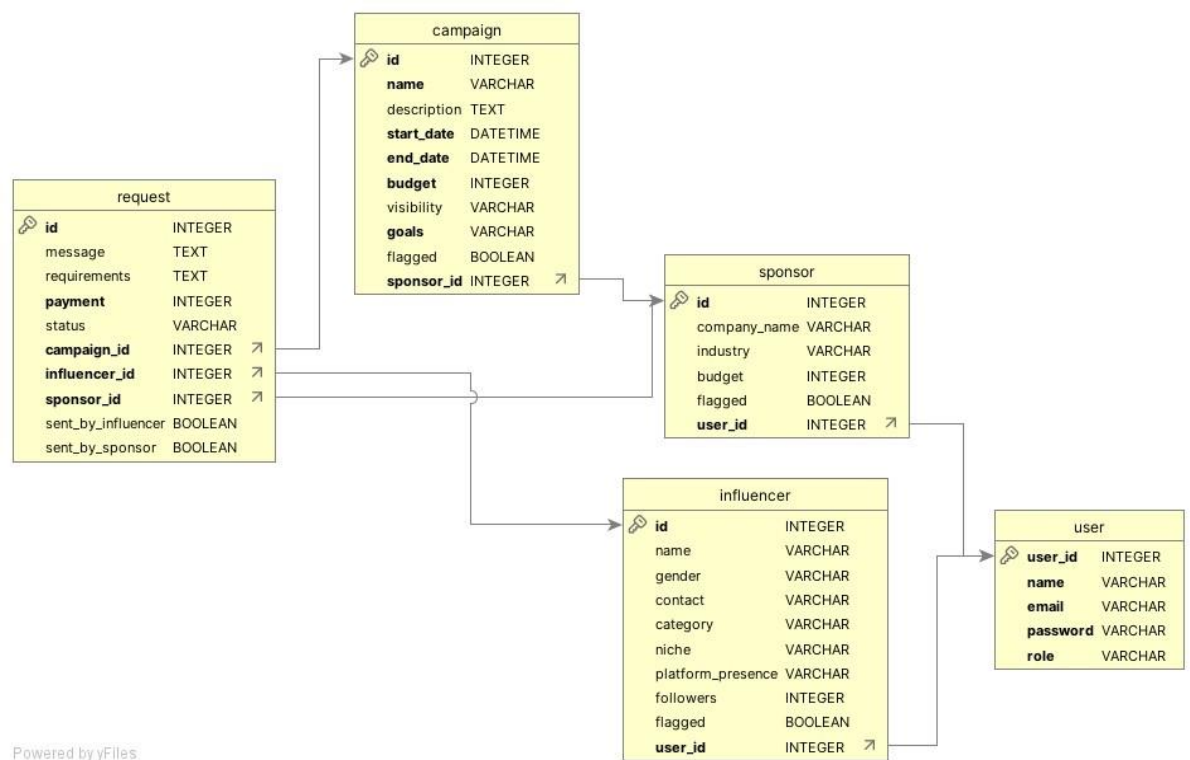
### **Requirements Analysis**

- Functional Requirements:
  - Create and manage campaigns and ad requests.
  - Accept, reject, or negotiate ad requests.
  - Search for campaigns and influencers.
  - Profile management for influencers.
- Non-Functional Requirements:
  - User-friendly interface.
  - Secure authentication and data handling.
  - Scalability for future expansion.

## **Development Process:**

1. **Backend Development:** Flask was used to handle CRUD operations for campaigns, ad requests, and influencer profiles. Flask SQLAlchemy was integrated for database management, leveraging SQLite to store user and campaign data.
2. **Frontend Development:** HTML, Bootstrap, and Jinja2 were utilized to develop a clean, responsive interface. Jinja2 allowed for the dynamic generation of pages based on user data, while Bootstrap ensured consistent styling and layout across the platform.
3. **Authentication:** Flask Login was implemented to manage user sessions, ensuring secure access to the platform's features.

## Entity Relationship Diagram



## Future Enhancements

- **AI-Powered Matchmaking:** Implementing AI algorithms to recommend influencers to sponsors based on campaign goals.
- **Analytics Dashboard:** Adding an analytics dashboard for both sponsors and influencers to track engagement and campaign success metrics.

Video Link: [https://drive.google.com/drive/folders/1girC0-kQDO5GfhEZETuukoMdl\\_khmb1a?usp=sharing](https://drive.google.com/drive/folders/1girC0-kQDO5GfhEZETuukoMdl_khmb1a?usp=sharing)