

InfluLink

An Influencer Engagement and Sponsorship Coordination Platform

To create a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit.

TEAM MEMBERS

Sherphia Let S – RA2211026010137

Chandru S – RA2211026010098

Mohan Bhashya – RA2211026010133

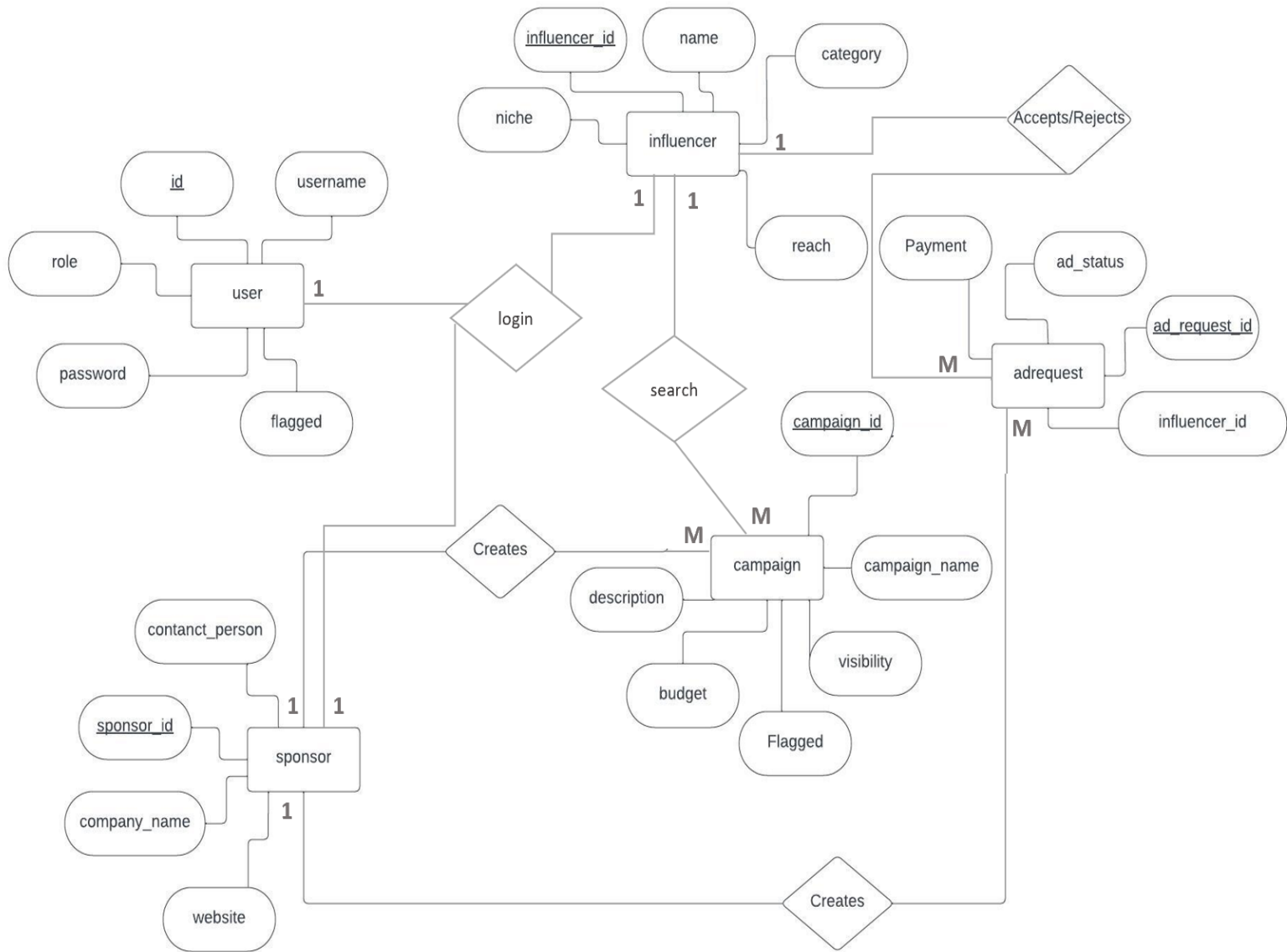
Approach:

The platform was designed with three main user roles: Admin, Sponsor, and Influencer. The Admin has the highest level of access, allowing them to monitor and manage all users and campaigns. Sponsors can create and manage campaigns, while Influencers can accept, reject or negotiate ad requests. The application was built using Flask for backend logic, Jinja2 and Bootstrap for frontend design, and SQLite for data storage. A user-friendly interface and seamless interaction between users were key goals.

Frameworks and Libraries Used

- **Backend:**
 - **Flask:** Web framework
 - **Flask-SQLAlchemy:** ORM for SQLite
- **Frontend:**
 - **Jinja2:** Templating engine
 - **Bootstrap:** Styling framework
 - **JavaScript:** Dynamic behaviors
- **Database:**
 - **SQLite:** Relational database
- **Authentication and Forms:**
 - **Werkzeug:** Password hashing
 - **Flask-WTF:** Form handling

ER DIAGRAM:



IMAGES:

InfluLink

[Register](#) [Login](#)

Welcome to InfluLink - An Influencer Engagement and Sponsorship Coordination Platform

A platform to connect Sponsors and Influencers for successful engagement and sponsorship coordination.

Our platform helps sponsors get their product/service advertised and influencers to earn monetary benefits.

[Get Started](#)



Sponsors

Create campaigns, find influencers, and track your advertisements.



Influencers

Find sponsorship opportunities and earn money through advertisements.



Admin

Monitor users, campaigns, and ensure everything runs smoothly.

Register

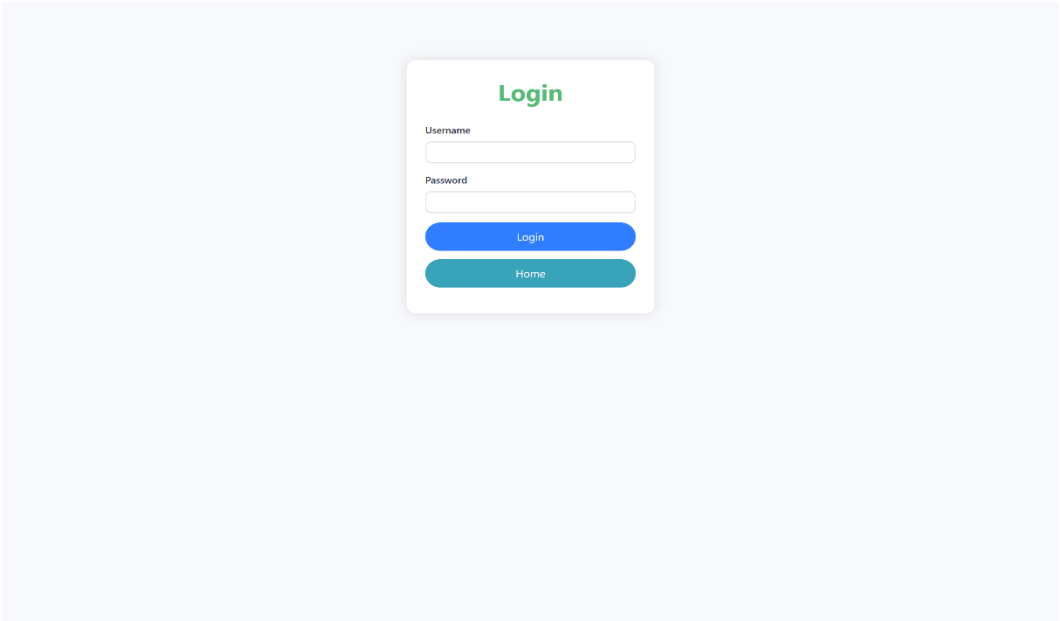
Username

Password

Role

[Register](#)

[Home](#)



Admin Dashboard

Logout

Admin Dashboard

Active Users
4

Active Campaigns
2

Ad Requests
2

Flagged Users
0

Flagged Campaigns
1

Users

ID	Username	Role	Flagged	Action
1	test	admin	False	<button>Flag</button>
2	test1	sponsor	False	<button>Flag</button>
3	test2	influencer	False	<button>Flag</button>
4	test4	admin	False	<button>Flag</button>

Campaigns

ID	Name	Description	Start Date	End Date	Budget	Visibility	Flagged	Action
1	Advertisement for Samsung S24	New model phone with Advanced AI features	2024-08-12 00:00:00	2024-09-21 00:00:00	20000.0	public	False	<button>Flag</button>
2	Need to promote Dairy milk	tasty	2024-08-13 00:00:00	2024-08-20 00:00:00	10000.0	public	True	<button>Unflag</button>

Sponsor Menu

Dashboard

Create Campaign

Search Influencers

Create Ad Request

View Ad Requests

Logout

Sponsor Dashboard

Profile

Company Name: Samsung company

Contact Person: test1_contact

Website: <https://samsung.com>

Edit Profile

Campaigns

Create New Campaign

ID	Name	Description	Start Date	End Date	Budget	Actions
1	Advertisement for Samsung S24	New model phone with Advanced AI features	2024-08-12 00:00:00	2024-09-21 00:00:00	20000.0	<div>Edit</div> <div>Delete</div>
2	Need to promote Dairy milk	tasty	2024-08-13 00:00:00	2024-08-20 00:00:00	10000.0	<div>Edit</div> <div>Delete</div>

Ad Requests

ID	Campaign	Influencer	Requirements	Payment Amount	Status
1	Advertisement for Samsung S24	test2	Please create a 60-second video highlighting the camera features of the Samsung S24 and post it on Instagram and YouTube with the hashtags #SamsungS24 #TechReview.	1550.0	negotiating

Back

Create New Campaign

Campaign Name

Description

Start Date

dd-mm-yyyy

End Date

dd-mm-yyyy

Budget

Visibility

Public

Goals

Create Campaign

Search Influencers

Search Query

Enter influencer niche, reach, or followers

Search

Back

Search Results

ID	Username	Role
----	----------	------

Back

Create Ad Request

Campaign

Advertisement for Samsung S24

Influencer

test2

Messages

Requirements

Payment Amount

Create Ad Request

Sponsor Menu

Dashboard

+ Create Campaign

Search Influencers

+ Create Ad Request

View Ad Requests

Logout

View Your Ad Requests

ID	Campaign	Influencer	Requirements	Payment Amount	Status	Actions
1	Advertisement for Samsung S24	test2	Please create a 60-second video highlighting the camera features of the Samsung S24 and post it on Instagram and YouTube with the hashtags #SamsungS24 #TechReview.	1550.0	negotiating	Negotiate
2	Need to promote Dairy milk	test2	Need to promote	9000.0	negotiating	Negotiate

Back to Dashboard

Influencer Dashboard

View Ad Requests

Edit Profile

Logout

Influencer1_changed

Category: Entertainment

Niche: Music

Reach: 10000

Edit Profile

List of Ongoing Campaigns

Search campaigns...

Search

Advertisement for Samsung S24

New model phone with Advanced AI features

Need to promote Dairy milk

tasty

Ad Requests

Campaign	Message	Requirements	Payment Amount	Status	Action
Advertisement for Samsung S24	None	Please create a 60-second video highlighting the camera features of the Samsung S24 and post it on Instagram and YouTube with the hashtags #SamsungS24 #TechReview.	\$1550.0	negotiating	<div>Accept</div> <div>Reject</div> <div>Negotiate</div>
Need to promote	None	Need to promote	9000.0	negotiating	