Influencer Engagement and Sponsorship Coordination Platform

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The objective of the project was to create a platform for interaction between sponsors and influencers where sponsors can advertise their products and influencers can gain monetary benefit out of promoting the product. The process started by mapping out how the app would look and work, including what features to include. Next, the database structure was planned to support these features. Once a solid plan was in place, the app was built using Flask. The project started in August and ended by September 20th, covering everything from initial design to final submission.

Frameworks used during the project include:

1. Flask: Building the backend and handling server-side logic
2. Bootstrap + Jinja2: Frontend tools for creating responsive, stylish HTML templates with dynamic content.
3. SQLite: Database for storing and managing application data.

The database design has 6 tables:

id is the primary key for each table. All the users have unique, not nullable username, password saved as password hash and name which is stored as string. All these tables are interconnected to each other using relationships between tables.

1. Influencers Table – Keeps track of all the influencers registered on the app.
2. Sponsors Table – Keeps track of all sponsors registered on the app.
3. Admins Table – Keeps track of admins on the app.
4. Campaigns Table - Keeps track of campaigns on the app.
5. AdRequests Table – Keeps track of adrequests on the app.
6. Flags Table – Keeps track of user/campaigns flagged by the administrator of the app.

Features of the app

The application serves influencers, sponsors, and admins, each with distinct functionalities. All users – influencers as well as sponsors have to register themselves when they use the app for the first time. They can then login to their profile and access the app. Sponsors can create new campaigns to advertise their products. They can set the duration of the campaign, the goals, budget, requirements and payment schedule of the campaign. They can update and delete the campaign as per their requirement. Influencers can search for ongoing campaigns, and can send ad requests to campaigns they are interested in.

Sponsors can search for influencers, view their profile and send ad requests to the influencers. Sponsors as well as influencers can track ad requests, accept, reject or negotiate ad requests. Once ad requests are accepted by both influencer and sponsor, the sponsor can process the payment to the influencer.

Admins can see some statistics related to the app like no. of registered influencers, no. of registered sponsors etc. Admins can monitor users as well as campaigns and can flag users/campaigns showing inappropriate behaviour or content. This comprehensive system facilitates seamless interactions between sponsors and influencers while maintaining platform integrity through admin oversight.

Architecture of the app

1. “templates” folder contains all HTML files.
2. “app.py” runs the flask application.
3. “models.py” contains the database schema.
4. “routes.py” contains the routes and backend logic.
5. “requirements.txt” contains a list of all required libraries to run the app.

To run the application locally:

1. Set up a new virtual environment on your system.
2. Install the required dependencies by executing the following command in your terminal or command prompt

   ```
   pip install -r requirements.txt
   ```
3. Launch the application by running

   ```
   flask run
   ```

These steps will create an isolated environment, install necessary packages, and start the Flask development server, making the application accessible through your web browser.

Here is a short demo of the functionalities of the application.

https://drive.google.com/file/d/1mjhj7bZilpFjTRJ7NAG4Na-5-9zPd0Fv/view?usp=sharing