

Influence Matrix

PROJECT REPORT

Presented By :

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Roll Number :

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MAD 1 PROJECT



Influencer Engagement and Sponsorship Coordination Platform

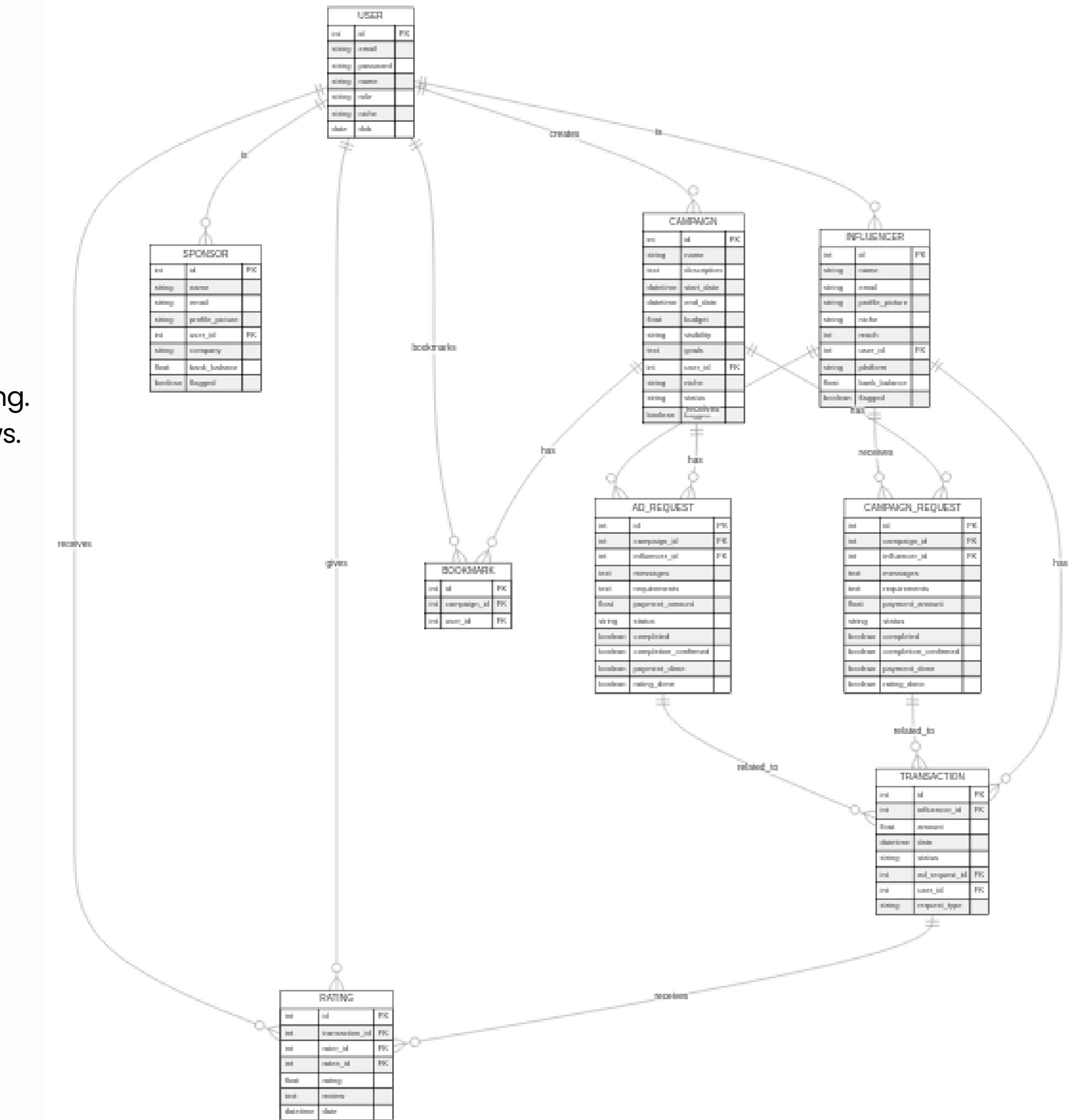
The Influencer Engagement and Sponsorship Coordination Platform connects sponsors with influencers for effective advertising campaigns. Sponsors can promote their products or services by creating campaigns and sending ad requests to influencers, detailing the requirements and payment terms. Influencers, in turn, can earn money by accepting these requests and showcasing the sponsor's products or services to their followers. This creates a mutually beneficial relationship where sponsors gain exposure and reach through trusted influencers, and influencers can monetize their social media presence and engagement.

TECHNOLOGIES USED

- **Flask: A lightweight Python web framework.**
- **Jinja2: A templating engine for generating HTML.**
- **Flask_SQLAlchemy: Adds SQLAlchemy support for database management in Flask.**
- **Flask_Bcrypt: Provides bcrypt hashing for secure passwords.**
- **Flask_RESTful: Simplifies building REST APIs in Flask.**
- **Requests: A library for making HTTP requests in Python.**
- **Email-Validators: Validates email addresses for correctness.**
- **SQLite: A lightweight, disk-based database.**
- **HTML: Markup language for creating web pages.**
- **CSS: Stylesheet language for designing web pages.**
- **JavaScript: Programming language for interactive web content.**
- **Bootstrap: Framework for responsive, mobile-first web design.**
- **ChartJS: Library for creating interactive charts**

Database Schema

The database schema supports the Influencer Engagement and Sponsorship Coordination Platform with tables for users, influencers, sponsors, ad requests, campaigns, notifications, and negotiations. It ensures seamless coordination by linking these tables, enabling efficient campaign management, ad handling, and activity monitoring. This structure supports streamlined data management and workflows.



Presentation Video Link

My link

https://drive.google.com/drive/folders/17QOUp_F-UbeIEwmQu_WwRSmlnA3bRwhB



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Influence Matrix

THANK YOU!



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