

Project Report: Influencer Engagement and Sponsorship Coordination Platform

1. Student Details

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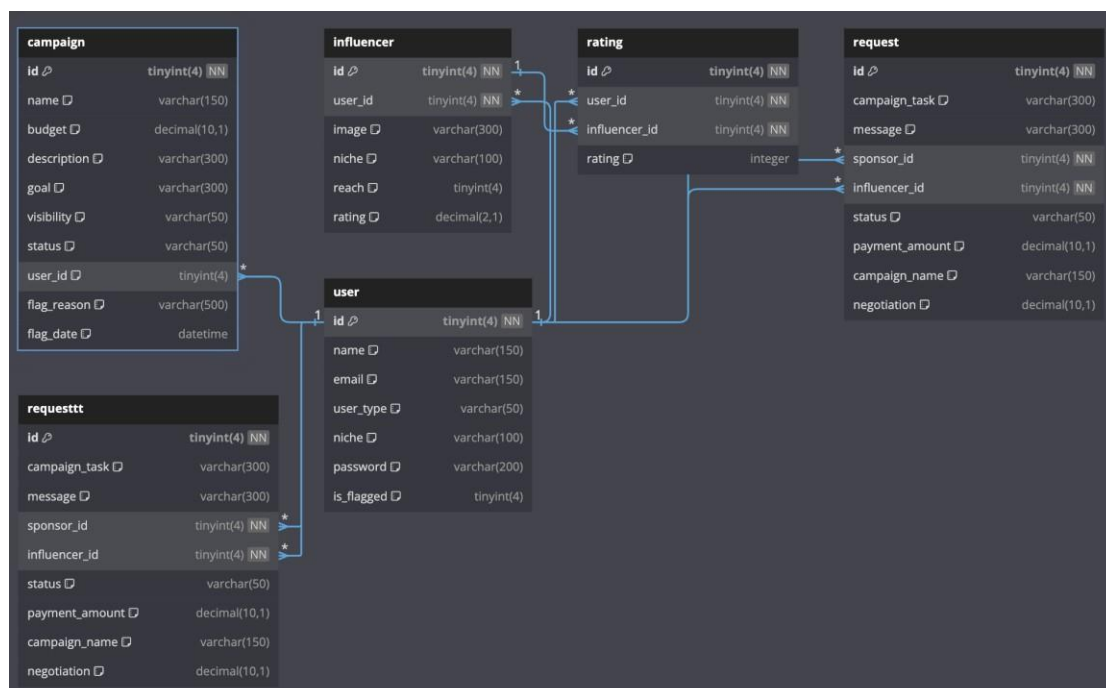
2. Project Overview

Influencer Engagement and Sponsorship Coordination Platform connects sponsors and influencers to facilitate advertising and sponsorship. The platform enables sponsors to manage campaigns and ad requests while allowing influencers to manage requests and profiles. Admins have full access to monitor and manage users and campaigns.

3. Technologies Used

- **Flask:** A lightweight Python web framework for application development.
- **Jinja2:** Templating engine for rendering HTML.
- **SQLAlchemy:** ORM for database management.
- **Requests:** Library for making HTTP requests.
- **SQLite:** Lightweight database for data storage.
- **HTML/CSS/JavaScript:** Core technologies for web development.
- **Bootstrap:** Framework for responsive design.
- **ChartJS:** Library for interactive charts.

4. Database Schema



5. API Endpoints

Campaign Endpoints

- **GET /api/campaign:** Retrieve or filter campaigns.
- **GET /api/campaign/<campaign_id>:** Retrieve a campaign by ID.
- **POST /api/campaign:** Create a new campaign.
- **PUT /api/campaign/<campaign_id>:** Update a campaign.
- **DELETE /api/campaign/<campaign_id>:** Delete a campaign.

Ad Request Endpoints

- **GET /api/ad-request/<ad_request_id>:** Retrieve or filter ad requests.
- **POST /api/ad-request:** Create a new ad request.
- **PUT /api/ad-request/<ad_request_id>:** Update an ad request.
- **DELETE /api/ad-request/<ad_request_id>:** Delete an ad request.

Negotiation Endpoints

- **GET /api/negotiation/<negotiation_id>:** Retrieve or filter negotiations.
- **POST /api/negotiation:** Create a new negotiation.
- **PUT /api/negotiation/<negotiation_id>:** Update a negotiation.
- **DELETE /api/negotiation/<negotiation_id>:** Cancel a negotiation.

Influencer Endpoints

- **GET /api/search/influencer/<username_or_name>:** Retrieve or filter influencers.
- **POST /api/search/influencer/<influencer_id>:** Update an influencer's profile.
- **PUT /api/search/influencer/<influencer_id>:** Add or update social media accounts.
- **DELETE /api/search/influencer/<influencer_id>:** Delete a social media account.

Sponsor Endpoints

- **GET /api/search/sponsor/<sponsor_id>:** Retrieve or filter sponsors.
- **PUT /api/search/sponsor/<sponsor_id>:** Update a sponsor's profile.
- **DELETE /api/search/sponsor/<sponsor_id>:** Delete a sponsor's profile picture.

6. Application Features

- **Admin Dashboard:** Monitors user activity, campaigns, and ad requests. Admins can flag inappropriate content.
- **Sponsor Management:** Sponsors can create, update, and delete campaigns. They can also manage ad requests.
- **Influencer Management:** Influencers can accept or reject ad requests, negotiate terms, and update profiles.
- **Search Functionality:** Sponsors and influencers can search for campaigns and profiles based on various criteria.
- **API Integration:** Provides endpoints for campaign management, ad requests, negotiations, and user profiles.

7. Conclusion

The Influencer Engagement and Sponsorship Coordination Platform offers a comprehensive solution for managing advertising campaigns and influencer partnerships. It effectively supports campaign management, ad requests, and user interactions through a user-friendly interface and robust API endpoints.