

PROJECT REPORT

INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM

AUTHOR:

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I'm currently a student at the foundation level, pursuing a BS degree at IIT Madras.

NOTE:

To run the application, install the required packages run `pip install -r requirements.txt` in the root folder of the project. And run the "app.py" file using the "python" command on the terminal.

DESCRIPTION:

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

TECHNOLOGIES USED:

- **HTML**
- **CSS**
- **JavaScript**
- **Flask:** For request handling, rendering templates, and defining views/routes in the application.
- **Flask-Login:** For handling the login system of the project.
- **Flask-SQLAlchemy:** For defining models, performing query operations on the database, and committing changes to the database.
- **Flask-Mail:** For handling email functionalities in the Flask application.
- **Jinja:** For templating, providing more flexibility to the HTML document.
- **SQLite:** For managing database tables.
- **bcrypt:** For hashing passwords to enhance security.

The platform will have **3 roles**.

1. **Admin - root access**

- An admin can monitor all the users/campaigns, see all the statistics
- Admin can flag inappropriate campaigns/users

2. **Sponsors - a company/individual who wants to advertise their product/service**

- Sponsors will create campaigns, search for influencers and send ad requests for a particular campaign.

- Sponsors can create multiple campaigns and track each individual campaign.
- They can accept ad requests by influencers for their campaigns.

3. Influencers - an individual who has significant social media following

- An influencer will receive ad requests and can accept or reject them.
- They can search for ongoing campaigns (which are public) and send the request.
- They can leave their ongoing campaigns which they are committed to.
- An influencer can update their profile page, which is publicly visible.

Terminologies

Ad request: A contract between campaign and influencer, stating the requirements of the particular advertisement, the amount to be paid etc.

Ad request may have:

1. campaign_id (Foreign Key to Campaign table)
2. influencer_id (Foreign Key to Influencer/user table)
3. messages
4. requirements
5. payment_amount
6. status (Pending, Accepted, Rejected)

Campaign: A container for ads requests for a particular goal. It can have multiple Ad requests, a campaign description, expenses.

Campaigns have:

1. name
2. description
3. start_date
4. end_date
5. expenses

Core Functionalities

1. Login

A login/register form with fields like mail id, password etc for sponsor, influencer and admin login

2. Admin Dashboard - for the admin

- The application must have an admin dashboard which display all the relevant statistics of the application, e.g. active users, campaigns (public/private), ad requests and their status, flagged sponsors/influencers etc.
- Students can decide what more statistics to be shown apart from the ones given above

3. Campaign Management - for the sponsors

- The sponsor creates new campaigns.
- The sponsor updates an existing campaign, such as modifying name, description, payment to the request pending Influencer.
- The sponsor can directly delete an existing campaign.

4. Ad request Management - for the sponsors

- Sponsors can create ad requests based on the goals on the campaign.
- Sponsors can edit an existing ad request.
- Sponsors can delete an existing ad request.

5. Search for influencers, public campaigns

- The sponsors can search for relevant influencers based on their niche, reach, followers etc.
- The Influencers can search for public campaigns based on their niche, relevance etc.

6. Act on a particular ad request - for the Influencers

- Influencers can accept/reject ad requests that are particularly sent to them.
- Influencers can edit the “payment” for a particular ad in request pending.

FEATURES:

Role based login system: Implement different access levels for users based on their roles (admin, sponsor, influencer).

Reset Password: Allows user to securely reset their passwords if forgotten.

Show Password: Provide an option for users to view their password input to ensure accuracy.

Influencer Profile URL: Allows influencer to upload their social profile URL based on selective platforms.

Password Encryption: We use bcrypt to hash passwords, enhancing security and protecting user data by ensuring that plain-text passwords are not stored in the database.

Add Admin: Enables the addition of new administrators.

Flagged mail: Automated email notifications are sent to flagged influencers, or sponsors, with automatic deletion if no response is received within 10 days, similarly 5 days for campaigns.

Restriction: The flagged users cannot login and the flagged campaigns can't perform any operations.

Search: Implementing a search functionality to find influencers, sponsors and campaigns based on various criteria

Update Profile: Allows users to edit and update their profile information.

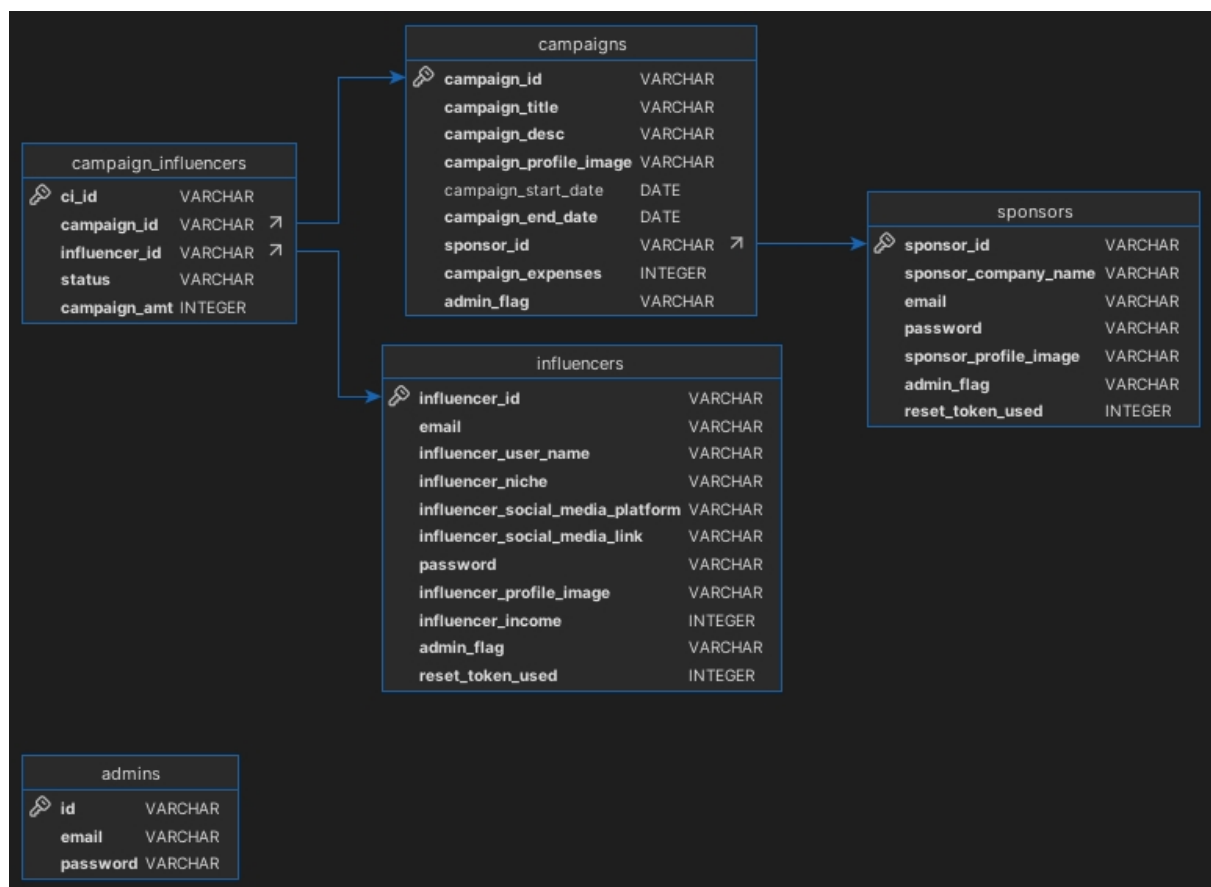
Pagination: Divide content into pages to improve lazy loading for query optimization.

Update Payment: Enables users to update their payment information after sending the request.

Update Campaign Details: Allow sponsors to edit and manage the details of their campaigns.

Responsive Design: Ensure the application is user-friendly on all devices, including mobile, tablet, and desktop.

DB SCHEMA DESIGN:



Sponsors to Campaign (One-to-Many Relationship): Each sponsor can create multiple campaigns, but the respective campaigns can be linked only to one sponsor. **Influencer to Campaign (Many-to-Many Relationship):** Influencers can participate in multiple campaigns, and each campaign can have multiple influencers associated with it.

VIDEO LINK:

<https://drive.google.com/file/d/1qy5Yq8GfJnSWXoewXljCrSW68R7E4qXF/view?usp=sharing>