**A PROJECT REPORT ON**

**INFLUENCER ENGAGEMENT AND SPONSOR PLATFORM – CONNECTHUB**

**Student Details:**

**Name: [Your Name]**

**Student ID: [Your Student ID]**

**Course: [Your Course Name]**

**Instructor: [Instructor's Name]**

**Submission Date: [Date]**

**Project Details**

**Project Title: Influencer Engagement and Sponsor Platform - ConnectHub**

**Problem Statement:**

In the evolving landscape of digital marketing, connecting sponsors with the right influencers is crucial for successful campaigns. However, managing these connections, handling ad requests, and tracking campaign progress can be cumbersome for sponsors and influencers alike. ConnectHub aims to simplify this process by providing a streamlined platform where sponsors can easily find and collaborate with influencers, manage ad requests, and monitor the effectiveness of their campaigns.

**Objectives:**

To provide sponsors with a platform to search for and connect with influencers based on specific criteria such as niche, reach, and category .To allow influencers to manage incoming ad requests from sponsors, including the ability to accept or reject requests .To track and display the progress and status of campaigns, ensuring that sponsors can monitor their investments effectively .To manage and visualize data, including campaign metrics, using charts and tables for better decision-making.

**Approach**:

The project was developed using a modular approach, where different components (such as sponsor management, influencer engagement, and campaign tracking) were built and integrated. The platform was developed using Flask, a lightweight Python web framework, and SQLAlchemy for database management. Bootstrap was used for styling and front-end development, while Chart.js was integrated for data visualization.

**Frameworks and Libraries :**

Flask: Used as the web framework to develop the server-side of the application.

SQLAlchemy: Used as the ORM (Object-Relational Mapping) tool to handle database interactions.

Flask-Login: For managing user sessions and authentication.

Bootstrap: Used for responsive front-end design and styling.

Chart.js: Integrated to visualize data related to campaigns and ad requests.

Jinja2: Templating engine for rendering HTML files dynamically.

**Er Diagram :**

ER diagram that represents the relationships between the tables in the ConnectHub database:

