



NoctiWave

PROJECT REPORT

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About Me

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Project Details

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

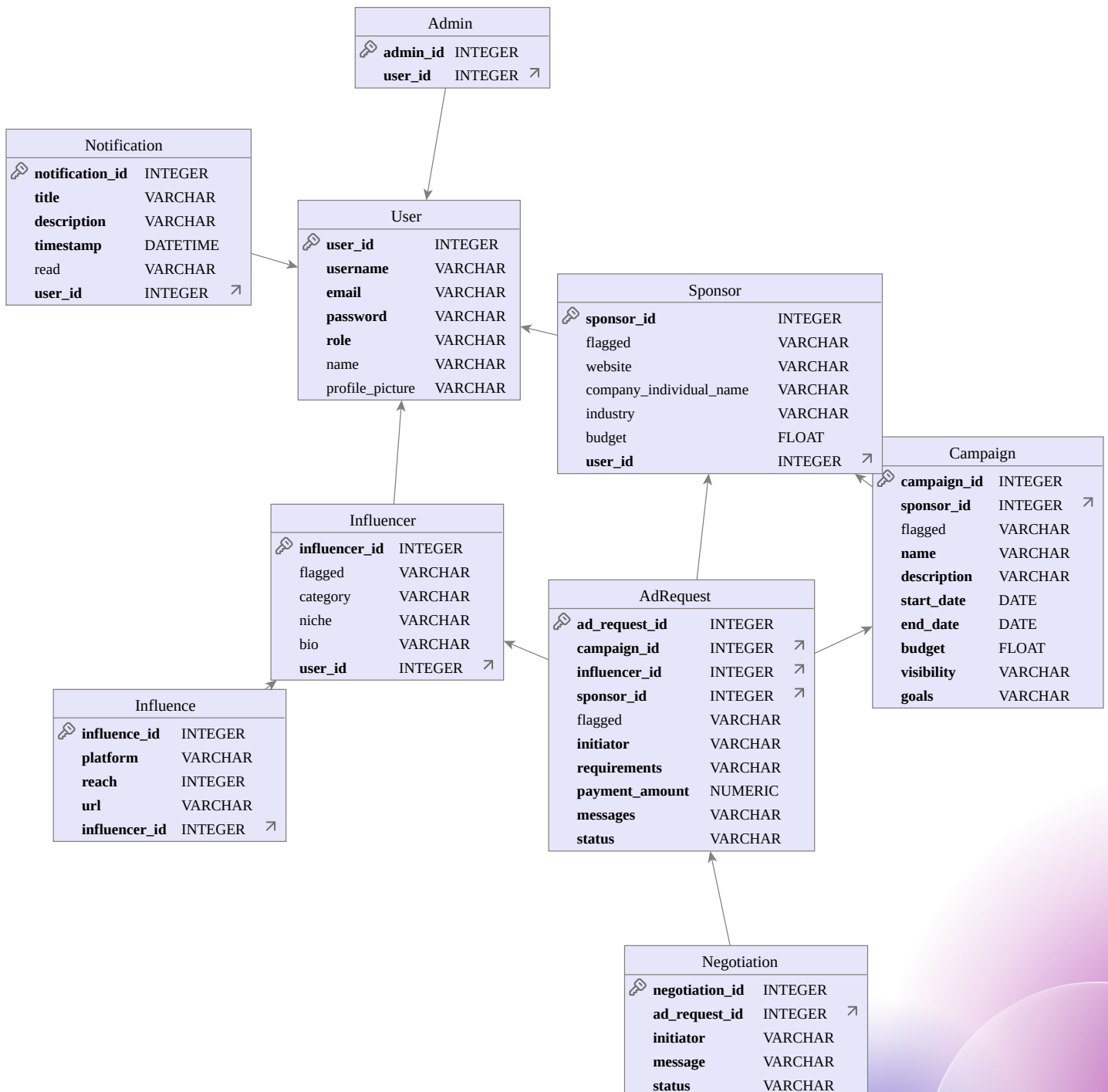
- **Flask:** A lightweight Python web framework.
- **Jinja2:** A templating engine for generating HTML.
- **Flask_SQLAlchemy:** Adds SQLAlchemy support for database management in Flask.
- **Flask_Bcrypt:** Provides bcrypt hashing for secure passwords.
- **Flask_RESTful:** Simplifies building REST APIs in Flask.
- **Flask_WTF:** Integrates Flask with WTForms for form handling.
- **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.



DB 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.





Campaign Endpoints

- **GET** /api/campaign: Retrieve all campaigns or filter by name, sponsor_name, industry, budget, flagged.
- **GET** /api/campaign/string:campaign_id: Retrieve a specific campaign by ID or name.
- **POST** /api/campaign: Create a new campaign.
- **PUT** /api/campaign/string:campaign_id: Update an existing campaign by ID.
- **DELETE** /api/campaign/string:campaign_id: Delete a specific campaign by ID.

Ad Request Endpoints

- **GET** /api/ad-request/int:ad_request_id: Retrieve all ad requests or a specific one by ad_request_id.
- **POST** /api/ad-request: Create a new ad request with campaign_id, influencer_id, sponsor_id, initiator, requirements, payment_amount, messages.
- **PUT** /api/ad-request/int:ad_request_id: Update an existing ad request by ID.
- **DELETE** /api/ad-request/int:ad_request_id: Delete a specific ad request by ID.

Negotiation Endpoints

- **GET** /api/negotiation: Retrieve all negotiations or a specific one by negotiation_id.
- **POST** /api/negotiation: Create a new negotiation with ad_request_id, initiator, message, status.
- **PUT** /api/negotiation/int:negotiation_id: Update an existing negotiation by ID.
- **DELETE** /api/negotiation/int:negotiation_id: Cancel a specific negotiation by ID.



API Resource



Influencer Endpoints

- **GET** /api/search_influencer/string:username_or_name: Retrieve all influencers or a specific influencer by username or name.
- **GET** /api/search_influencerid/int:influencer_id: Retrieve all influencers or filter by name, sponsor_name, industry, budget, flagged or a specific influencer by influencer_id.
- **POST** /api/search_influencerid/int:influencer_id: Update an influencer's profile by ID.
- **PUT** /api/search_influencerid/int:influencer_id: Add or Update an influencer's social media accounts by ID.
- **DELETE** /api/search_influencerid/int:influencer_id: Delete a specific social media accounts by influence/platform ID.

Sponsor Endpoints

- **GET** /api/search_sponsor/int:sponsor_id: Retrieve all sponsors or a specific sponsor by ID.
- **PUT** /api/search_sponsor/int:sponsor_id: Update a sponsor's profile by ID.
- **DELETE** /api/search_sponsor/int:sponsor_id: Delete sponsor's profile picture by ID.

Presentation Video



Presentation Video of My Project is available here.

<https://drive.google.com/file/d/1Pltm3ym-F4tpNf3RlVb6R80ouYoCl-Ez/view>



**Thank You
For Your Attention!**

Aayansh Yadav

29 July 2024 →