

# Report for Influencer Engagement and Sponsorship Coordination

## Platform - MAD 1 project

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### Project Details:

#### Influencer Engagement and Sponsorship Platform

#### *Demo Video:*

<https://drive.google.com/drive/folders/19yHCZT6wJf6HvDT4FDQ11yKKWGTXCe5D?usp=sharing>

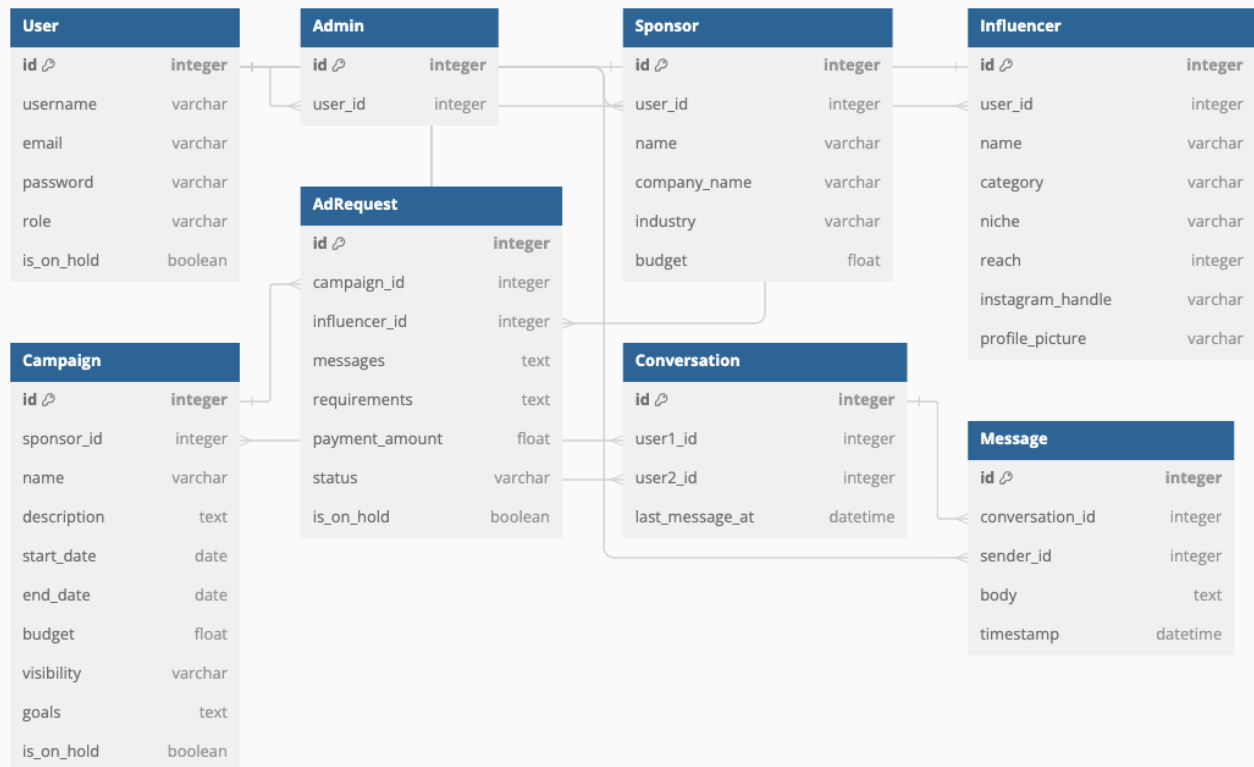
*Problem Statement:* The aim of the project is to create a platform that connects sponsors and influencers to streamline marketing campaigns. Sponsors can create campaigns, manage ad requests, and find suitable influencers, while influencers can accept or reject campaigns, negotiate terms, and manage their profiles.

*Approach:* The project was approached in a phased manner, starting with the setup of the environment and the creation of user models for Admin, Sponsor, and Influencer roles. The core functionalities such as campaign management, ad request management, and user authentication were implemented using Flask, SQLAlchemy, and Flask-RESTful for API endpoints. The platform also includes a chat system to facilitate communication between sponsors and influencers.

#### *Frameworks and Libraries used:*

Flask:	For web application development.
Jinja2:	For HTML templating.
SQLAlchemy:	For database management and ORM.
Flask-Login:	For user session management.
Flask-RESTful:	For creating RESTful API endpoints.
Bootstrap:	For front-end styling and responsive design.

#### *ER Diagram:*



## API Resource endpoints:

### - User Endpoints

- GET /user/<user\_id>: Retrieve user details by user ID.
- POST /user: Create a new user (admin, sponsor, or influencer).
- PUT /user/<user\_id>: Update user details.
- DELETE /user/<user\_id>: Delete a user.

### - Campaign Endpoints:

- GET /campaign/<campaign\_id>: Retrieve campaign details by campaign ID.
- POST /campaign: Create a new campaign.
- PUT /campaign/<campaign\_id>: Update campaign details.
- DELETE /campaign/<campaign\_id>: Delete a campaign.

### - Ad Request Endpoints:

- GET /ad\_request/<ad\_request\_id>: Retrieve ad request details by ad request ID.
- POST /ad\_request: Create a new ad request.
- PUT /ad\_request/<ad\_request\_id>: Update ad request details.
- DELETE /ad\_request/<ad\_request\_id>: Delete an ad request.