

Influencer Connect

Project Proposal



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1. Introduction

In today's digital age, influencers play a crucial role in marketing and brand promotion. However, the process of connecting influencers with brands is often inefficient, relying on fragmented communication through social media or email. "Influencer Connect" aims to streamline this process by creating a centralized platform where marketing agents can design campaigns, invite influencers, and facilitate direct communication and collaboration.

2. Objective

To develop a web-based platform that connects marketing agents with influencers, enabling efficient campaign management and streamlined communication.

3. Problem Description

Influencer marketing is a powerful tool for brands, but the current process of engaging influencers is cumbersome. Brands often rely on social media or email to connect with influencers, leading to inefficiencies and missed opportunities. "Influencer Connect" seeks to solve this problem by providing a dedicated platform where marketing agents can create and manage campaigns, and influencers can easily participate and communicate. This will enhance the overall effectiveness of influencer marketing campaigns, reduce time spent on coordination, and improve the collaboration between brands and influencers..

4. Methodology

To address these challenges, we will develop the platform using ASP.NET MVC for the web application framework and SQL Server for the database. The platform will include user management, campaign management, a messaging system using AJAX polling, and basic analytics features. We will use agile development methodologies to ensure iterative progress and regular feedback

5. Project Scope

This project will focus on:

- User registration and profile management for marketing agents and influencers
- Campaign creation, management, and invitation system
- Real-time messaging between agents and influencers using SignalR
- Basic analytics for tracking campaign performance
- Invoice generation for influencers participating in campaigns

The project will not cover:

- Advanced AI-based recommendations or matching algorithms
- Integration with external social media platforms beyond basic linking
- Detailed financial transactions and payment processing systems

6. Feasibility Study

With above defined scope, would you be able to meet your project schedule?

Do mention following aspects:

i. **Risks Involved:**

- **Technical Risks:** Potential challenges with real-time communication integration. Mitigation includes using well-documented libraries and regular testing.
- **User Adoption Risks:** Initial difficulty in attracting users. Mitigation through targeted marketing and user feedback.

ii. **Resource Requirement:**

- Development tools: Visual Studio, GitHub, Postman
- Technologies: ASP.NET MVC, SignalR, SQL Server
- Cloud service: Azure

7. Solution Application Areas

Is "Influencer Connect" targets the marketing and advertising industry, specifically brands and marketing agencies that rely on influencer marketing. The platform will streamline campaign management, enhance communication, and improve the overall efficiency of influencer collaborations, benefiting both brands and influencers.

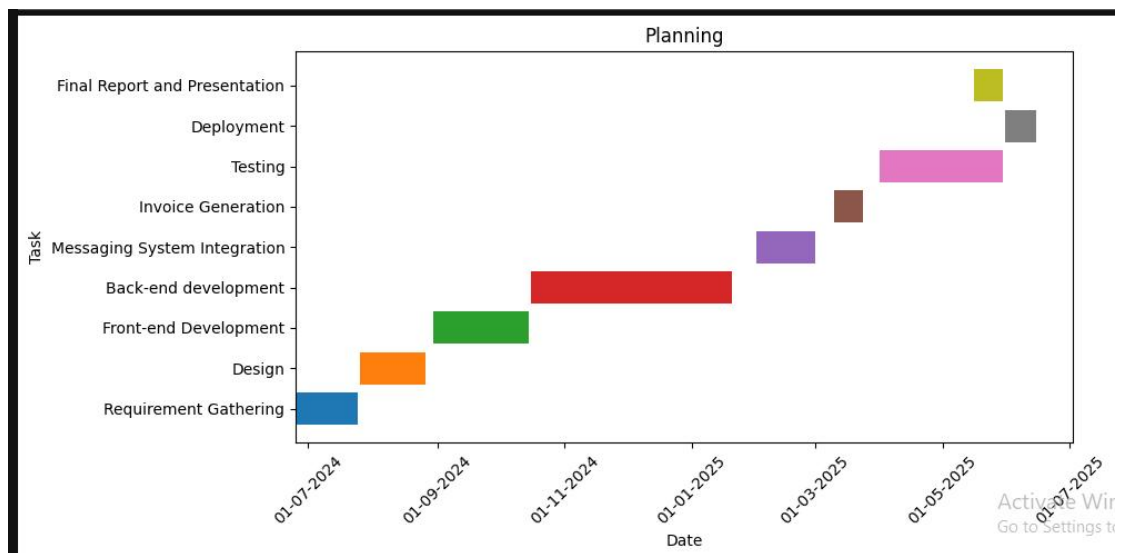
8. Tools/Technology

- . Hardware: Standard development machines
- . Software: ASP.NET MVC, SignalR, SQL Server, Visual Studio, GitHub, Postman, Azure

9. Responsibilities of the Team Members

Task / Responsibility	Ayan Ahmed Siddiqui (Back-end)	Ansab Haider (Front-end)	Wajiha Ali Malilk (Front-end)
Front-end Development	Consulted(C)	Informed(I)	Responsible (R)
UI/UX design	Informed(I)	Responsible(R)	Consulted(C)
User management module	Consulted(C)	Informed(I)	Responsible (R)
Back-end Development	Responsitble(R)	Informed(I)	Consulted(C)
Database Sheme design	Consulted(C)	Responsible(R)	Informed(I)
Campaign menagement design	Responsitble(R)	Consulted(C)	Informed(I)
Messaging system integration	Responsitble(R)	Consulted(C)	Informed(I)
Invoice Generation	Consulted(C)	Responssible(R)	Informed(I)
Testing	Consulted(C)	Informed(I)	Responsible (R)
Deployment	Responsitble(R)	Consulted(C)	Informed(I)

10. Planning



11. References

1. "Elasticsearch: The Definitive Guide" by Clinton Gormley and Zachary Tong. O'Reilly Media. [Online resource]
2. "Pro ASP.NET MVC 5" by Adam Freeman. Apress. [Online resource]
3. "SignalR – Real-time Application Development" by Einar Ingebrigtsen. Packt Publishing. [Online resource]