

Platform – Web & Mobile for Influencer

Influencer Registration	<ul style="list-style-type: none"> • Can register using name,email and password • Can use generic email id for registration • Influencer can register using google or apple account • OTP verification required • as part of the registration using API followers need to be verified and broken down by several demographics attributes
Influencer Profile completion	<ul style="list-style-type: none"> • Influencer can add the name, nick nam gender, dob etc • He can add the social media platforms in which he is active • Influencer can add a short bio about himself • Influencer can select the preferred language and currency • Influencer can add his contact details / address • Influencer can add the bank account details (iban and credit card options)
Influencer search brands / campaign	<ul style="list-style-type: none"> • Influencer can search brand/ campaign only after his account is approved • Influencer can do basic / advanced search to find brands / campaigns • Influencer can send connect request to brands and join request to campaigns • Influencer can save the search and use it for future searches • can request for payment , receive payment and dispute payments • influencer can generate a report or access a dashboard to track his payments and campains
Select Category of interest	<p>The influencer can select the category [Like Travel, Food, Technology], products he would like to promote.</p> <p>based on these categories influencer will recieve notifications when a brand in this category launches the need for a post/ campaign that is relevant to the inluvncer interms of target audience/ category/ geogrpahy</p>
Select Outlet / Brand of interest	<p>Influencers can select their personal preferences in brands for promotion as Wishlist</p> <p>also they should recieve a notification when his/her preferred brand launches a campaign</p>
View linked brands / Outlets	Designated section showing similar brands, products, outlets based on influencers interest

View assigned campaigns	<ul style="list-style-type: none"> • View the campaigns the influencer is connected with • View the status of each campaign [Draft, approved, live etc..] • Option to create and submit drafts • Option to link campaign URLs • Option to view live campaign insights • Option to do payout requests and payments
Influencer Activity rating [3rd party]	<ul style="list-style-type: none"> • A third party API [Modash] is integrated to track the activity rating of influencer • The API will track the number of followers, geography, age range and gender of followers etc.. • The Influencer approval will be based on this data <p>the brand shall also get access to the level of activity on their posts by the influencer (dashboard for brands to see the engagement on their paid posts by the influencer)</p>
Track campaign posts by influencer [3rd Party]	<ul style="list-style-type: none"> • A third party API [Modash] is integrated to track the posts of the influencer • The number of posts, their outreach, likes etc. to analyze the influencer's campaign performance
Pay Out Requests	<ul style="list-style-type: none"> • Request for payout once the influencer has met the specified tasks by the brand • Once the Brand approves and made the payment, influencer can view the payment amount details
Reports	<ul style="list-style-type: none"> • Dedicated reports on performance analysis, • Campaign Outreach • Payments
Manage Disputes	<ul style="list-style-type: none"> • To manage any potential conflicts or misunderstandings between brands and influencers • Influencer will have the option to send a message to admin regarding the dispute • Admin will discuss the same with the brand and influencer involved and sort out the issue
Geo Fencing Campaigns	<ul style="list-style-type: none"> • If any brand had created a geo fencing / one time post campaign, influencer will get a notification once he reached inside the geo location.
Alerts and Notifications	<p>Influencer will get alerts and notifications in the below scenario</p> <ul style="list-style-type: none"> • When the account is approved • When a brand sends a connect / campaign request • When campaign draft approved / rejected • When a payment is done by brand <p>please see above on notification related to preferred brands /</p>

	preferred categories given the target market and geographies selected by brand match
Chat With Brand	<ul style="list-style-type: none"> Once the brand accepted the connection request, influencer can chat with the brand All chat will be available in the chat window

Platform - Web For Brand Managers

Brand / Outlet Registration	<ul style="list-style-type: none"> Can register using name,email and password Can use only company email id for registration Social media registration / login not allowed User can add the Brand details User can add other members who have access to brand section Brand need to upload the legal documents for admin to verify the brand
Brand Approval	<ul style="list-style-type: none"> Admin will verify the brands manually Once verified only a brand can access other functionality than profile update <p>once approved all social media accounts of the brand shall be linked to the brand page so influencers can see it directly from the platform</p>
Search influencers	<ul style="list-style-type: none"> Brand will be able to search and find out influencers based on various filters like areas of interest, outreach, budget etc. Brand will have basic and advanced search Brand can save the search
Show interested nflencer list	<ul style="list-style-type: none"> Brand can view specific influencers interested in promoting products like their brand The selection is based on category, targeted audience, social media platform etc.
Manage Campaigns	<p>Brand can create different type of campaigns</p> <ul style="list-style-type: none"> Single post : The campaign is for a single social media post. There can be 3 options, Post, Story, Passive Story. Each option can have different pricing / remuneration for influencer. geo fencing campaign - where brand can mark and geographical area for the campaign. Influcecer will get notified once he is inside the area and he can make a post from the geo location to get the remuneration Bid Posts - Brand can set a target / requirement and request the influencers to bid for the same. The brand can assign the campaign to the lowest bidded influencer Sponsored Posts : These type campaigns , influencer will mention the brand as the sponsor for his posts. Unboxing Campaigns : Brand can create unboxing campaign

	<p>for influencers.</p> <ul style="list-style-type: none"> • Discount Codes : In this type of campaigns, the influencers will be mainly sharing the discount codes from the brands • Giveaways and Contests: In this type of campaign, the influencers will be doing campaigns for contests / give aways • Campaigns: this type of campaign will include any other type of campaigns which the brand decides.
Edit Campaigns	<ul style="list-style-type: none"> • Brand will have the option to edit the campaign details • Brand can do this only before he assigns the campaign to an influencer
Select and connect influencers	<ul style="list-style-type: none"> • Brand can select an influencer and view his details • System will display the insights of the influencer collected using the 3rd party API, along with other Bio • Brand can connect with the influencer or invite him to a campaign • Brand can create a campaign for the influencer
View Similar influencers and details	<ul style="list-style-type: none"> • Brand can view similar influencers listed below the selected influencer bio. • The similar influencers will be listed based on the search criteria and interest added by influencers
Manage Campaign requests	<ul style="list-style-type: none"> • Brand can invite an influencer to a campaign or accept an influencers request to join to the campaign • Brand can view the campaign draft added by the influencer • Brand can accept / reject / add comments to the draft added by influencer • Brand can view the status of the campaign • Brand can view the insights of live campaigng posts • Brand can view the payment request from influencers
Payments	<ul style="list-style-type: none"> • Brand can view payout request from the influencer and process the same • Brand can make the payment online for influencers • When the brand makes the payment, the system will transfer the admin commission to admin account and the remaining to influencer account • Admin can view the consolidated payment reports based on campaign / influencer etc
View influencer posts and activity [3rd party]	<ul style="list-style-type: none"> • Brand can view the status and insights of a post done by an influencer • These details are fetched by third party API • Brand can view whether the influencer met the requirements of the campaign
Reports	<ul style="list-style-type: none"> • Reports on influencer activity, outreach, [3rd party API] • Likes, Follwers etc.[3rd party API] • Payments and payout requests
Manage Disputes	<ul style="list-style-type: none"> • To manage any potential conflicts or misunderstandings between brands and influencers • Brand will have the option to send a message to admin regarding the dispute

	<ul style="list-style-type: none"> Admin will discuss the same with the brand and influencer involved and sort out the issue
Chat With Influencer	<ul style="list-style-type: none"> Once the influencer accepted the connection request, brand can chat with the brand All chat will be available in the chat window
Alerts and Notifications	<p>Brand will get alerts and notifications in the below scenario</p> <ul style="list-style-type: none"> When the account is approved When a influencer sends a connect / campaign request When campaign draft approved / rejected When a payment is done by brand

Platform - Web For Platform Administration

Manage Influencers	<ul style="list-style-type: none"> Admin can view the registered influencers and the details entered by them Admin can view the social media insights of an influencer through 3rd party API Admin can check / verify and approve an influencer Admin can deactivate an influencer
Manage Brands	<ul style="list-style-type: none"> View the list of registered brands in the system Check the details submitted by the brand and approve account Activate / deactivate a brand if needed
Manage Categories	<ul style="list-style-type: none"> Manage the categories and markets available in the system for influencers / Brands
Manage Contents	<ul style="list-style-type: none"> Admin will have the option to edit the content and images in home page and other pages like about , privacy etc..
Manage Campaigns	<ul style="list-style-type: none"> Admin can view all the campaigns added by the brands Admin can search the campaign using keywords, brand name, geo location of date Admin can edit the campaign content if needed. admin can edit commission value just to confirm commission will be cut directly when brand transfer to influencer
Manage payments / Payout requests	Manage payment requests, delays, updates banking errors, disputes etc.
Reports	<p>Admin can view different reports</p> <ul style="list-style-type: none"> Number of influencers / brands Influencer interactions Payment and payouts Number of campaign and campaign insights etc
Manage Disputes	<ul style="list-style-type: none"> Admin can view the dispute messages posted by the influencer / brand and take action on the same

Manage Blogs	Admin can add blog posts to the system
Manage News and Events	Admin can add news and events to the system
Manage FAQ	Admin can add FAQ questions and answers
Other page contents	Admin can manage the contact address, email, and phone number of the platform, as well as the social media links.

Platform – Web General For Web Visitors

Every key title or subtitle /image must be linked to the related flows or pages directly i.e in the main page there's an icon payment we need a link direct to payment page

Home Page	Main Webpage displaying options like search, register . and also imagery and transitions to increase aesthetic appeal and to show what services the platform provides
Landing Pages	Multiple landing pages for marketing and advertisement purposes
About Page	Dedicated page to display the platforms motto, objective and mission
Meet the Team	Dedicated page introducing the team members and a brief idea about who is behind the platform
List of Influencers & Brands	List of established influencers and brands using or enrolled with the platform so as to increase trust and credibility
Page for Brands	Dedicated page for brands signed up with the platform so that users and influencers can understand about them better.
Page for Influencers	Dedicated page for influencers so that the users and brands can view and understand how established and how strong the influencer community of this platform is.
Blogs	Dedicated blogs section so that users can view various blogs containing experience, reviews etc. posted by the brands and influencers
Events & News	Dedicated page displaying ongoing news or info about upcoming events, any changes in policy, working, etc.
General T&C, Privacy Policy pages	General guidelines about the use of the platforms, rules, regulations and policies to be followed

Platform – Web General For Web Visitors

Find Instagram Influencers (Page)	Key page to improve SEO displaying top Instagram influencers and enrolled in the portal along with search keyword optimized content
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Find YouTube Influencers (Page)	Key page to improve SEO displaying top YouTube influencers and enrolled in the portal along with search keyword optimized content
Find Facebook Influencers (Page)	Key page to improve SEO displaying top Facebook influencers and enrolled in the portal along with search keyword optimized content
Find Twitter Influencers (Page)	Key page to improve SEO displaying top Twitter influencers and enrolled in the portal along with search keyword optimized content
Find TikTok Influencers (Page)	Key page to improve SEO displaying top TikTok influencers and enrolled in the portal along with search keyword optimized content
Contact Page	Dedicated page for the viewers to contact the admin via the provided contact details
FAQ Page	Dedicated page displaying various Q&A regarding possible doubts viewers might have regarding the platform