

**INFLUENCER
ENGAGEMENT AND
SPONSORSHIP
COORDINATION
PLATFORM**

INFLUENCERPRO

PROJECT REPORT

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INTRODUCTION:

- This project aims to create a web-based Influencer engagement and sponsorship management platform that provides sponsors to create a campaign and ask some influencer to join that campaign to earn a payment. The system also allows influencers to join the campaign by requesting the sponsor for some particular campaign created by that sponsor. The sponsor and influencer can edit their profile and also have the ability to accept or reject the requests they receive from other influencers or sponsors for the campaigns. There is also remove functionality for all the users. The admin can be able to flag the sponsor, campaign and influencer with proper reasons. The requests can be sent to the users with a message.

User Registration and Login:

- Users can create new registrations and also Login using their existing credentials.

Profile Page:

- In the profile page, both the influencer and sponsor can look at their own profiles and can also edit or update their profile if they wish to change something.
- In the Active campaigns section, both can look at the campaigns which are currently active and also how many days are left for the completion of that campaign.
- In the New Requests section, both can view the requests sent to them from others respectively.

Find Page:

- The influencers can find the active/ongoing campaigns in the find page and request for the same if they are interested with that.
- The sponsors can find the influencers and active campaigns in the find page and can view the influencers' profile page. They can also look into other campaigns' details as well.
- The admin can find the influencers, sponsors and active campaigns in the find page. Admin have the ability to view the details and also flag them if they are not good with proper reasons.

Stats Page:

- The influencer, sponsor and admin can look into some of the statistical descriptions, charts of the campaign, sponsors, influencer until then.

Campaigns Page:

- This page is unique for sponsor dashboard. In this page, sponsor can create or add campaigns by providing details about the campaigns. They can view the campaigns added by them in this page.

Info Page:

- This page is unique for admin dashboard. In this page, admin can look into the active campaigns and also the flagged Campaigns/Users information.

TECHNOLOGIES USED:

- Python (Flask): Flask is the technology used for the web framework to handle HTTP requests and responses, manage routes and provide back-end logic.
- HTML: HTML is used for structuring the web pages and creating user interfaces.
- CSS: This technology is employed for styling the web pages and enhancing the influencer and sponsor experience.
- SQLite3: SQLite3 is the database chosen for managing the database for storing and retrieving data in an efficient way.
- JavaScript: Some of the scripts are also implemented for some important actions in the web-page.

DATABASE SCHEMA:

DATABASE SCHEMA LINK: <https://drive.google.com/file/d/1PHC2q0dCsEx1-dq6AY7j9Fafh2HEzseF/view?usp=sharing>

The database consisted of the following tables:

1. User Table: Consists of user login credentials (id, username, email, role, password, is_admin, profile_pic, category, platform, followers, rating, mobile, target, languages, content_style)
2. Campaign Table: Consists of Campaign details (id, title, description, image, niche, start_date, end_date, user_id, status, budget, payment)
3. Request Table: Consists of Request details (id, title, message, user_id, campaign_id, status)
4. Flag Table: Consists of Flagged details (id, flagged_by_id, flagged_user_id, flagged_campaign_id, reason, timestamp)

API ENDPOINTS:

1. `/login``: Authenticates user and redirects to the appropriate dashboard based on their role.
2. `/logout``: Logs out the user and clears session data.
3. `/profile``: Displays the profile page with active campaigns and requests for the logged-in user.
4. `/update_profile``: Updates user profile information, including handling file uploads for profile pictures.
5. `/find``: Displays campaigns and allows users to request to join them.
6. `/profile/<int:user_id>``: Displays the profile of the specified user, including their campaigns.
7. `/update_request/<int:request_id>``: Updates the status of a campaign request.
8. `/flag/<int:item_id>/<item_type>``: Flags a user or campaign with a reason.
9. `/remove_flag/<int:flag_id>``: Removes a flag from the system.
10. `/remove_campaign/<int:campaign_id>``: Temporarily removes a campaign from visibility.
11. `/update_campaign/<int:campaign_id>``: Updates the details of a campaign, including uploading a new image.
12. `/admin_dashboard/info``: Displays information about ongoing campaigns and flagged items in the admin dashboard.
13. `/admin_dashboard/find``: Allows administrators to search for users and campaigns based on a query.
14. `/stats``: Displays statistics on users and campaigns, including platform and category breakdowns.
15. `/update_profile``: Handles profile picture uploads during profile updates.

ARCHITECTURES AND FEATURES:

1. **Authentication System:**

- **Separate Logins:** Different login pages for Admins and Users (Influencers and Sponsors).
- **Role-Based Access:** Ensures users only access features relevant to their role.

2. **Dashboards:**

- **Admin Dashboard:** Manages campaigns, users, and platform analytics. Includes a control panel for viewing active campaigns and flagged content.

- **Influencer Dashboard:** Displays active campaigns, profile details, and request management.
- **Sponsor Dashboard:** Allows sponsors to create and manage campaigns, view requests, and monitor performance.
- 3. **Campaign Management:**
 - **Create & Edit Campaigns:** Sponsors can add details like title, description, and budget.
 - **Request Handling:** Influencers can request to join campaigns, and sponsors can invite influencers.
- 4. **Profile Management:**
 - **Editable Profiles:** Users can update their information and view personalized stats.
- 5. **Request & Flag Management:**
 - **Request Status:** Track the status of campaign-related requests (pending, accepted, rejected).
 - **Flagging System:** Users can flag inappropriate content, which admins can manage.
- 6. **Statistics & Analytics:**
 - **Visual Data:** Real-time campaign performance, engagement metrics, and platform usage stats are displayed through charts and graphs.

PROJECT PRESENTATION VIDEO LINK:

https://drive.google.com/file/d/1JcYL_3JQDKuZWL8vTGUhNFUhwutlfqz9/view?usp=sharing