The West African online marketing landscape has completely revolutionized over the last few years, with Ghana emerging as a trend for influencer-brand collaborations. This paper explores an evolving Influencer-Brand Sponsorship Marketplace aimed at hosting this new business with a structured platform that unites content creators and firms seeking authentic marketing opportunities. The platform aims at Ghana's influencer economy, which has expanded by 35% annually, driven by increased social media penetration and a reorientation of corporate advertising budgets toward digital media. The site supports three principal segments of users: major brands like MTN Ghana and Kasapreko Beverages that spend significant percentages of their advertising budgets on influencer partnerships; content creators from various ranges of followers, from micro-influencers to online celebrities; and advertising agencies with multiple clients offering high-volume campaigns.

The database drives four major functional tasks that mirror real-world business needs. First, it manages the whole campaign life cycle, allowing brands to create in-depth parameters like budgets, timelines, and key performance indicators. It automatically tracks progress through stages from planning to delivery. Second, the platform features sophisticated influencer vetting capabilities, utilizing historical performance metrics and audience demographics to score applications and optimize brand-creator matches. Third, the database applies advanced contractual terms by default through inherent business rules, such as exclusivity clauses, to prevent conflicts of interest. Finally, the platform handles all monetary aspects of sponsorships, from upfront fees to adjustments based on performance and payment processing, with local payment system support such as MTN Mobile Money. The foundation of this marketplace is laid by its well-designed database that adheres to normalization principles to preserve the data from flaws and eliminate redundancy.

In the Third Normal Form (3NF), the database organizes data into nine fundamental tables with distinct functions to fulfil.

INFLUENCER holds rich content profiles for creators, including names, ages, gender, industry, and social media IDs. The BRAND table maintains companies, their names, and the compensation packages they offer for partnerships. Connecting these entities are junction tables like INFLUENCER\_BRAND and INDUSTRY\_BRAND, which address the many-to-many relationships within this system. For instance, a single influencer can work with multiple brands, and a brand can work with various influencers—these relationships are effortlessly tracked through the relational database design. The database schema is based on a firmly structured schema that keeps complexity and pragmatism in querying balance, with ten primary tables that maintain data integrity and optimize queries. The generalization-specialization design is the foundation, with a core USER table containing core authentication details and registration information, which is supplemented by specialized INFLUENCER and BRAND\_REP tables containing role-specific data.

The schema supports shared functionality among users without absorbing their specific data requirements.

Core tables like INFLUENCER, BRAND, and CAMPAIGN hold key information regarding marketplace participants and opportunities. In contrast, junction tables like INFLUENCER\_BRAND and INDUSTRY\_BRAND manage the complex many-to-many relationships in this environment. Business rules are applied at the application and database levels to ensure compliance with marketplace policies and industry regulations. The system employs SQL triggers to lock down exclusivity contracts, ensuring brands are not accidentally signing up for multiple influencers on competing campaigns. Approval workflow ensures only well-screened applications move through contractual stages, with status changes automatically propagating through related tables.

The database also has safeguards to maintain data consistency, such as cascading updates that maintain referential integrity when data is updated. Looking ahead, the database architecture for future expansion features several attributes. The data fields are dynamic, allowing for integration with new social media platforms and content types as they arise. As influencer marketing continues to grow in Ghana and across Africa, this database solution provides the industry with a solid foundation that can grow with industry expansion while remaining faithful to the platform's core principles of transparency, fairness, and efficiency. Through the convergence of sound database practice and business acumen, the marketplace becomes an essential infrastructure to the region's digital marketing ecosystem.