

Project Report: *Influencer Engagement & Sponsorship Coordination Platform - V2*

Name: Sk Noor Alam

Roll: 23f1000205

Introduction

The **Influencer Engagement & Sponsorship Coordination Platform - V2** is a web-based application designed to bridge the connection gap between **sponsors** and **influencers**. In today's digital marketing ecosystem, businesses and brands often rely on social media influencers to promote their products and services. This platform serves as a comprehensive solution to facilitate the connection, collaboration, and management of campaigns between sponsors and influencers.

Frameworks

I use to following frameworks to make the web-application more reliable, scalable and secure :

- Frontend : VueJS for UI framework with bootstrap for styling(CSS+HTML).
- ORM : SQLAlchemy with SQLite database.
- API : Flask, Flask-RESTful for backend endpoints.
- Security : Flask-Security for token based authentication.
- Cache : Redis for caching.
- Schedule : Celery-Beat for shchedule jobs.

Features and Functionality

User Functionality

The platform allows users to register as either sponsors or influencers. Flask-Security is used for user authentication.

- **Admin:** *Track users , manage campaigns, flag unusual campaigns, flag suspicious users and see summary of those things.*
- **Sponsors:** *Can manage campaigns, manage advertisements, view influencers, pay and rate them.*

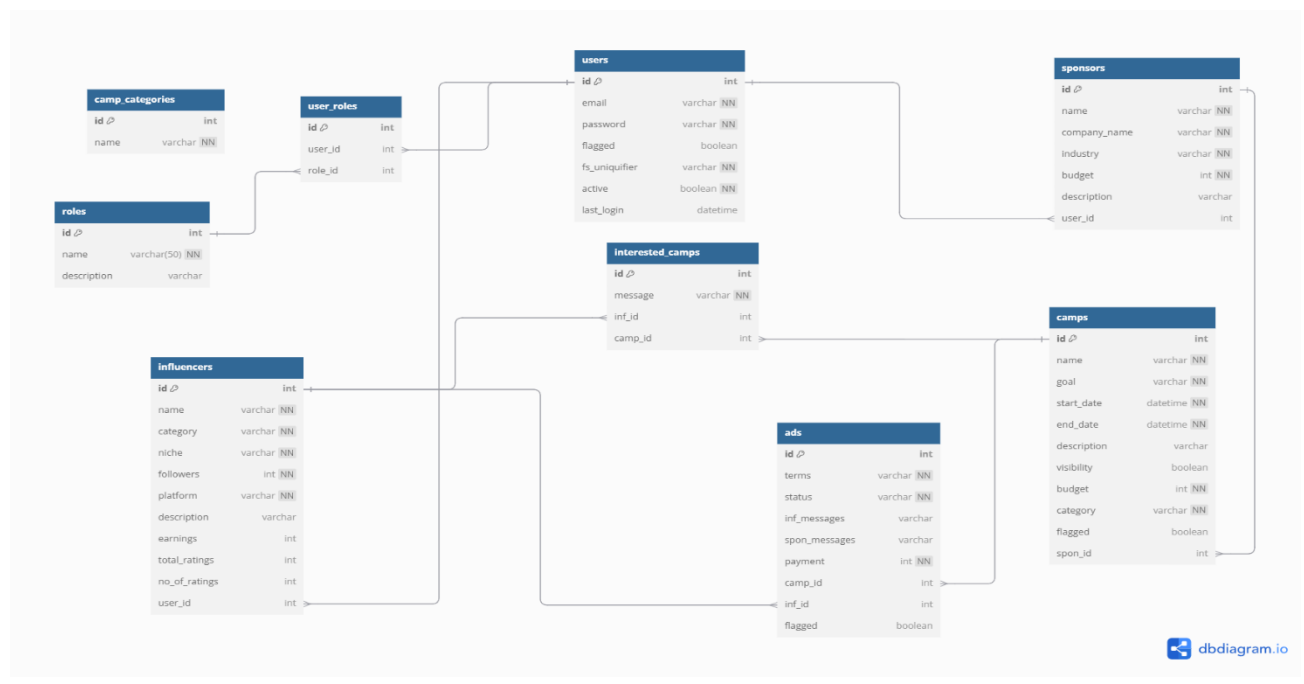
- **Influencers:** Can view available campaigns, show interest, accept or reject advertisements, manage their profile and withdraw money from earnings.

Features

To create more engagement and products promotion, we have campaigns and its advertisements or contract as ad.

- **Campaigns :** Campaigns have many fields like title, goals, budget and few more. These are the showcase of promotional events.
- **Ads :** Ads are created as part of the campaigns, and they are linked to specific influencers. The sponsor and influencer can communicate through the platform, exchanging messages related to the ad content, approval, and payment.

DB Diagram



Video Link

https://drive.google.com/file/d/1QvPiBOh7jDhRIH2_JFn9J5rqXzcJ3hAL/view?usp=sharing