February 28, 2022

**MISM 3403 Project Proposal**

**PR Package Management Database and Insights**

Keetae Kim, Peiying Li

**Topic and Business Question**

In this project, we aim to build a database for a PR package management platform that PR managers can use to efficiently send products to targeted content creators.

[Adobe](https://www.adobe.com/express/learn/blog/content-creator) defines content creators as “someone who creates entertaining or educational material to be expressed through any medium or channel.” For example, creative individuals could become “Youtuber, ” “Tiktoker,” or an influencer on Instagram. Through these social media platforms, they can create personalized content and gain income through view counts, advertising, and brand contrasts. According to [Cision PR Newswire](https://www.prnewswire.com/news-releases/global-digital-content-creation-market-size-expected-to-reach-38-billion-by-2030-301381125.html), “the Global Digital Content Creation Market size was estimated to be US$ 11 billion in 2019 and is expected to reach US$ 38.2 billion by 2030 at a CAGR of 12% during 2020 and 2030.” Sending products to be featured by content creators on their platform can potentially increase the sale of the product, while the process itself could be dreary including finding popular content creators, getting their addresses, tracking the shipment status, etc. A blog article from [Statusphere](https://brands.joinstatus.com/how-to-send-pr-packages-to-influencers) suggests that “ the process as a whole can take on average 70 hours of work.”

Given the business potential and to help PR managers market their product more efficiently, we hope to build a tool that would assist them with sending packages and provide analytical insights. The potential user of our platform could be a PR company or any marketing team of a company. The database of such tool would store information such as the content creators’ address, contact information, relative product information, whether or not a product has been sent, on what date is the product sent, etc. This information could support the “basic” functionalities of the database that enable the PR managers to automate the package sending process by easily looking up the address of a content creator. While the extended functionalities could be to track how many sales have been made since the product is featured. Analytical questions like this would provide insights such as which content creators have brought the most sales, and which content creators have the most potential audience growth. These functionalities will allow PR companies to make more targeted marketing decisions.

**Dataset**

The first dataset that we plan to use is the [*TikTok Trending Videos*](https://www.kaggle.com/erikvdven/tiktok-trending-december-2020?select=trending.json)from Kaggle which stores the first 1000 trending videos scraped from TikTok. The dataset is in JSON format and includes variables such as content creators ID, video description, play count, share count, hashtags, etc. This dataset could be used to analyze the creator’s popularity and whether or not they will be a good match to send a product to based on the category of their video. Although this data does not contain the addresses of the “Tiktokers,” we could use the provided ID and attempt to scrap the addresses from another source. We have also found a [helpful notebook](https://www.kaggle.com/erikvdven/tiktok-some-python-magic-in-a-notebook) that will help us with processing the data.

The second dataset we plan to use is the [*Trending YouTube Video Statistics*](https://www.kaggle.com/rsrishav/youtube-trending-video-dataset) from Kaggle which contains information on the top trending videos on YouTube. This dataset is also in JSON format and includes data for different countries. Therefore, the top trending videos may be different in each country since people may have different tastes and preferences in videos. We plan to use the set for the United States. The variables in this dataset include video ID, title, category, view counts, like counts, etc. Similar to the previous dataset, we can match the product to be sent to the Youtuber based on variables such as tags and categories that their videos are associated with. We also found a [helpful notebook](https://www.kaggle.com/singatharun/recommendation-for-youtube-content-creators) that may guide us on data processing and creating insightful visualizations.

**External Material**

[**Global Digital Content Creation Market Size Expected To Reach $38 Billion By 2030**](https://www.prnewswire.com/news-releases/global-digital-content-creation-market-size-expected-to-reach-38-billion-by-2030-301381125.html)

Digit content creation has shown exponential growth and is projected to grow. Enterprises have seen the market's ability to be cost-effective, flexible, and scalable and have adopted digital content creation for sales and promoting their brands. As virtual reality and artificial intelligence technologies are being continuously introduced to the market, it is forecasted that this market will beat its expected growth. This article also includes numerous examples of how large-cap companies are introducing and incorporating digital content creation to better promote their businesses.

[**Influencer Marketing Platforms vs. DIY Influencer Marketing**](https://brands.joinstatus.com/influencer-marketing-platforms)

This article emphasizes how influencer marketing is one of the most cost-effective forms of marketing that is growing rapidly. There are different kinds of influencer marketing networks such as influencer marketing platforms/tools, full-service influencer marketing companies, and DIY influencer marketing. Comparing them allows us to examine the pros and cons of each type and provide us insights on how we should incorporate the characteristics of a type of influencer marketing into our database model design.

[**How to Send PR Packages to Influencers at Scale**](https://brands.joinstatus.com/how-to-send-pr-packages-to-influencers)

This article is directed towards people who want to send PR packages to influencers at scale. The author introduces the steps in sending PR packages at scale and recommends utilizing an influencer marketing platform to optimize the process. In addition to the articles mentioned above, we also found existing platforms similar to what we want to build, for instance, [Statusphere](https://www.joinstatus.com/).

**Expected Contribution**

We will evenly distribute the project work, which includes tasks as follows but not limited to:

*Keetae*

1. Reference finding
2. Database implementation
3. Research and summarization of external materials

*Peiying*

1. Select proper dataset
2. Data retrieving and processing
3. Database implementation

*Joint Contribution*

1. Database model design
2. Data analysis (if we have time)
3. Draft report
4. Draft slides
5. Presentation