

Web Application: Social Metrics for Brand Spectrum

Introduction:

Social Metrics is a comprehensive web application developed for Brand Spectrum, an influencer agency connecting Instagram influencers with brands. This tool aims to streamline influencer onboarding, campaign management, and analytics tracking.

User Levels:

The web application will cater to three user levels:

- Agency (Brand Spectrum)
- Client (Brand Managers of different companies)
- Influencers

Influencer Registration and Data Collection

Influencers will register on the portal using their Instagram accounts, granting access to account analytics, such as followers, likes, views, engagements, reach, impressions, and growth rate. Additionally, basic information such as name, age, gender, profile picture, and category will be fetched from Instagram. The influencer will then fill a form providing additional details, including category (e.g., Sports, Music, Fitness), marital status, and the number of children with their respective ages. This information will aid in targeted influencer selection for specific brand campaigns.

Influencer Dashboard

Upon acceptance of their registration by the super admin, influencers will receive an email containing login credentials to access their personalized dashboard. Here, influencers can view the campaigns they are currently working on, share their artwork and media (pictures, videos) for feedback, and utilize a support feature to communicate with the super admin. It is important to note that each influencer will only have access to view their own work and campaigns.

Brand Manager Dashboard

Brand Managers will be registered by the super admin and will receive login credentials via email. The brand manager's dashboard will display active, completed, stopped, and on-hold campaigns. Brand Managers can access detailed campaign analytics, including cumulative results from all influencers or specific influencers' individual analytics (e.g., posts by Ali Zafar). Furthermore, brand managers can download reports in PDF or Excel format. Additionally, a content approval module enables brand managers to review and approve influencer content before it appears on their dashboard.

Super Admin Dashboard

The Super Admin (Brand Spectrum) will have access to multiple modules:

Campaigns:

This module provides an overview of all campaigns and includes sub-modules for Active Campaigns and Completed/Successful Campaigns. Additionally, there will be a feature for creating New Campaigns. The Super Admin can assign brand managers and influencers to campaigns and set the date range for each campaign.

Influencer Pool:

In this search module, the Super Admin can find both registered and non-registered influencers. Registered influencers will have detailed analytics, such as Audience Analysis, Post Frequency, Click Through Rate, Follower Growth Rate, Saturation Rate, Reach Analysis, Engagement (Average Engagement, Reach, Impressions, Conversions through link/code). Non-registered influencers will have estimated data. The search module includes multiple filters based on categories, gender, age range, activity status, etc. Additionally, a sub-module allows the Super Admin to compare two selected influencers.

Clients/Brands:

This module lists all brand manager/client profiles. The Super Admin can add or remove brands, link new campaigns with specific brand managers, and update profile information (e.g., name, contact number, profile picture).

Messages:

The Messages module includes two sub-modules for brand managers and influencers to send and receive messages, feedback, and updates.

Reports:

The Reports module allows the Super Admin to download or view reports in PDF format, providing detailed analytics, graphs, and charts from all dashboards on a real-time basis.

Hashtag Tracking:

In this module, the Super Admin can search for posts related to specific hashtags and apply a filter to view posts only from registered influencers using those hashtags.

Sentiment Analysis:

The Sentiment Analysis module performs an analysis of campaign sentiment, including positive and negative comments, conversations, brand mentions, keywords, audience reviews, and reactions. A downloadable report will be generated based on the analysis.

Content Approval:

In this module the content uploaded by the influencers will appear and once approved the content will go to the brand manager's dashboard for final approval if rejected a notification will be sent to the influencer.