INFLUENCER ENGAGEMENT

and

SPONSORSHIP COORDINATION PLATFORM

(MAD – 1 Project)

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Project Goal: To develop a web-based platform that facilitates efficient matching between influencers and sponsors, enabling streamlined campaign management and advertising product/service on the platform.

Project Scope

- User management (Admin, Sponsor, Influencer)

- Campaign creation and management

- Influencer search and matching

- Ad request management

- Performance tracking and analytics

Technology Stack

- **Frontend:** HTML, CSS, JavaScript, Bootstrap

- **Backend:** Python, Flask

- **Database:** SQLite

- **Charting:** Chart.js

Project Structure

- **Models:** Defines the database structure using SQLAlchemy for Users, Campaigns, AdRequests, and other relevant entities.

- **Views:** Handles user interactions and routes, using Flask's routing system.

- **Templates:** Renders HTML pages using Jinja2 templates, incorporating Bootstrap for styling.

- **Database:** SQLite database to store user data, users, influencers, sponsors, ad requests, campaigns, and other relevant information.

Key Functionalities

Admin Panel

- User management – flag inappropriate users

- Campaign management – View Ongoing campaigns, Update, delete and flag inappropriate campaigns

- Detailed User and Campaign overview and statistics

- Search for Influencers, Sponsors and Campaigns

Sponsor Panel

- Campaign creation and management (update, delete)
- Influencer search based on criteria
- View Influencer details and send request
- Ad request creation and management
- Campaign performance tracking

Influencer Panel

- Profile management
- Ad request management (view, accept, reject, update, delete)
- Search campaigns based on criteria, View Campaign details and send request
- Influencer performance analysis

Data Flow

1. Users register and log in. Admin cannot register, id is created at the start itself.
2. Sponsors create campaigns with specific criteria.
3. Influencers create profiles and search for relevant campaigns.
4. Sponsors send ad requests to influencers based on their profiles.
5. Influencers can also send ad requests to campaigns based on their interests
6. Sponsors/Influencers review and accept/reject ad requests.
7. Platform tracks campaign performance and generates statistics.
8. Admin monitors platform activity and manages user accounts and campaigns.

ER Diagram
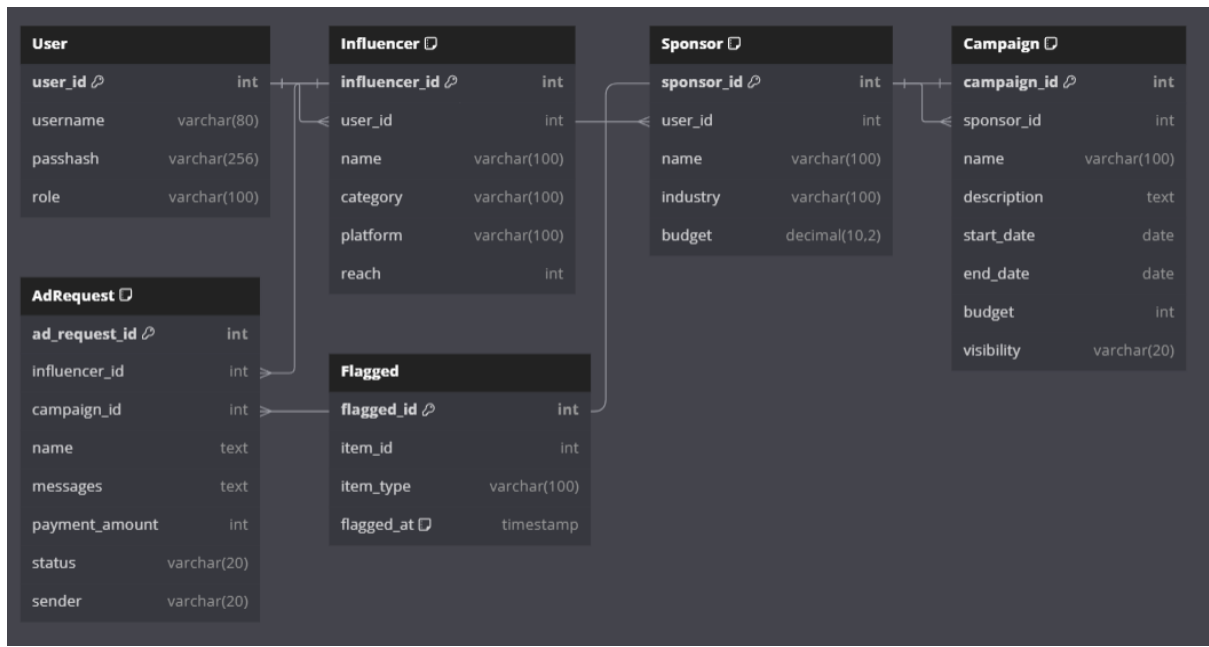
Understanding the Core Functionalities

The provided core functionalities outline the essential features of the influencer engagement and sponsorship coordination platform. Let's break down the key components and potential implementation approaches:

User Management

- **User Roles:** Define three distinct user roles: Admin, Sponsor, and Influencer.

- **Authentication:** Implement a secure authentication mechanism (password hashing) to protect user accounts.

- **User Profiles:** Create user profiles to store user information (username, name, details etc.).

- **Role-Based Access Control (RBAC):** Implement RBAC to restrict access to specific functionalities based on user roles.

Dashboard

- **Data Aggregation:** Collect and process data on users, campaigns, and ad requests.

- **Visualization:** Use charting libraries (e.g., Chart.js) to present key metrics and trends.

- **Search:** Provide search functionality to users to search for campaigns/influencers.

Campaign Management

- **Campaign Creation:** Provide a form for sponsors to input campaign details (name, description, budget, etc.).

- **Campaign Editing:** Allow sponsors and admins to modify campaign details (within certain constraints).

- **Campaign Deletion:** Implement a soft delete or hard delete mechanism for campaigns.

Ad Request Management

- **Ad Request Creation:** Enable sponsors and influencers to create ad requests with specific requirements and budgets.

- **Ad Request Matching:** Develop algorithms or search functionalities to match influencers with suitable ad requests.

- **Ad Request Status Tracking:** Track the status of ad requests (pending, accepted, rejected).

Search Functionality

- **Influencer Search:** Allow sponsors to search for influencers based on various

- **Campaign Search:** Enable influencers to search for public campaigns based on their interests and expertise.

Ad Request Actions

- **Ad Request Overview:** Display a detailed view of an ad request for both sponsors and influencers.

- **Acceptance/Rejection:** Allow influencers/sponsors to accept or reject ad requests.

- **Status Updates:** Update the ad request status based on actions taken by either party.

VIDEO LINK –

https://drive.google.com/file/d/1AAJdPhEmBmqTQ9iSIJkp8_mo2XHGr6M0/view?usp=sharing