SENG1031 Phase 1

Part 1

Introduction:

As a brand on a university campus, trying to find an influential body to promote your content is needlessly difficult. Our project aims to facilitate communication between campus brands and influencers in a manner which is not currently possible. By developing an online platform centred on brand-influencer interactions on university campuses, we will allow brands and influencers to search for other relevant brands and influencers, interact with each other and give feedback based upon their experiences in a way that is both intuitive and effective. Our platform will integrate popular social media platforms in order to better enable these interactions whilst also making content and information visually appealing and accessible to users.

Part 2

BrandBacker:

Brandbacker is a platform providing a team of influencers for content creators to promote and review the latest creations from up and coming brands. With a reach of over 350+ million followers, the influencer team and bloggers provided through BrandBacker will write articles and reviews of products, generate mailing lists through giveaways, and produce high quality, engaging videos on YouTube.

This platform promotes clarity between the influencer and creator, offering 'influencer scores' to monitor the success of your assigned bloggers, and blog post analytics which track clicks, comments and how viral the content goes through retweets and shares. With so much detail tracking the success of promotions, the creator can easily decide the next step in the success of their brand.

One unique feature they provide is the Content Showcase, which allows brands to publish their curated content through websites and social media channels. This can be utilized to feature photos, tutorials, or reviews to increase exposure to potential customers. It is supported by Showcase Manager which gives complete control over their content with a user friendly environment in mind to simplify the process to manage their contents.
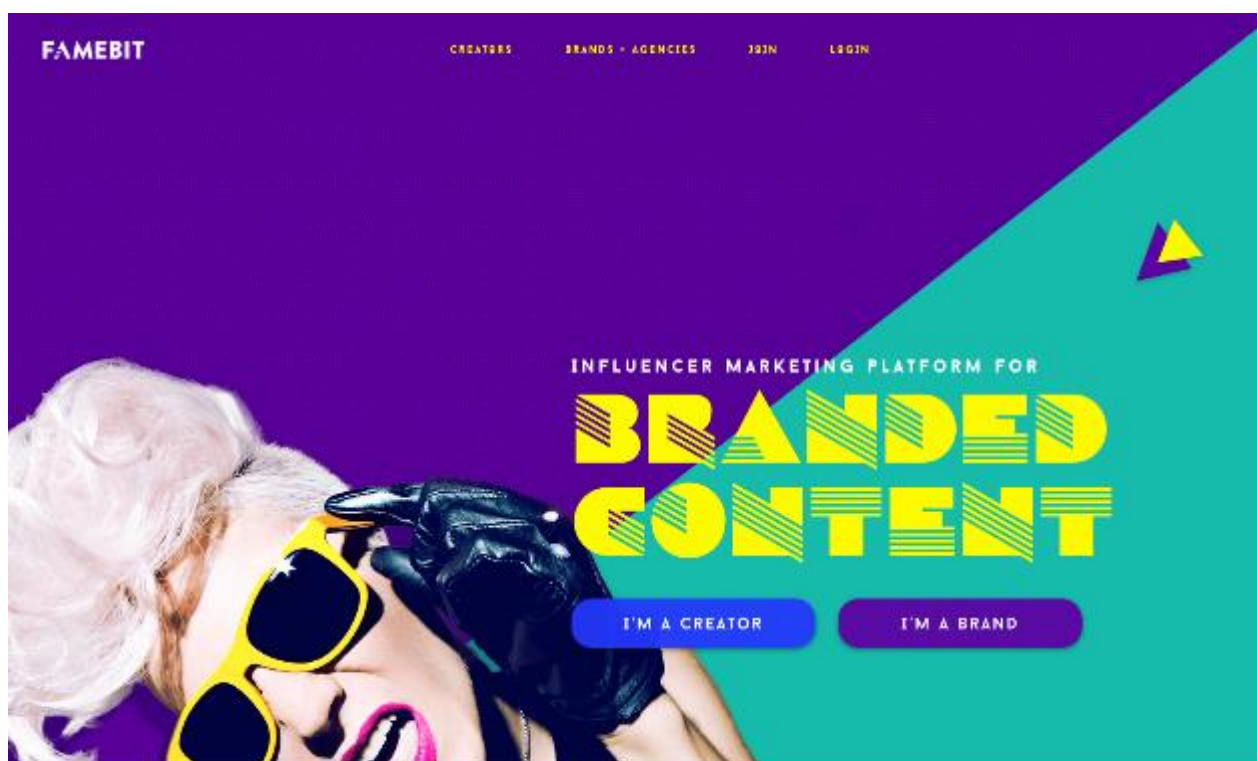
FameBit:

http://www.business2community.com/brandviews/content-blvd/popular-influencer-marketing-platforms-reviewed-01549843#TIOPWpW8LrYzV8iP.97

FameBit is a platform that allows brands to choose from a network of freelance influencers to create sponsorships and advertising campaigns. These freelance influencers or content creators can register easily by signing in with youtube, Facebook or other social media accounts that have a minimum of 5000 followers, which ensures that influencers are legitimate.

Brands can create campaigns which allow interested influencers to bid and apply for the campaign. Brands can select options for the campaigns such as price range, social media platform and the type of content they desire. Brands can select which influencers they wish to hire by viewing their profiles as well as sorting them by their category. Selected content creators earn money based on the campaign options and create content such as videos or blog posts that advertise the brands.

FameBit's success relies heavily on its user friendly interface, which allows users to easily register by signing in through social media accounts as well as allowing brands to create campaigns with straightforward and clear agreements.

InstaBrand:

https://instabrand.com/
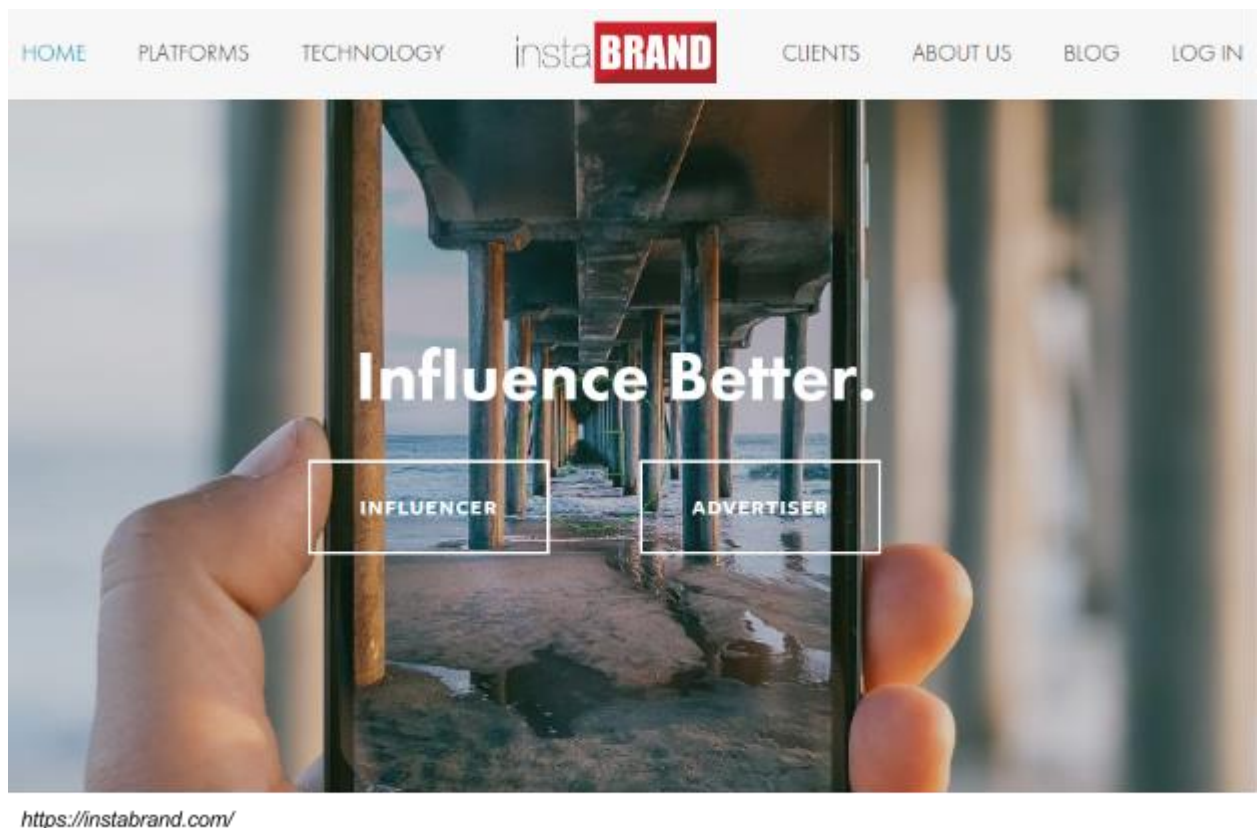
InstaBrand is a full service influencer solution that offers a large database of influencers operating on all major social platforms. They have a simple one click signup process on their landing page. Their mission is to bring the human element back to advertising by empowering individuals to create and share. An advanced search engine allows brands to filter influencer results making it possible to find the right influencers based on their context and relevant engagement rates. You can also compare influencers on followers, keyword usage and see a location breakdown of influencers in a convenient map layout.

Snapchat Labs is InstaBrand's unique feature which allows brands to utilise 13,000+ Snapchat influencers to reach the millennial demographic. InstaBrand aims to capitalise on the new social trends by combining their industry insight and proprietary technology platform to deliver consistent and quality content and ROI.

Part 3

Vision Statement:

To create an online platform where campus brands can search for and engage with reputable campus influencers in order to promote content such as groups, events and activities to a relevant audience.

General Goals:

- Design a platform which provides users with a simple and elegant browsing experience. Users should be provided with relevant information in easy-to-understand forms
- Design an intuitive sign-up system so that users can easily register as a brand or an influencer for a specific campus
- Implement a search feature where brands can search for influencers on their campus based on their reputation, their social media following or specific keywords. Brands should then be able to send collaboration requests to these influencers
- Create a way for influencers to easily accept or reject collaboration requests from brands
- Provide users with tools for viewing, managing and interacting with their current collaborations. An instant messaging system would also enable more straightforward communication between users
- Design a feedback system where brands and influencers can rate each other after ending a collaboration
- Create a reputation system that other users can view based upon feedback from past collaborations. This information would be displayed to other users to assist them in making decisions about potential collaborations
- Implement profile pages for each user. Users should be able to link content from their social media accounts to their profile

Group Goals:

Visual/Social Media Team

- Improving the browsing experience and making information more accessible to users
- Integrating other forms of social media into the platform

Brand/Influencer Experience Team

- Designing and implementing features that allow brands to find influencers and allow influencers to sort through potential collaboration partners

Collaboration Tools Team

- Designing and implementing features that provide ways for collaborating brands and influencers to interact with each other

Individual Goals:

Visual/Social Media Team

- Ryan Barry – designing features to improve the aesthetics and accessibility of information on the site
- Eibiel Sardjanto – reviewing design features and integrating other social media platforms into the website

Brand/Influencer Experience Team

- Ryan Thai – overseeing development of search features that enable brands to locate relevant influencers
- Daniel Wu – overseeing development of features which enable influencers to manage collaboration requests from brands

Collaboration Tools Team

- Will Watson – overseeing design and development of tools which assist users in collaborating
- Jessy Robinson – overseeing development of instant messaging and feedback systems

Part 4

Problem Statements:

- There is no online platform which focuses on brand-influencer interactions in the university campus environment specifically
- There are a lack of resources available to campus brands that allow them to increase their recognition and visibility, and thereby connecting them to a wider audience
- It is difficult for brands to target their content towards a specific audience through traditional media such as handouts
- Campus brands need to take extra initiative to locate reputable influencers willing to collaborate with them. This often proves time consuming
- It is currently ineffective for influencers to go out of their way to locate brands they would like to sponsor due to the overabundance

- Many of the available platforms for brands and influencers do no provide the necessary tools for users to communicate with each other. They subsequently rely upon external platforms to meet this need
- Most popular platforms incorporating brand-influencer interactions are based on paid media, which is not preferable for small or non-profitable campus brands

Methods for Inferring Problem Statements:

Our group's problem statements were inferred in three phases. First, we brainstormed ideas in order to create a list of important guidelines that our problem statements would need to abide by. We then created a list of individual problem statements and collected them into a Google Documents file. These problem statements were inferred from each member's own experiences. Finally, we selected the problem statements that were most relevant to our topic of brands and influencers, covered the most important deficiencies in the current market and best reflected the project that we envisioned.

As university students and consumers of various forms of online media, we were able to draw upon our own experiences in order to form our problem statements. After seeing individuals from various different groups fail to hand out flyers on the UNSW main walkway, it became evident that campus brands were relying too much upon traditional forms of media for promotion. Another issue that we often came across as denizens of the internet was websites which are inaccessible to new users. Many websites such as Moodle UNSW possess either a dull design or a layout which is not conducive to intuition-based browsing. Furthermore, we often found ourselves using external sites such as Facebook for communication because these websites lacked the necessary tools. We consequently recognized that our project needed to focus on effectiveness (providing a service which succeeds at facilitating brand-influencer interactions), accessibility (providing a website that is simple to use for new users) and aesthetics (making the browsing experience as seamless as possible for users) in order to be fully realised.