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# Everyone's Sponsorship



- Easy and Simple Advertiser, Influencer-linked Platform-



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- Service Structure
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- Extra components

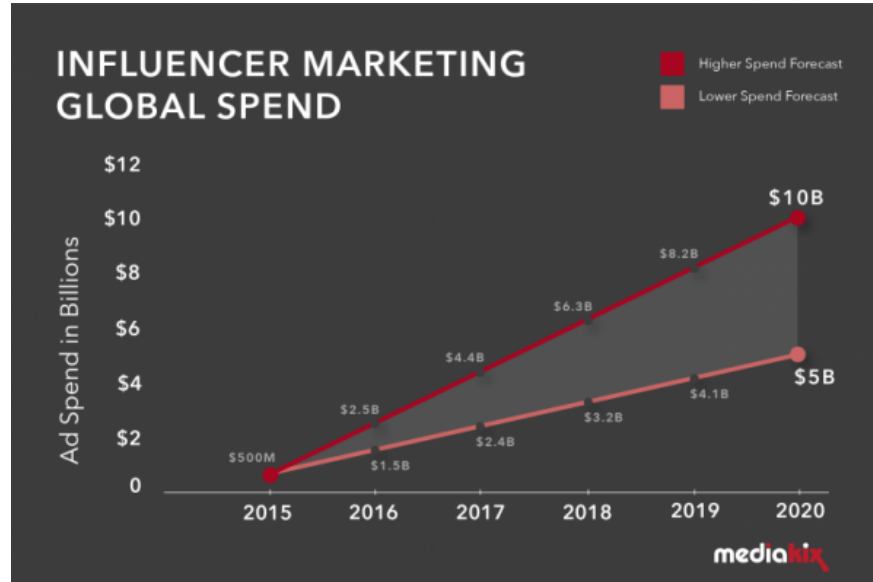
**04**

## Result

- Manual
- Demo Video
- Project Impression

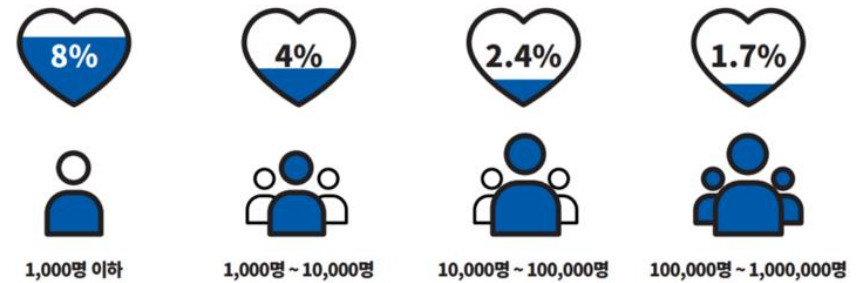


# Background: Motivation



Continuous growth in the size of the influencer marketing market

2019, KOTRA



1,000명 이하의 팔로워를 보유한 인플루언서는 8%의 팔로워가 좋아요를 누른다.

1,000명에서 10,000명 사이의 팔로워를 보유한 인플루언서는 4%의 팔로워가 좋아요를 누른다.

10,000명에서 100,000명 사이의 팔로워를 보유한 인플루언서는 2.4%의 팔로워가 좋아요를 누른다.

100,000명에서 1,000,000명 사이의 팔로워를 보유한 인플루언서는 1.7%의 팔로워가 좋아요를 누른다.

The importance of collaboration with multiple micro influencers

2021



# Background: Motivation



	Instagram	Youtube	Facebook
Monthly number of users	600 million	1 billion	1.32 billion
Average period of use (month)	220 minutes	60 minutes	887 minutes
Features	Within a minute of the video. Posting a picture	Video-oriented platform	Sharing information with real friends.
Preference	Influencer	B2B Marketer	Marketing Expert
User age group	10~30	All	Middle-aged
Strength	Image marketing reliability is very high, and group communication is high through hashtags	Information retention period is infinite, can be linked to Google, and content spread is fast	The number of members is high. Various age groups. High confidence in using viral marketing
Weakness	Information retention period is short, link cannot be shared, and difficult to search	Low reliability, copyright infringement, difficulty in producing content.	Information retention period is short, communication is low (oriented on acquaintances)
Marketing aspect	Maximize visual effects and hashtags.	Take advantage of video usage	Intuitive and simple information



# List of Features

## Advertiser

- Upload the Product
- See the list of Applicants
- See Detailed Information of Influencer (Instagram account, Average Rating)
- Create a chatroom
- Transaction Complete Button

## Influencer

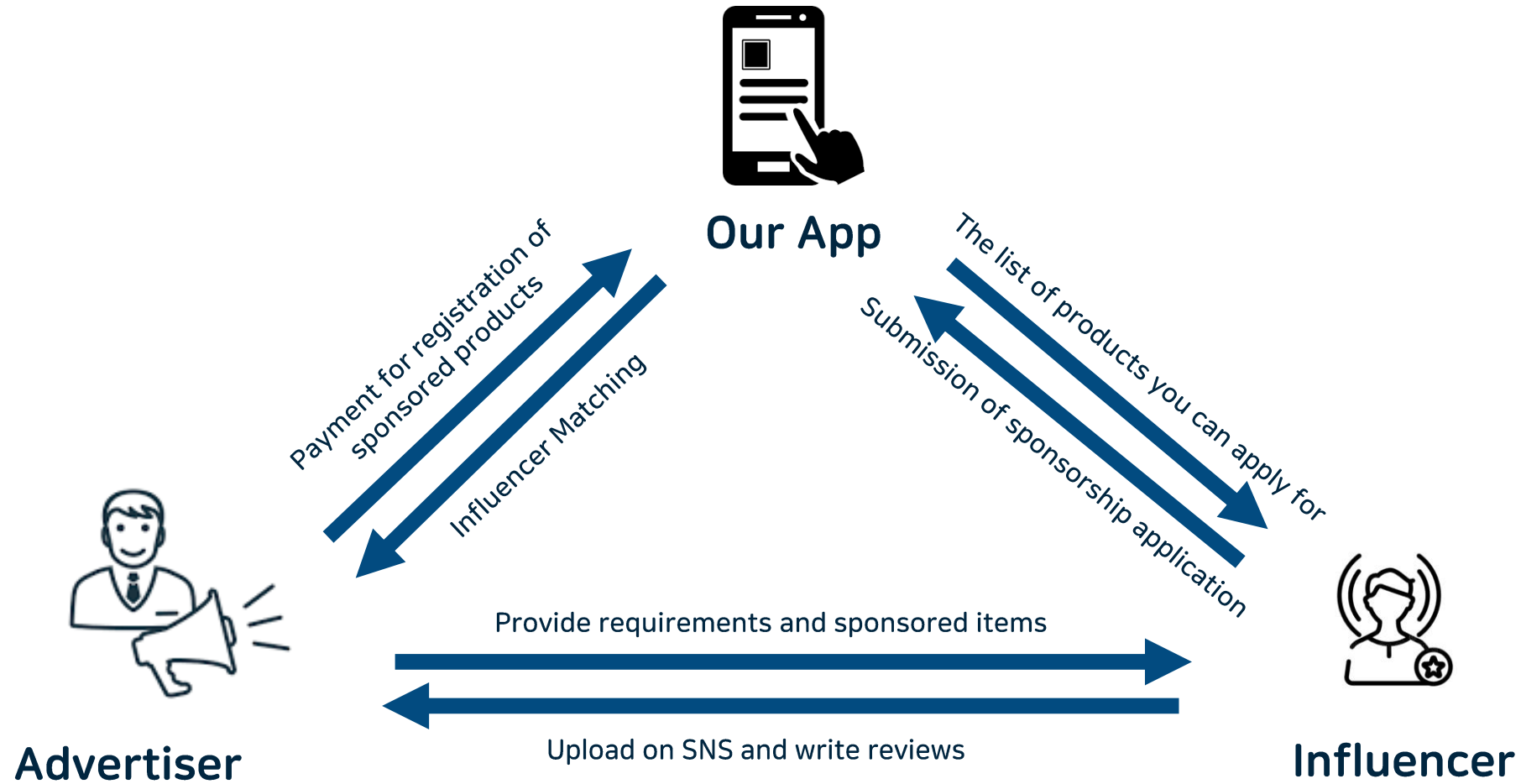
- Search
- Category & Keyword
- Send application (with Rating Constraint and Category assignment)
- Withdraw Application
- Write Review and Ratings / See the Review List

## Both

- Login & Logout
- Sign in & Sign out
- Edit
- ChatList & Chatting



# Service Architecture



# Competitive Advantage: Market Analysis

databale

databale

## Membership condition

10,000 followers

## Service

An analysis service that allows to view influencer rankings and in-depth analysis data

## Process

influencer search and advertisement suggestions.  
-> Accept influencer's ad in the in-app

marketit



## Membership condition

The general public selected by AI

## Service

Automation systems that manage influencer and content based on AI and data

## Process

influencer search and advertisement suggestions.  
-> Accept influencer's ad in the in-app

Everyone's  
Sponsorship



## Membership condition

General Public without any condition

## Service

Viral marketing revenue model through improved accessibility of the general public influencer

## Competitive Advantage

Directly apply for promotional products, induce market response through removal of subscription conditions.



# Competitive Advantage

Easy to find influencer suitable for each advertising and sponsorship, while inducing promotional responses through matching with micro influencer



**Advertiser**

- Companies that want to draw market response at a minimum cost.
- Marketer who wants to reduce the efforts during contact with influencer.



**Influencer**

- People who want to get sponsorship of various products
- People who want to get sponsoship but do not have many followers

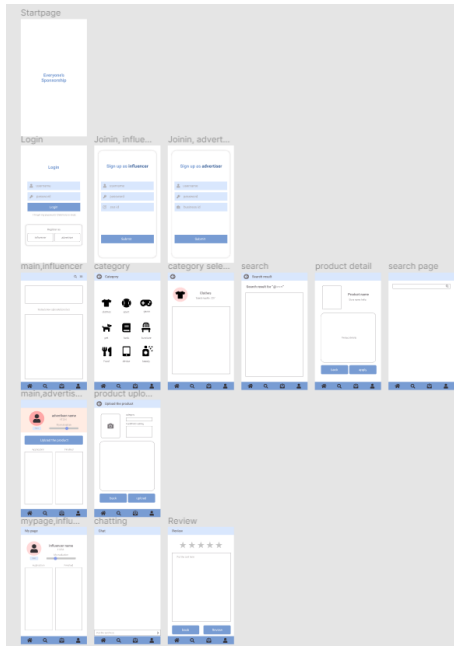




# Development Process

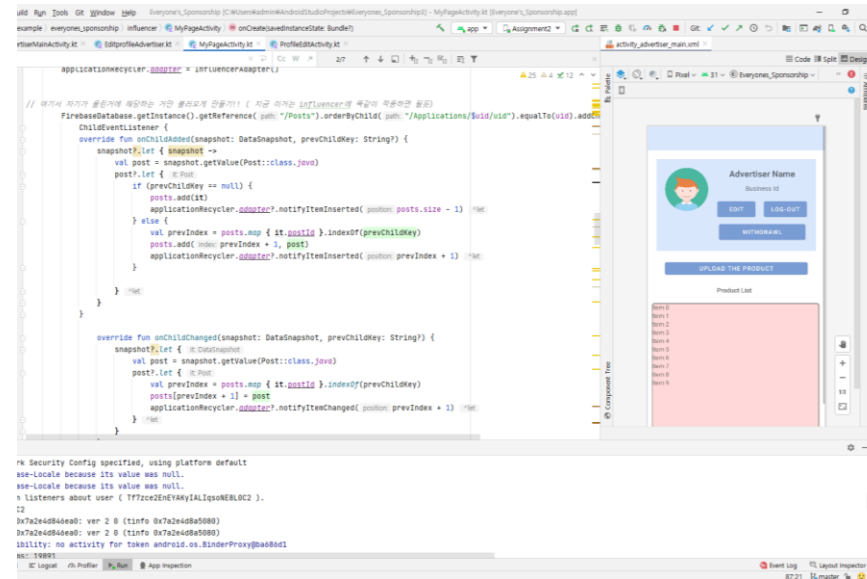
## UI Mockup

Figma



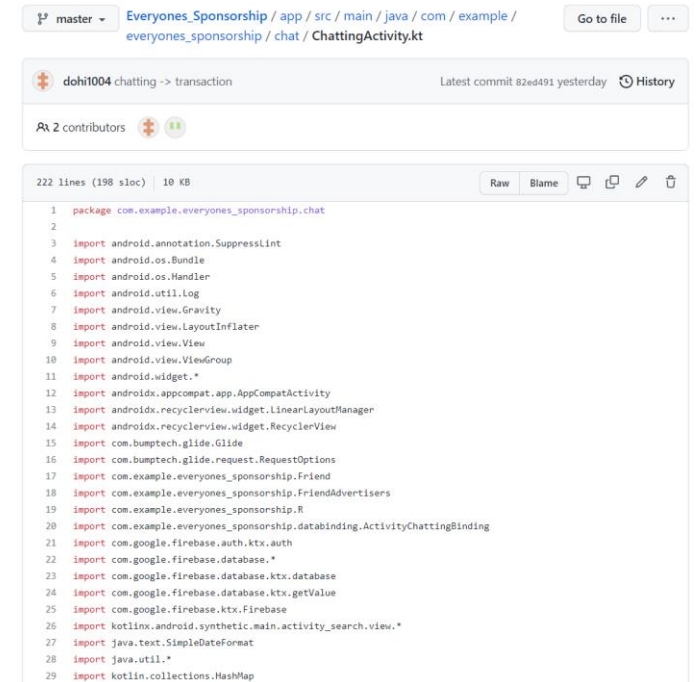
## Development Environment

Android Studio - Kotlin



## Project Management

Git Hub



# Database

## 1. Firebase Authentication



Use user's email and password to log in and verify accounts

- When registering as a member, collect and store emails and passwords entered by users.
- When logging in, after determining whether it is a registered user, login success or failure.



# Database

## 2. Firebase Cloud Storage



Storage for storing and managing personal profile photos and sponsored product photos uploaded by User

mobileprogramming ▾ 문서로 이동 🔔 👤

### Storage


Files Rules Usage

🛡️ 결제 사기나 피싱과 같은 악용으로부터 Storage 리소스를 보호하세요. 앱 체크 구성 ✕

🔗 gs://mobileprogramming-d69d7.appspot.com > images 📁 파일 업로드 ➕ ⋮

<input type="checkbox"/>	이름	크기	유형	최종 수정 날짜
<input type="checkbox"/>	IMAGE_20211117_103835_.png	140.66 KB	image/jpeg	2021. 11. 17.
<input type="checkbox"/>	IMAGE_20211117_103944_.png	140.66 KB	image/jpeg	2021. 11. 17.
<input type="checkbox"/>	IMAGE_20211117_121903_.png	140.66 KB	image/jpeg	2021. 11. 17.
<input type="checkbox"/>	IMAGE_20211118_131302_.png	36.23 KB	image/jpeg	2021. 11. 18.
<input type="checkbox"/>	IMAGE_20211118_131707_.png	140.66 KB	image/jpeg	2021. 11. 18.
<input type="checkbox"/>	IMAGE_20211118_155243_.png	36.23 KB	image/jpeg	2021. 11. 19.
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<input type="checkbox"/>	IMAGE_20211119_081007_.png	36.23 KB	image/jpeg	2021. 11. 19.

🖼️ IMAGE\_20211125\_... ✕



이름  
[IMAGE\\_20211125\\_210322\\_.png](#) 🔗

크기  
2,370,086바이트

유형  
image/jpeg

생성 날짜  
2021. 11. 25. 오후 9:03:27

업데이트 날짜  
2021. 11. 25. 오후 9:03:27

파일 위치 ▼



# Database

## 3. Firebase Realtime Database

It stores information generated by users in real time.

It consists of three branches

### 1. Posts

- postID
- Applications(List)
- Reviews(List)
- Transaction(List)
- Category
- Image
- message
- productName
- rating(average rating)
- writeld
- writeTime



Firebase Realtime Database



# Database

## 2. Users

- Advertisers
- Influencers

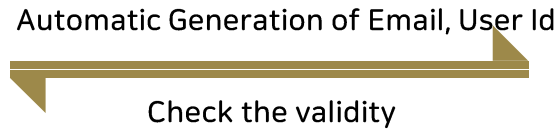
## 3. Chatrooms

- Comments(List)
- postID
- users(List)



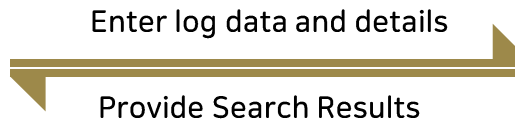
# Database

Sign in/out  
Log in/out



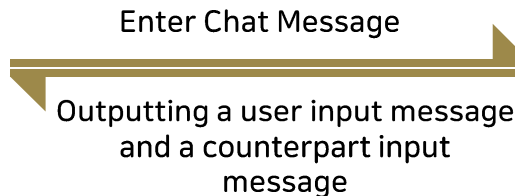
 Firebase Authentication

Application, Review,  
Transaction list, and  
sponsored product  
details management



 Cloud Firestore

Chat Activity



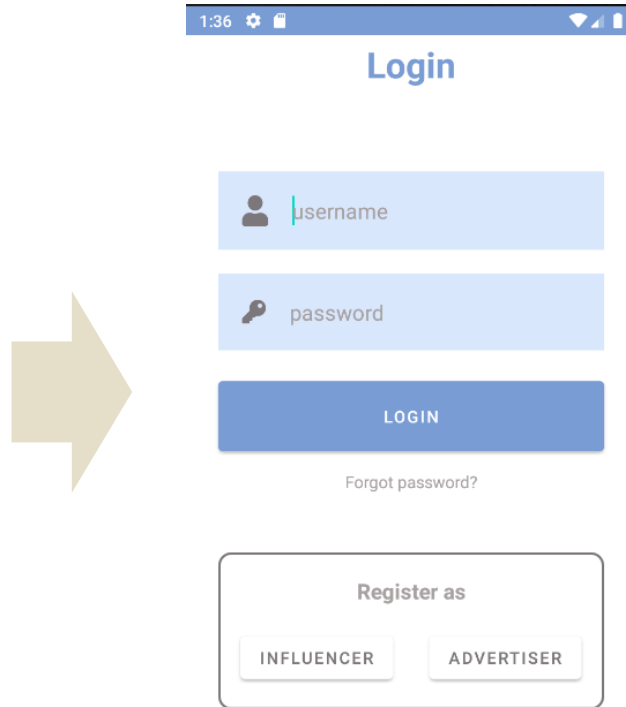
 Firebase Realtime Database



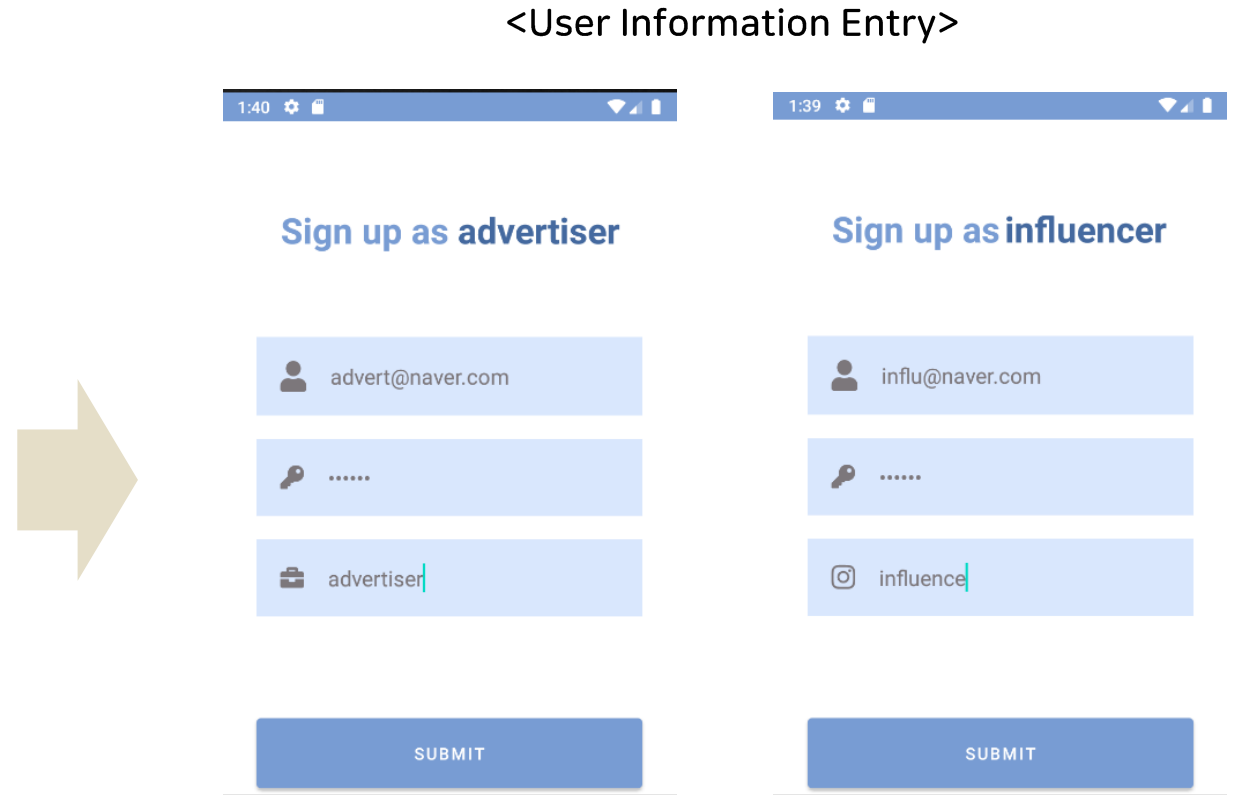
# Sign in Activity



<Splash Activity>



<Sign in Button>



1. UI for Influencers

2. UI for Advertisers



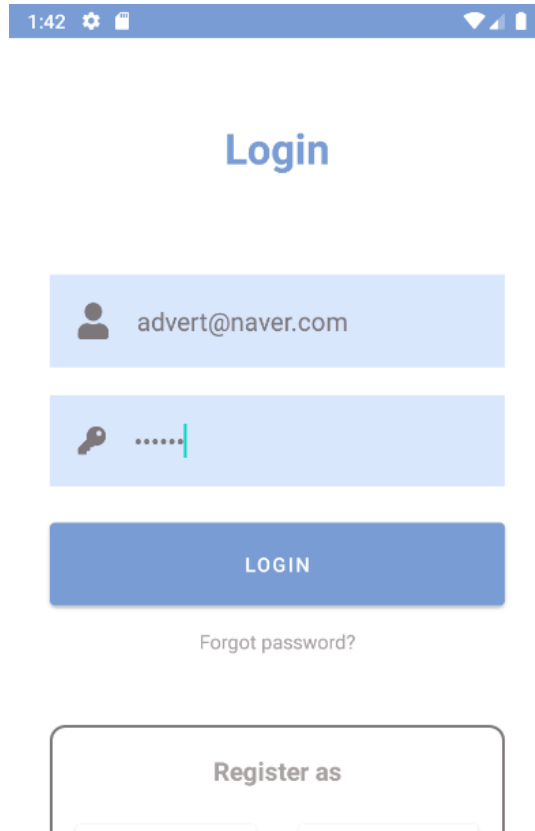


# Advertiser Page





# Advertiser – Log in



1:42 [Settings] [Battery]

**Login**

[User Icon] advert@naver.com

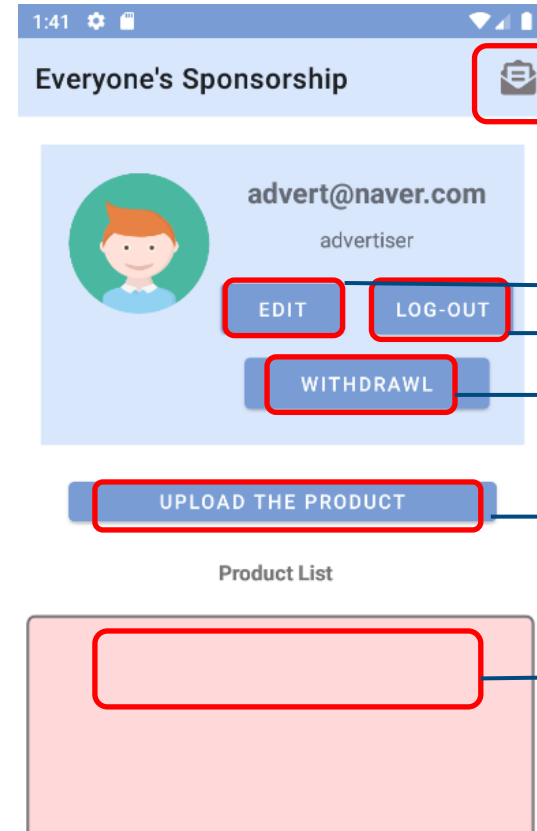
[Key Icon] .....

**LOGIN**

Forgot password?

Register as

<Login Entry>



1:41 [Settings] [Battery]

Everyone's Sponsorship

[Chat Icon]

[User Avatar] advert@naver.com  
advertiser

**EDIT** **LOG-OUT**

**WITHDRAWL**

**UPLOAD THE PRODUCT**

Product List

<MainPage>

Chat

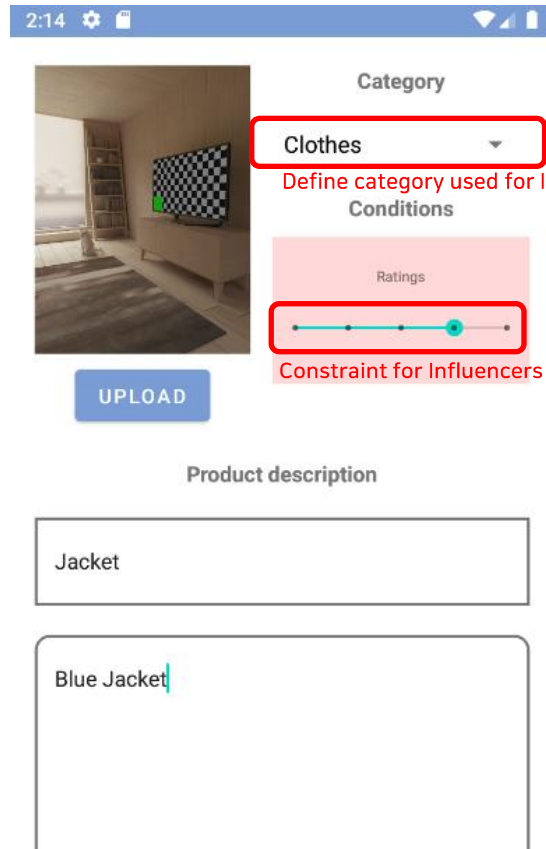
Edit the personal information  
Log out  
Sign out

Upload the product

The the list of sponsored products



# Advertiser – Upload the Products



2:14

Category

Clothes

Define category used for Influencer search

Conditions

Ratings

Constraint for Influencers

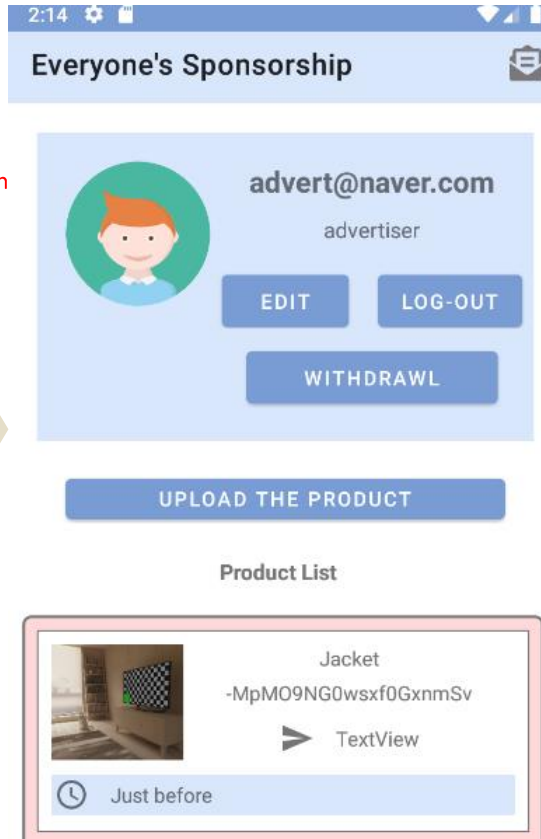
UPLOAD

Product description

Jacket

Blue Jacket

<Enter the product with detailed information>



2:14

Everyone's Sponsorship

advert@naver.com

advertiser

EDIT LOG-OUT

WITHDRAWL

UPLOAD THE PRODUCT

Product List

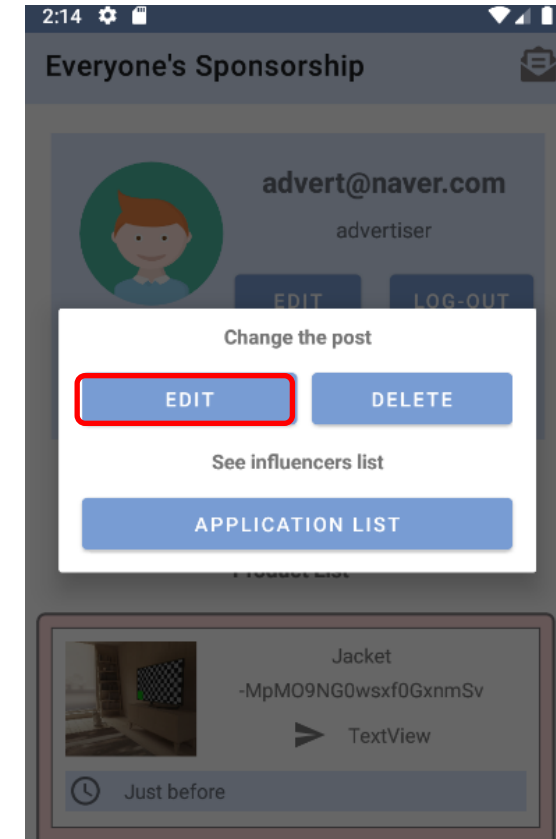
Jacket

-MpM09NG0wsxf0GxnmSv

TextView

Just before

<See the list of sponsorship products>



2:14

Everyone's Sponsorship

advert@naver.com

advertiser

EDIT LOG-OUT

WITHDRAWL

Change the post

EDIT DELETE

See influencers list

APPLICATION LIST

Jacket

-MpM09NG0wsxf0GxnmSv

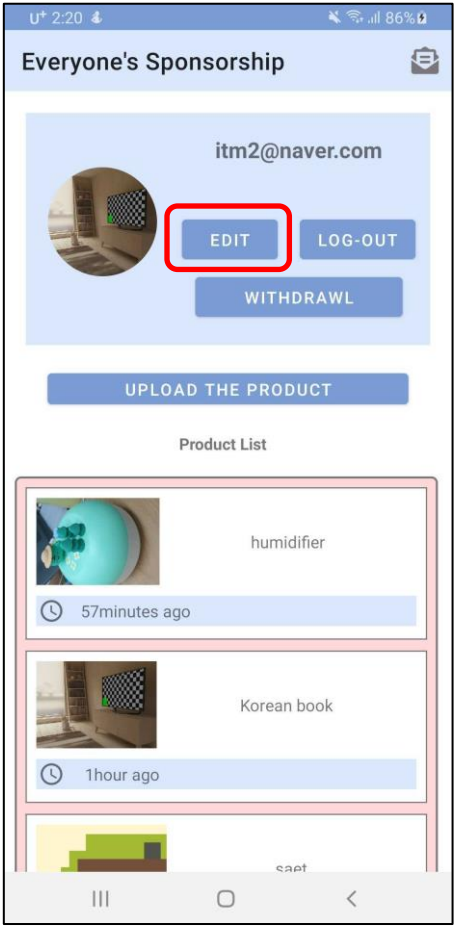
TextView

Just before

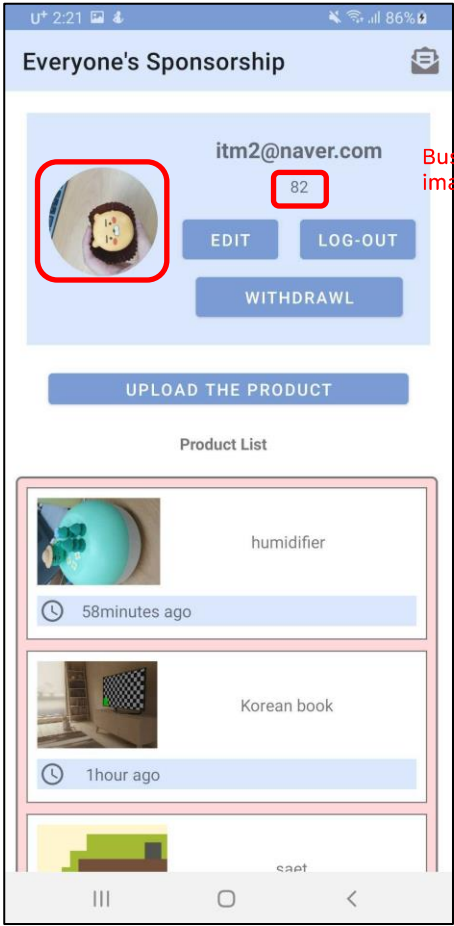
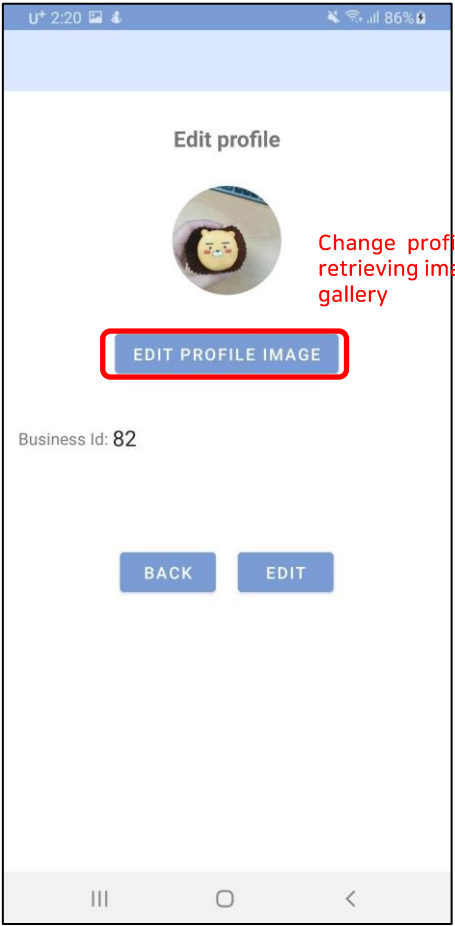
<Modify and Delete product information>



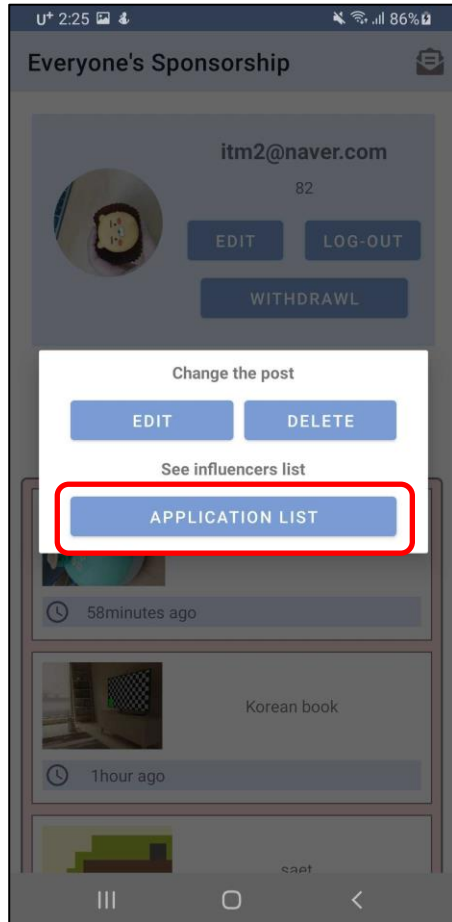
# Advertiser – Edit Profile



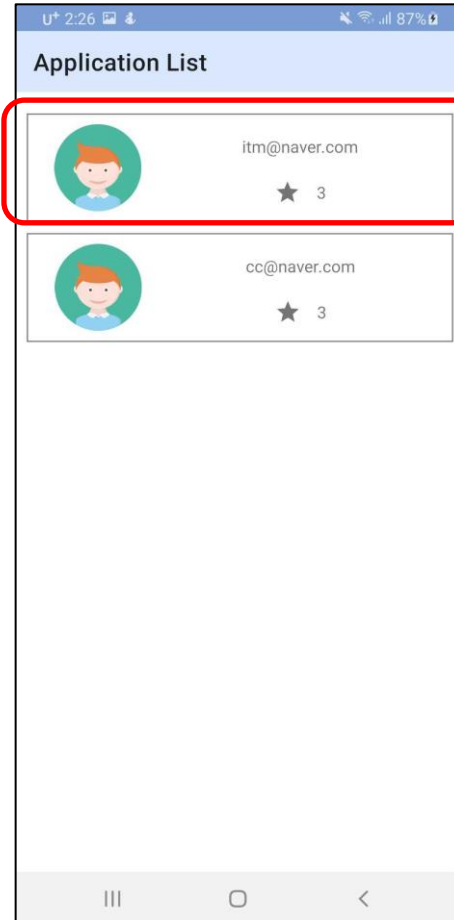
<Edit profile>



# Advertiser – Check Application List



<Press the Product>



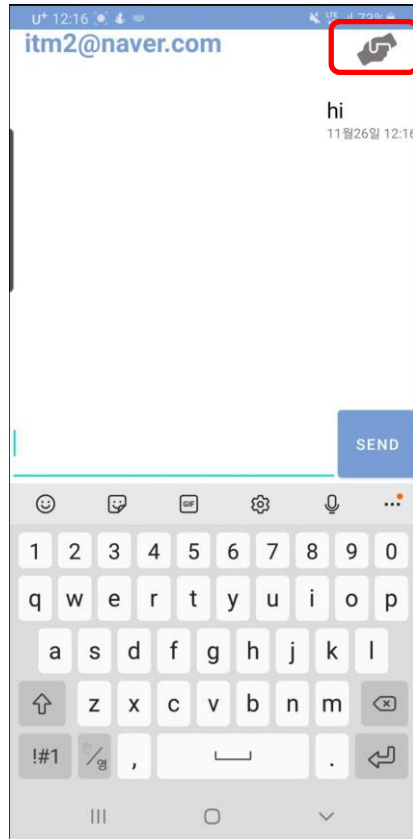
<List of Applicants>



<Influencer Detail Information>



# The Chat Activity and Transaction Button

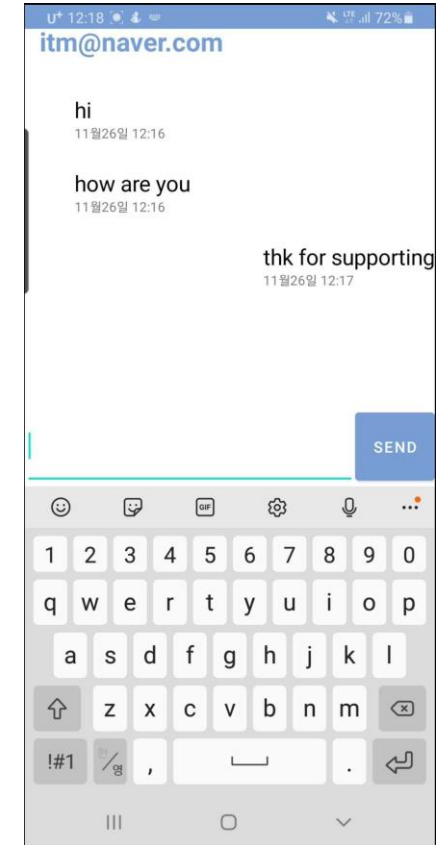


<Send Message>



<Transaction Complete>

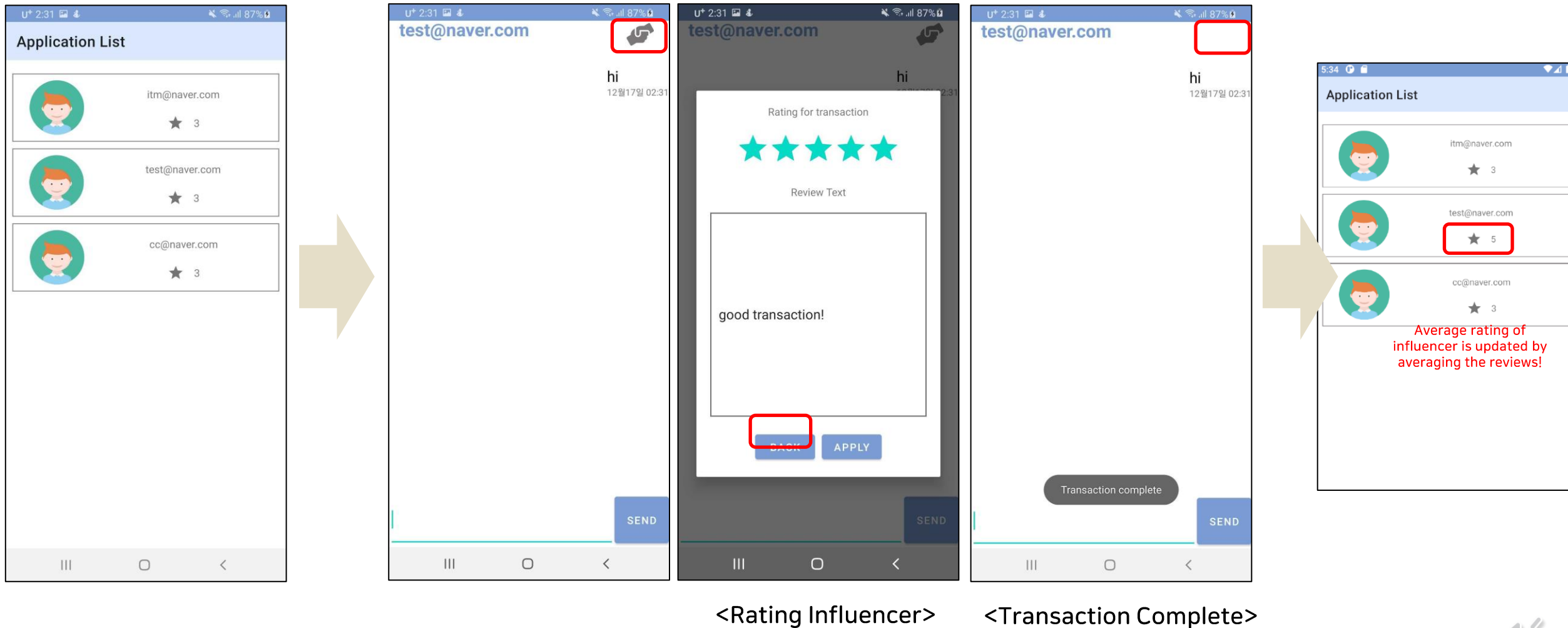
When the advertiser presses the transaction completion button, the review button of influencer is activated



<Influencer Screen>



# Rating Influencer



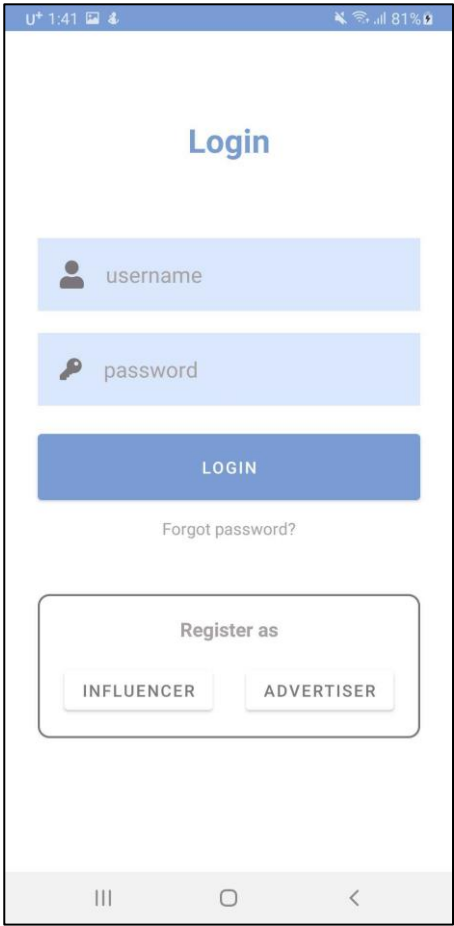


# Influencer Page

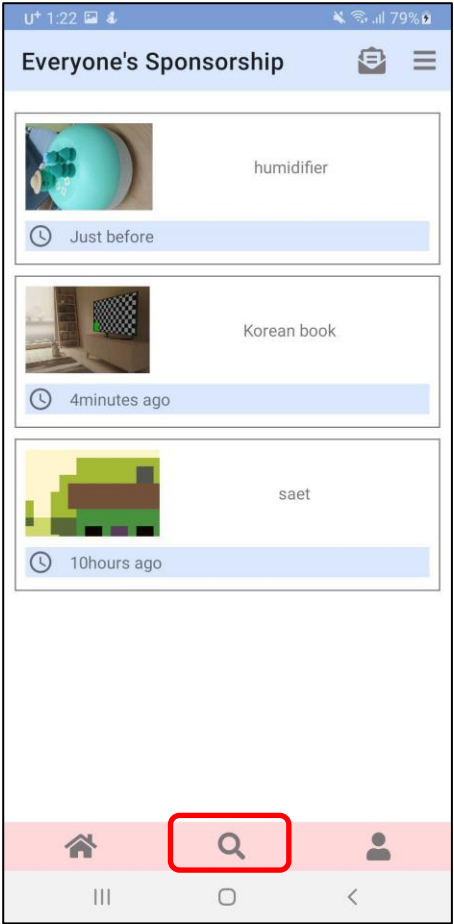


# Influencer Page – Search the Products

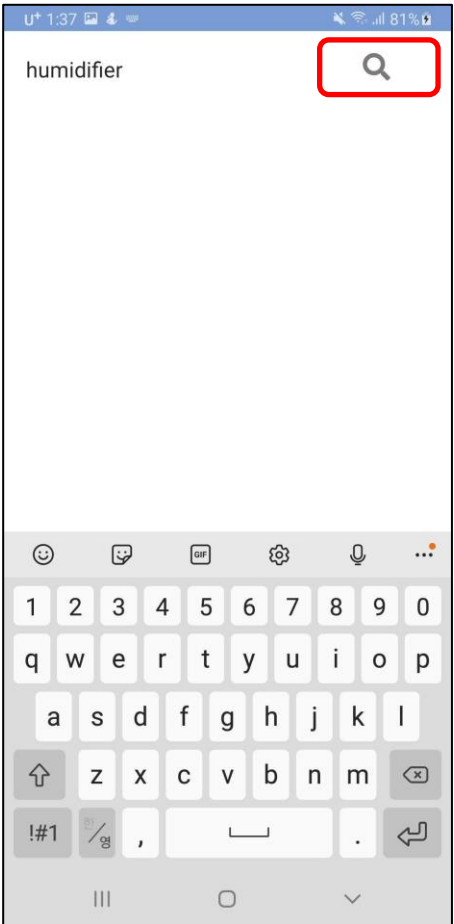
<Main Page>



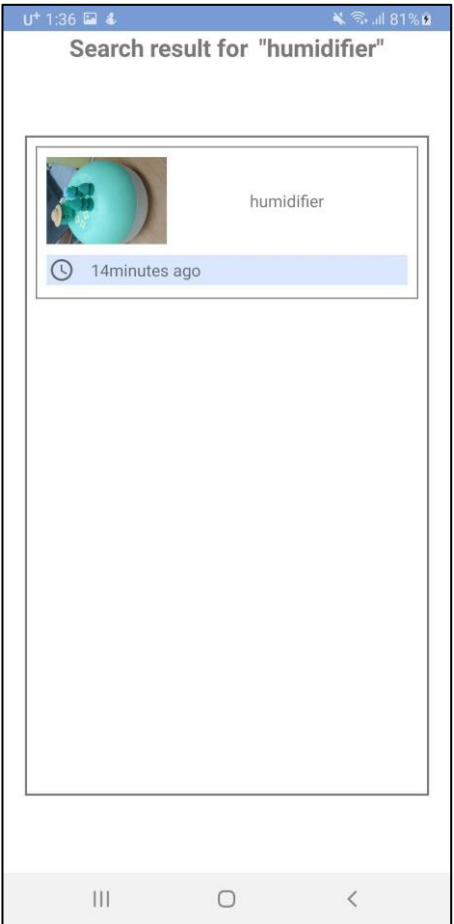
<Login Entry>



1. List of products



2. Search Bar

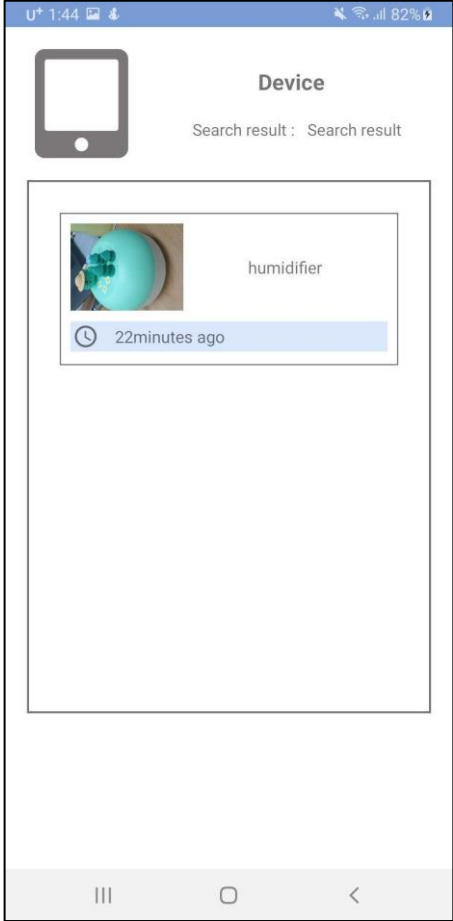
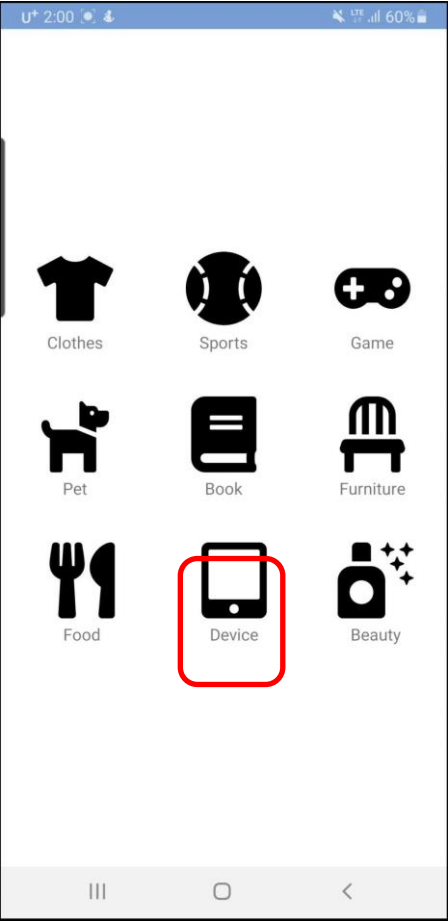
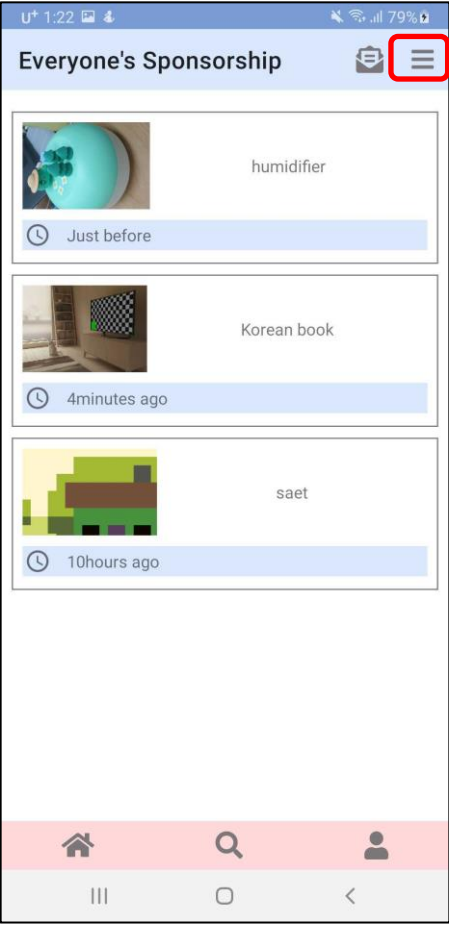


3. Search result





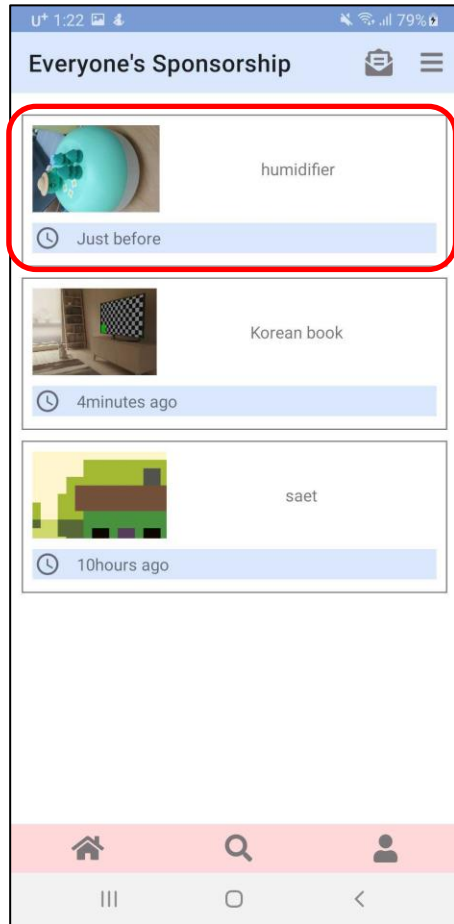
# Influencer Page – Search the Products



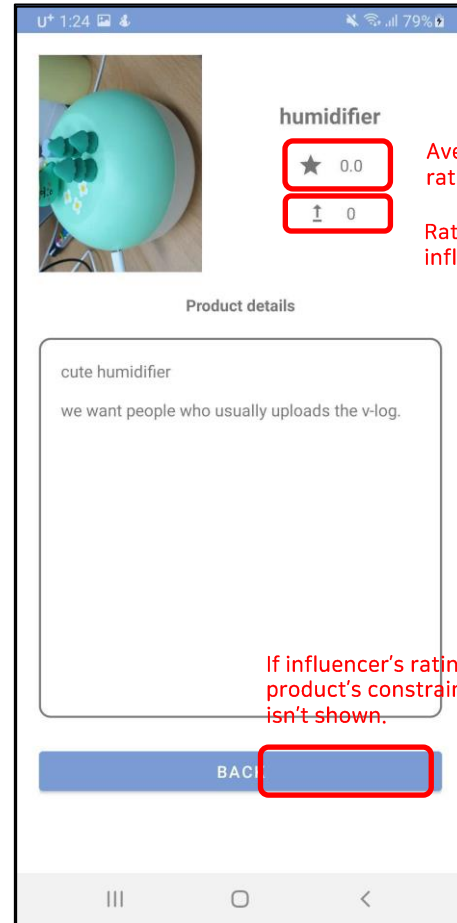
<Category-based Search>



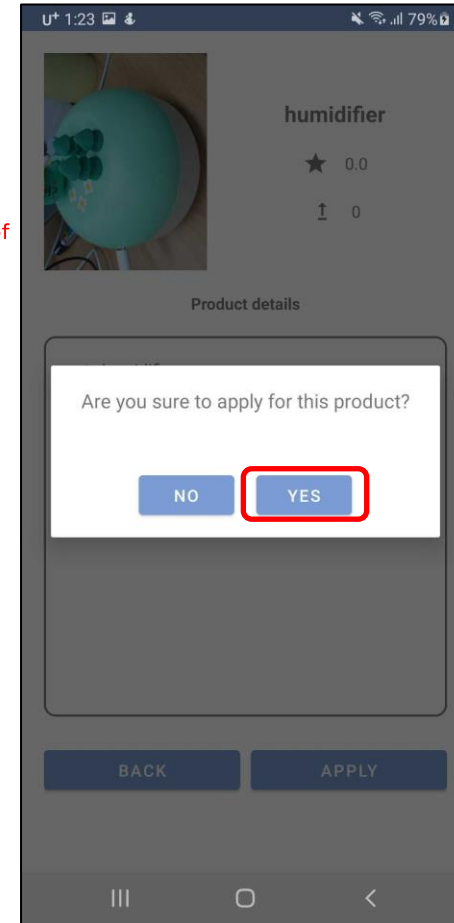
# Influencer Page – Apply the Products



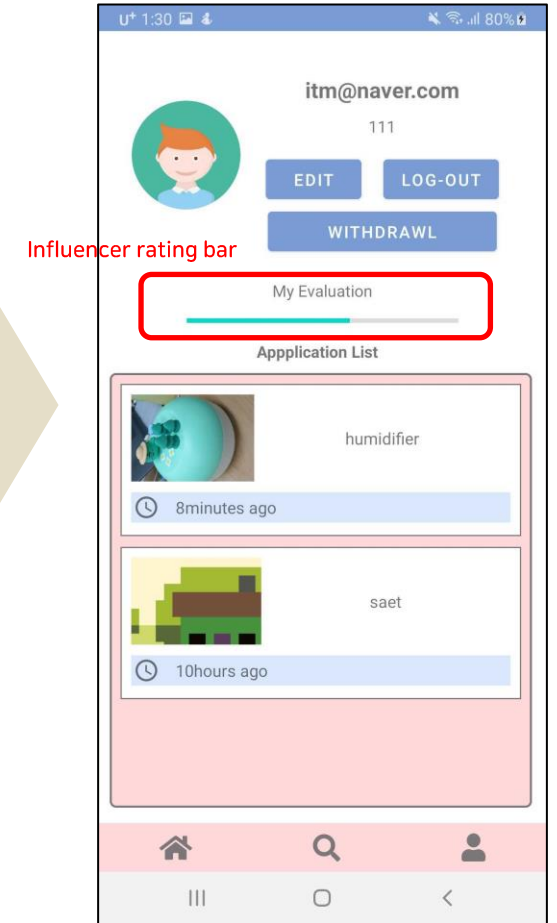
1. Select the product



2. Detailed Explanation of the product and product average rating



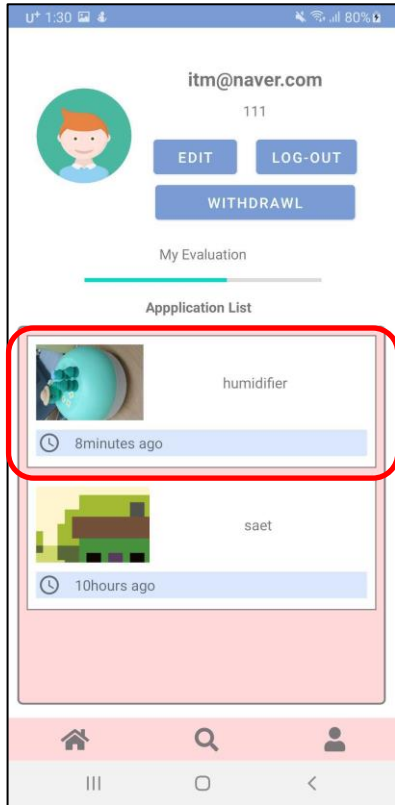
3. Apply the Product



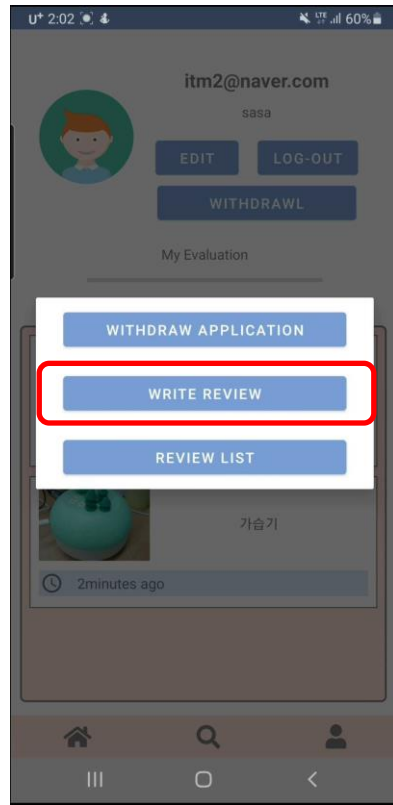
4. Application list in mypage



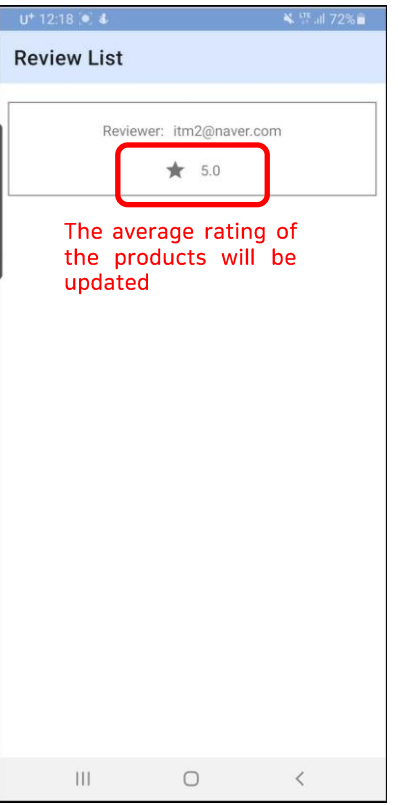
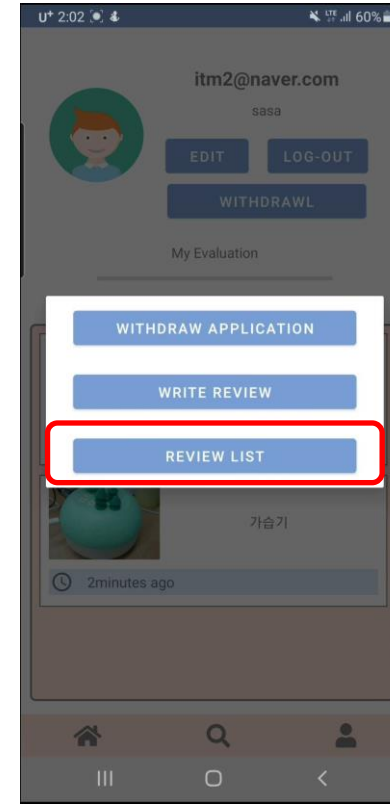
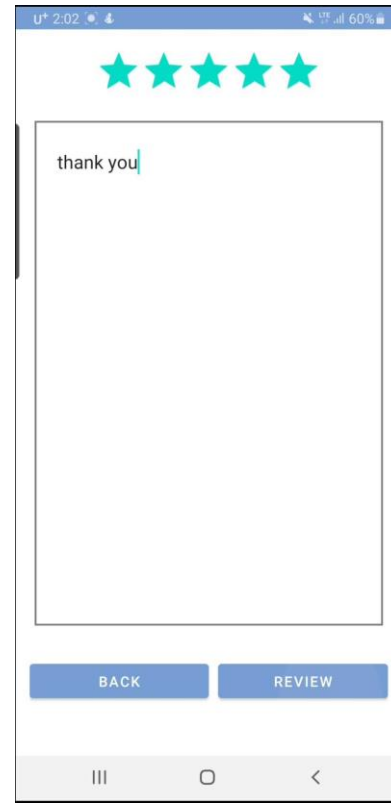
# Influencer - Review



1. Select the transaction-completed product



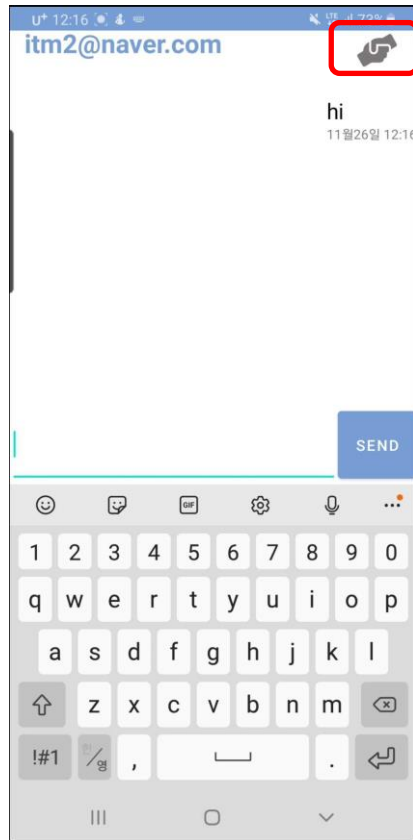
2. Write review text with rating



3. Check written reviews in the review list



# The Chat Activity and Transaction Button

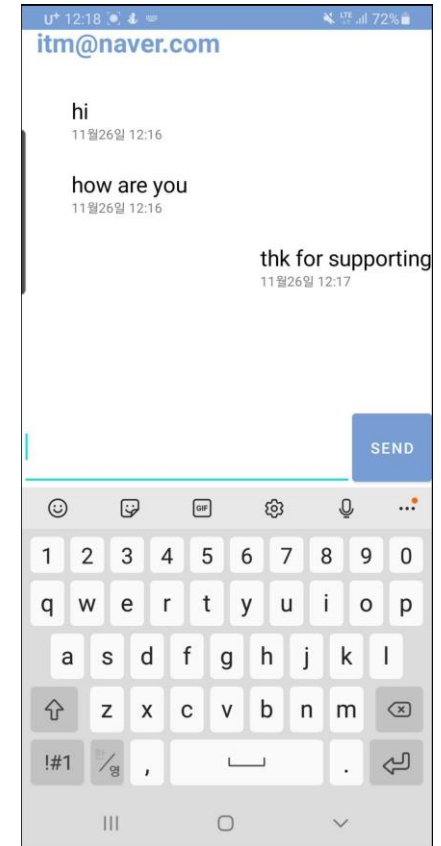


<Send Message>



<Transaction Complete>

When the advertiser presses the transaction **completion button**, the review creation button of influencer is activated



<Influencer Screen>



# Demo Video

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# Role and Responsibilities

Dohui Lee: UI/UX, Function development, DB, Team Leader

Minseon Kim: Function development, DB, Team member



**Thank You 😊**

