

PROJECT REPORT

INFLUENCER ENGAGEMENT AND SPONSORSHIP COORDINATION PLATFORM V2

AUTHOR:

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I'm currently a student at the diploma level, pursuing a BS degree at IIT Madras.

TECHNOLOGIES USED:

- **SQLite:** For Handling data storage
- **Flask API:** For request handling, rendering templates, and defining views/routes in the application.
- **Vue JS Advanced:** For building user friendly user interface
- **Bootstrap:** For HTML generation and styling
- **Flask-JWT-Extended:** Used for handling JWT tokens and implementing a login system.
- **Redis:** For Handling Data cache
- **Redis and Celery:** For Handling batch jobs and scheduled jobs
- **Flask-SQLAlchemy:** For defining models, performing query operations on the database, and committing changes to the database.
- **Flask-Mail:** For handling email functionalities in the Flask application.
- **Bcrypt:** For hashing passwords to enhance security.

DESCRIPTION:

It's a platform to connect Sponsors and Influencers so that sponsors can get their product/service advertised and influencers can get monetary benefit.

The platform will have **3 roles**.

1. **Admin - root access**
 - An admin can monitor all the users/campaigns, see all the statistics.
 - Admin can approve/reject the sponsor requests.
 - Admin can flag inappropriate campaigns/users.
2. **Sponsors - a company/individual who wants to advertise their product/service**
 - Sponsors will create campaigns, search for influencers and send ad requests for a particular campaign.
 - Sponsors can create multiple campaigns (public/private) and track and edit each of them.
 - They can accept ad requests by influencers for their campaigns.
3. **Influencers - an individual who has significant social media following**
 - An influencer will receive ad requests and can accept/reject/negotiate them.
 - They can search for ongoing campaigns (which are public) and send the request.
 - They can leave their ongoing campaigns which they are committed to.
 - An influencer can update their profile page, which is publicly visible.

CORE FUNCTIONALITIES:

1. Login

- A Role based login/register form with fields like mail id, password etc. for sponsor, influencer and admin login.
- Reset password option for users.

2. Admin Dashboard - for the admin

- The application must have an admin dashboard which displays all the relevant statistics of the application, e.g. active users, campaigns (public/private), ad requests and their status, sponsor requests, flagged sponsors/influencers etc.

3. Campaign Management - for the sponsors

- The sponsor creates new campaigns.
- The sponsor updates an existing campaign, such as modifying name, description, payment to the request pending Influencer.
- The sponsor can directly delete an existing campaign.

4. Ad request Management - for the sponsors

- Sponsors can create ad requests based on the goals on the campaign.
- Sponsors can edit/delete an existing ad request.

5. Search for influencers, public campaigns

- The sponsors can search for relevant influencers based on their username, followers etc.
- The Influencers can search for public campaigns based on their niche, relevance etc.

6. Act on a particular ad request - for the Influencers

- Influencers can accept/reject/negotiate ad requests that are particularly sent to them.
- Influencers can edit the “payment” for a particular ad in request pending.

7. Scheduled Job - Daily reminders

- Influencers will receive mail every day when any pending requests are left pending or unnoticed.

8. Scheduled Job – Monthly activity report

- Sponsors will receive mail on the first day of every month with an activity report that consists of campaign details, how many advertisements are done, growth in sales of products due to campaigns, etc.

FEATURES:

Reset Password: Allows users to securely reset their passwords if forgotten.

Show Password: Provide an option for users to view their password input to ensure accuracy.

Influencer Profile URL: Allows influencer to upload their social profile URL based on selective platforms.

Password Encryption: We use bcrypt to hash passwords, enhancing security and protecting user data by ensuring that plain-text passwords are not stored in the database.

Flagged mail: Automated email notifications are sent to flagged influencers, or sponsors, with automatic deletion if no response is received within 10 days, similarly 5 days for campaigns.

Restriction: The flagged users cannot login and the flagged campaigns can't perform any operations. Similarly, the request awaited sponsors can't log in until Admin approves them.

Search: Implementing a search functionality to find influencers, sponsors and campaigns based on various criteria.

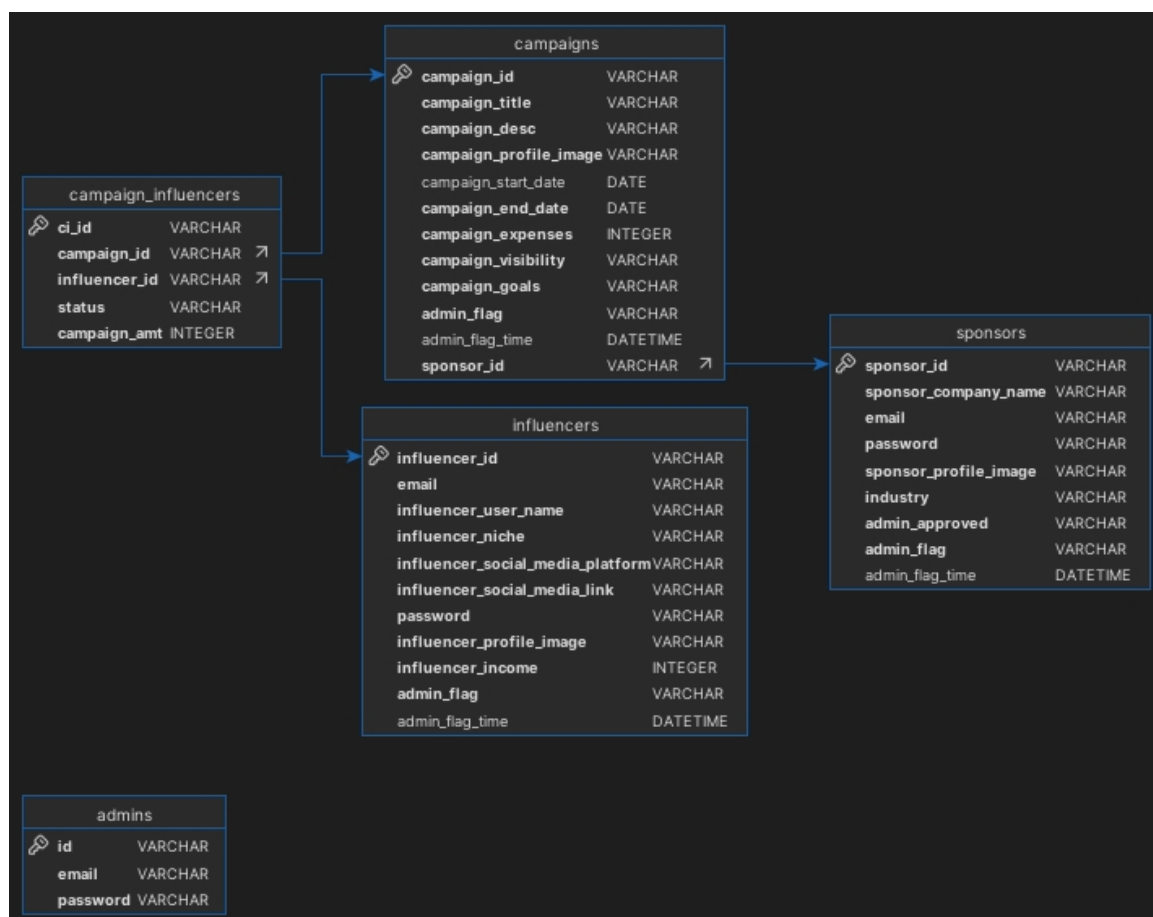
Update Profile: Allows users to edit and update their profile information.

Update Payment: Enables users to update their payment information after sending the request.

Negotiate Payment: Enables influencers to negotiate their payment information after receiving the request.

Update Campaign Details: Allow sponsors to edit and manage the details of their campaigns.

DB SCHEMA DESIGN:



Sponsors to Campaign (One-to-Many Relationship): Each sponsor can create multiple campaigns, but the respective campaigns can be linked only to one sponsor.

Influencer to Campaign (Many-to-Many Relationship): Influencers can participate in multiple campaigns, and each campaign can have multiple influencers associated with it.

VIDEO LINK:

https://drive.google.com/file/d/1cCOC5JqTw_8BZ-6FfQNjUM96yi2oGLo8/view?us%20p=sharing