

Creator Circle: An Enhanced Platform for Influencer-Brand Collaboration with Advanced Campaign Management

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Abstract—The growth of social media has increased the importance of influencer marketing for brands. However, finding suitable influencers and managing campaigns efficiently remains difficult due to poor communication, a lack of centralised management, and limited performance tracking. Creator Circle is a web-based platform designed to simplify collaboration between influencers and brands through a single unified system. The platform provides features such as influencer discovery, campaign management, messaging, contract handling, and real-time campaign tracking using social media APIs. It also includes a Rating and Review System to improve trust, an Admin Dashboard for monitoring platform activities, and a Notification System for timely updates and alerts. By integrating these features into one platform, Creator Circle improves transparency, communication, and campaign efficiency, helping influencers grow their careers and enabling brands to execute successful marketing campaigns.

Index Terms—Influencer Marketing, Influencers, Brands, Sponsorship, Collaboration, Centralised Platform, Campaign Management, Rating and Review System, Admin Dashboard, Notification System

I. INTRODUCTION

Creator Circle is a platform designed to connect influencers and brands for easier and more efficient collaborations. In the growing field of influencer marketing, both influencers and brands often struggle to find the right partners and manage campaigns effectively. This platform solves these problems by offering a centralised space where influencers can find sponsorships, and brands can discover influencers that fit their needs. Influence Hub provides tools for communication, contract management, and campaign tracking, making collaborations smoother and more transparent. The goal is to streamline the process,

saving time and increasing the success of influencer marketing campaigns.

II. RELATED WORK

Freberg et al. [1] emphasise the importance of identifying influencers and their branding impact. Creator circle allows influencers to create profiles with audience demographics and past campaign performance, while brands can showcase products and marketing goals. Abidin & Ots [2] highlight the role of engagement strategies and brand alignment. Influence Hub's advanced search and discovery tools help brands filter influencers by platform, niche, location, and follower count, enhancing partnerships. Boerman et al. [3] stress the need for transparency in influencer marketing. Influence Hub offers contract management, milestone tracking, and real-time communication tools to ensure accountability. Glucksman [4] notes the growing impact of micro-influencers. Influence Hub supports influencers of all sizes and provides analytics to track reach, engagement, and ROI. Additional research by Stubb et al. [5], Kapoor et al. [6], Campbell & Farrell [7], Balaji et al. [8], Chopra & Vidyavihar [9], and Ozuem & Willis [10] validates the need for a centralised platform like Influence Hub. By addressing the challenges of inefficient communication, manual campaign management, and limited performance insights, Influence Hub aims to revolutionise influencer marketing. It empowers influencers to access lucrative opportunities and enables brands to reach their target audience more effectively, ultimately enhancing the success and growth of influencer-brand collaborations.

A. Problems to be Addressed

The current influencer marketing system struggles with several issues that make collaboration between influencers and brands difficult. One major problem is finding the right influencers, as there's no advanced filtering system to match them with brand goals and target audiences. Communication is also fragmented due to the lack of a centralised platform, leading to delays and misunderstandings. Managing campaigns

manually adds to the challenge, making it hard to track tasks and deadlines, which often results in mistakes. Additionally, there's a lack of real-time analytics to measure campaign success and make informed decisions. Without a rating and feedback system, building trust and credibility is tough. Finally, the system struggles to scale and manage multiple campaigns as the number of influencers and brands grows.

Table I: Literature Survey

Authors	Year	Title/Focus	Merits	Remarks
Freberg et al.	2011	"Who Are the Social Media Influencers? A Study of Public Perceptions"	Provides an early understanding of influencer roles, segmentation, and potential impact on branding efforts.	Lacks modern platform-based insights and the integration of tools for managing collaborations.
Abidin & Ots	2016	"Engaging Influencers for Social Media Campaigns"	Highlights influencer engagement strategies and brand alignment for effective campaigns.	Lacks technological or platform-oriented insights for facilitating collaborations.
Boerman et al.	2017	"Influencer Marketing and Sponsored Content: A Review of Regulations"	Provides insights into the ethical and legal aspects of influencer marketing.	Focuses primarily on legal aspects, lacking tools or solutions for practical implementation.
Glucksman	2017	"The Rise of Social Media Influencers and Brand Strategies"	Analyses trends in influencer marketing and the growing role of micro-influencers in brand promotions.	Limited to trend analysis without presenting actionable solutions or tools for influencer-brand collaborations.
Stubb et al.	2019	"Customer Perceptions of Influencer-Brand Partnerships"	Discusses audience perception of influencer partnerships, offering valuable guidelines for collaboration.	Does not provide implementation frameworks or tool-based solutions for improving partnerships.
Kapoor et al.	2020	"The Role of Social Media Influencers in Brand Promotion"	Explores influencer impact on brand awareness and customer engagement.	Limited focus on platform-specific tools for collaboration or campaign management.
Campbell & Farrell	2020	"Tools for Influencer Marketing: A Systematic Review"	Surveys tools available for influencer-brand collaborations, emphasizing campaign analytics and tracking.	Does not address centralized platforms or end-to-end solutions for both influencers and brands.
Balaji et al.	2021	"Integrated Digital Marketing Platforms for Influencer Campaigns"	Explores existing digital marketing platforms with features like communication, analytics, and content tracking.	Some tools lack advanced matchmaking and automated contract management features necessary for seamless integer.

B. Objectives

The main objectives of this work are,

- a) To connect influencers and brands through an easy-to-use platform.
- b) To provide tools for efficient communication, secure transactions, and performance tracking.
- c) To help influencers grow their careers and brands achieve their marketing goals.
- d) To build trust and credibility through a transparent Rating and Review System, an Admin Dashboard for platform governance, and a Notification and Alert System for timely campaign updates.

III. METHODOLOGY

Creator circle addresses key gaps highlighted in Section II 'A' by offering a centralised platform that integrates influencer matchmaking, contract management, communication, and campaign tracking. Unlike existing tools that focus on specific aspects (e.g., legal frameworks, analytics, or trend analysis), Influence Hub provides an all-in-one solution designed for seamless collaboration between influencers and brands. It caters to the need for improved efficiency, transparency, and scalability in influencer marketing, making it a comprehensive response to the challenges identified in prior research.

V. Design:

Context Diagram: Fig1 Shows how the Creator circle system interacts with four external entities: Influencers (who register, manage profiles, and receive campaign alerts), Brand/Sponsors (who create campaigns and browse influencer talent), the System Admin (who monitors user activity, resolves disputes, and accesses audit reports), and the Notification System (which triggers deadline reminders and event alerts to all parties).

submission followed by thank-you notifications to all parties).

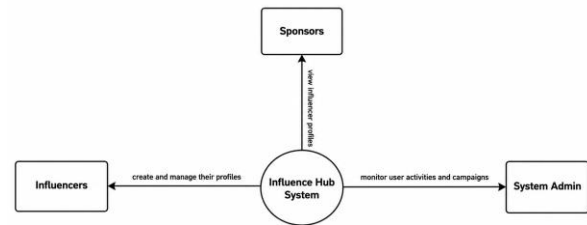


Fig 1: Context Diagram

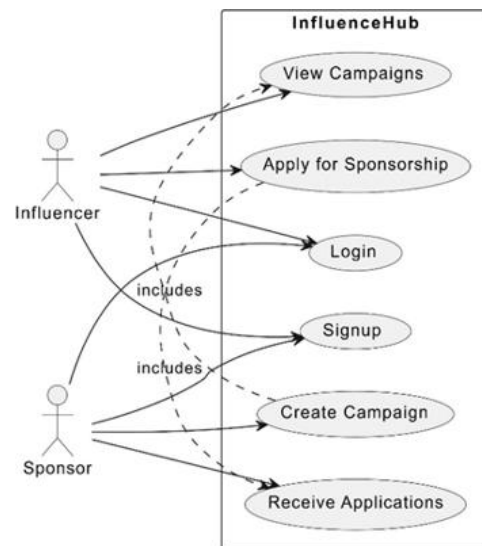


Fig 2: Use case diagram

Use Case Diagram: Fig2 Shows the full scope of actions available to each actor on Creator circle. Influencers can Login, Signup, View Campaigns, Apply for Sponsorship, Manage Profile, and Submit Ratings. Brand/Sponsors can Login, Signup, Create Campaigns, Receive Applications, View Analytics, and Submit Ratings. The admin actor can Manage Users, access the Admin Dashboard, View Platform Reports, and Resolve Disputes. The Rate & Review use case is highlighted as a new feature available to both Influencers and Sponsors.

Sequence Diagram: Fig3 Shows the end-to-end interaction flow across five lifelines: Influencer, Brand/Sponsor, App, Notification System, and Admin. The sequence covers the AUTH phase (login and signup with confirmation alerts), the CAMPAIGN phase (campaign creation, influencer matching, and push notifications), the ALT phase (two paths: applying for sponsorship with status notifications, or ignoring the campaign), the ADMIN phase (platform activity sync and anomaly monitoring), and the REVIEW phase (mutual Rating and Review).

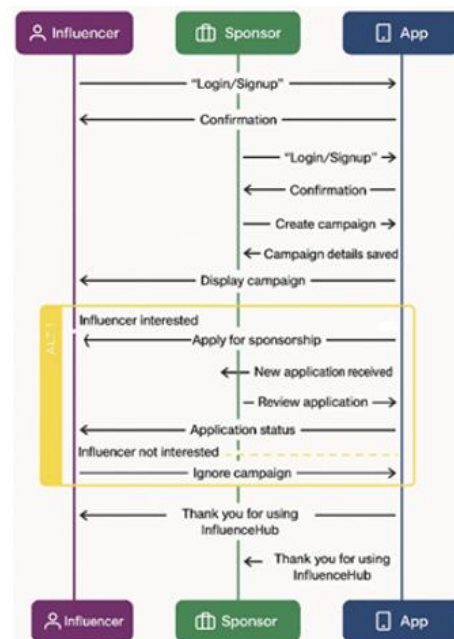


Fig 3: Sequence diagram

VI. IMPLEMENTATION

A. User Registration and Profiles

Influencers and brands will have separate registration processes. Influencers can create detailed profiles including Personal and contact information. Social media accounts linked via APIs (Instagram, YouTube, TikTok, etc.). Engagement metrics, follower counts, demographics, and content niche

Brands can set up profiles including: Business information, website, and social media links. Target audience preferences and campaign details

B. Communication Tools

A built-in messaging system will enable influencers and brands to: Initiate discussions and share files (e.g., creative briefs and proposals). Notifications for new messages, offers, and campaign updates

C. Campaign Management

Brands can create campaign listings that outline: Objectives, timelines, compensation structure (fixed fee, commission, etc.). Content deliverables (posts, videos, stories). Influencers can apply to campaigns or accept direct offers

D. Campaign Performance Tracking

Real-time tracking of campaign performance metrics using API integrations with social platforms.

E. Rating and Review System

After a campaign is completed, both influencers and brands can rate each other on a five-star scale and leave written reviews covering professionalism, communication quality, deliverable adherence, and overall satisfaction. These ratings are displayed publicly on user profiles and factor into search rankings, helping new users make informed collaboration decisions. A verified review badge is

awarded only to reviews submitted through the platform after a confirmed campaign completion, preventing fraudulent or unearned feedback. Brands can filter influencer discovery results by minimum rating threshold, while influencers can view brand reputation scores before accepting campaign offers.

F. Admin Dashboard

A dedicated Admin Dashboard gives platform administrators complete visibility and control over all system activity. Admins can view and manage registered users (influencers, brands, and sub-admins), approve or reject newly registered accounts, suspend or ban accounts that violate platform policies, and manually resolve disputes raised by either party. The dashboard presents platform-wide analytics including total active campaigns, total registered users by category, campaign completion rates, and flagged content reports. Admins can also send broadcast announcements to all users or targeted segments, and access detailed audit logs for any transaction or contract activity on the platform.

G. Notification and Alert System

Creator circle includes a multi-channel notification engine that keeps influencers, brands, and administrators informed throughout the campaign lifecycle. Users receive in-app notifications and email alerts for key events such as new campaign matches, incoming messages, sponsorship application status updates, contract signing requests, upcoming milestone deadlines, and payment confirmations. Users can customise their notification preferences from their profile settings, choosing which event types trigger alerts and through which channels (in-app, email, or both). Deadline reminders are automatically scheduled three days and one day before each campaign milestone, reducing the risk of missed deliverables and ensuring smooth campaign execution.

IV. RESULTS AND DISCUSSION

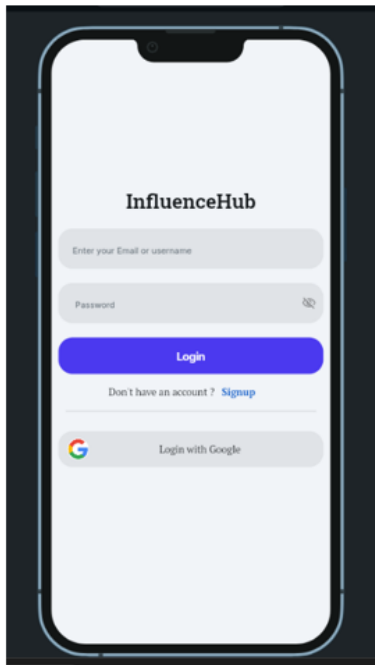


Fig 4: Login/Signup Page

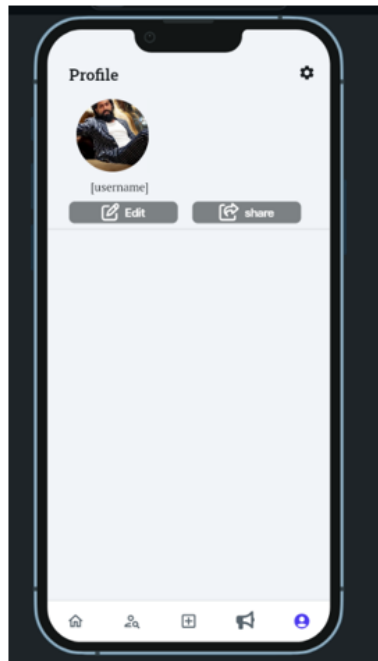


Fig 5: Profile page

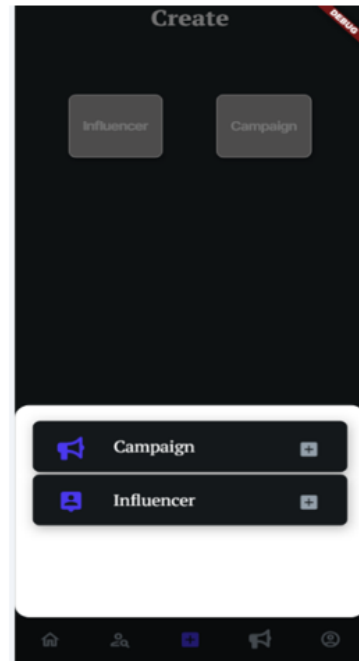


Fig 6: Create Post

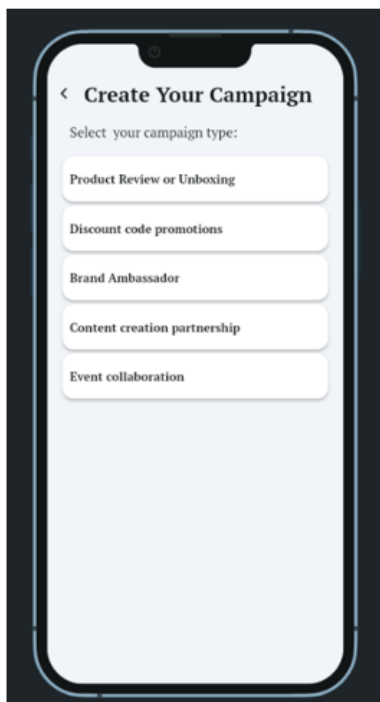


Fig 7: Create campaign

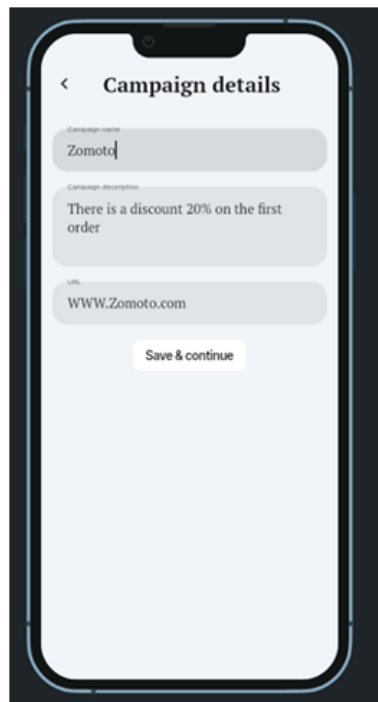


Fig 8: Campaign details

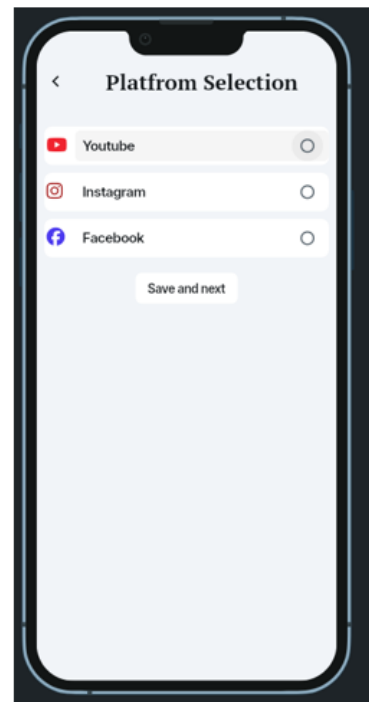


Fig 9: Select Platform

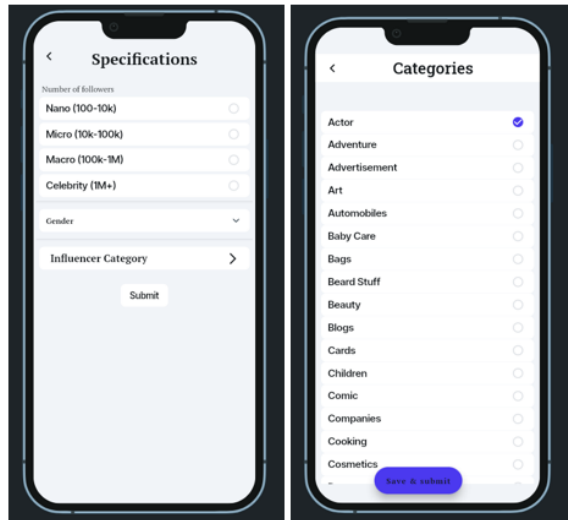


Fig 10: Specification

Fig 11: Categories

VII. CONCLUSION

Creator circle makes it easier for influencers and brands to work together. It brings everything they need chatting, managing deals, tracking progress, and verifying performance into one centralised place. The addition of a Rating and Review System encourages accountability and helps users identify trustworthy collaborators before committing to campaigns. The Admin Dashboard gives platform administrators the tools to maintain a safe, fair, and well-governed environment for all users. The Notification and Alert System ensures that no deadline is missed and every stakeholder stays informed throughout the campaign lifecycle. Together, these enhancements save time, reduce confusion, build trust, and create a more reliable ecosystem. With better teamwork, clear results, and a stronger foundation of credibility, both influencers and brands can grow and succeed in the world of social media marketing

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