mindfire

Overview:

The client intends to create a platform that amplifies, in every capacity, the engagement between brands and influencers. Looking into the future of possibilities, they wanted to put at the disposal of both the parties leading edge tools such as web 3.0, social commerce and metaverse. If leveraged right, it would not only deliver the experience frictionless and effective, but also lead them into exploring realms never considered before.

The platform provides a space where brands and influencers can connect with each other. While the brands can hire influencers who can promote their products, the later also have the provision to connect and seek out brands they desire to support and get remunerated in the process.

Client details:

Name: Confidential | **Industry:** Media & Entertainment| **Location:** USA

Technologies:

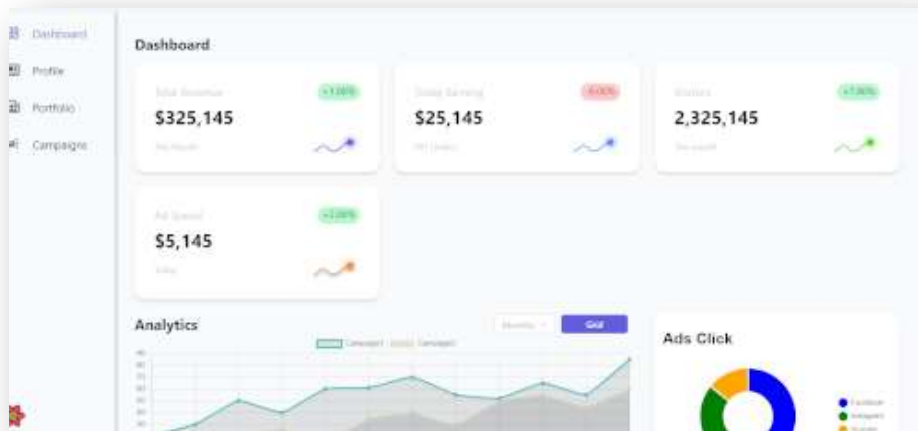ReactJS, Next.js, Tailwind CSS

Project Description:

The platform provides an excellent opportunity for brands and influencers to make full use of their potential at an individual capacity, and grow symbiotically. For the influencers, the platform opens up an avenue to monetize their influence in an assured and convenient manner by giving them the scope to work with 100s of brands. Instant payment for engagements undertaken, capacity to earn lifelong commissions, becoming brand ambassadors, and leveraging latest technologies to build their social authority with utmost convenience are some of the benefits. For Brands, the platform offers a route of expediency to gauge and decide which influencers to engage with. The ability to track their posts, reels, and videos gives them the ammunition to make informed decisions.

In order to operate, both brands and influencers are required to open their accounts in the application. There are different ways for an engagement to be established. One way is to have an Influencer decide to target a Brand and then share promotion content, via a link, with them. The brand then verifies and vets the content as well as the Influencer on a combination of parameters that matter to them for e.g. views, likes, followers, subscribers etc. A positive response leads to payment based on the promotion time (GIG price).

Another can be a Brand using analytics to filter and target a specific community of Influencers to run their promotions. In this case, the Brand also has the opportunity to approve the content before the same get posted. The hired influencers are paid according to their GIG price mentioned on the platform if their content are chosen. The benefits to be realized are several depending upon the intent and the capacity to leverage: showcasing and growing the business, launching new products, increasing trust with users, improving credibility, increasing presence in social media etc.

Screenshots: