# SNS Influencer Marketing Platform for Market Advertisement of Small-Sized Business Runners

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*Abstract*—**With the development of social networks, various social network marketing has been activated due to the explosive increase in digital marketing platforms using big data. Recently, influencer marketing, one of the social network marketing, has become a trend, and the demand for commissioning platforms between advertisers and influencer is increasing. This paper introduces a differentiated platform by grasping this demand. To fulfill this goal, this article proposes a web architecture, i.e., SNS Influencer Marketing Platform. The purpose of this article is to develop a platform where the client users can interact with the influencer users to promote a campaign both efficiently and flexibly. This article demonstrates the feasibility of the proposed architecture through the implementation of a cloud-based web platform and REST-API communication between the front-end and the back-end.**

*Keyword*— **SNS, Influencer, Marketing, Platform**

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