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

Mose Gu*, Jinyong Kim**, Yunbo Shim, Jaehoon (Paul) Jeong*

Department of Computer Science and Engineering
Sungkyunkwan University, suwon, Republic of Korea
rna0415@g.skku.edu, timkim@skku.edu, ybuser@skku.edu, pauljeong@skku.edu

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

Mose Gu is an MS-PhD student in the Department of Computer Science and Engineering at Sungkyunkwan University. He got his B.S. from the Department of Information System & Database at Liberty University in 2021. His research interests include AI, machine learning, data mining, software development, and web development.

Jinyong Kim is a postdoctoral researcher at Sungkyunkwan University since 2021. He got a Ph.D degree from the Department of Computer Engineering at Sungkyunkwan University in 2019. His Ph.D advisor was Professor Jaehoon (Paul) Jeong. He got a BS degree from Department of Computer Engineering at Kumoh National Institute of Technology in 2015. His advisor was Professor Hyun-Ju Yoon. He was a member of the System Software Laboratory. His research interests include Vehicular Ad-hoc Networks (VANET), Mobile Ad-hoc Networks (MANET), Cyber-Physical Systems (CPS), Software-Defined Networking (SDN), and Network Virtualization Functions (NFV).

Yunbo Shim is an undergraduate student in the Department of Computer Science and Engineering at Sungkyunkwan University. He graduated from Pohang Jecheol Highschool in 2020. His research interests include database management, Non-Fungible Token (NFT), block-chain system and its application.

Jaehoon (Paul) Jeong is an associate professor in the Department of Computer Science and Engineering at Sungkyunkwan University in Korea. He received his Ph.D. degree in the Department of Computer Science and Engineering at the University of Minnesota in 2009. He received his B.S. degree in the Department of Information Engineering at Sungkyunkwan University and his M.S. degree from the School of Computer Science and Engineering at Seoul National University in Korea in 1999 and 2001, respectively. His research areas include Internet of Things, Software-Defined Networking, Network Functions Virtualization, security, and vehicular networks. Dr. Jeong is a member of ACM, IEEE and the IEEE Computer Society.