



Information Technology for Modern Marketing

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Abstract. The purposes of this research are to identify marketing strategies using exposure in the online business world, explain the role and understanding of Exposure in the online marketing business, and explain the marketing system in social media influencers. The method used in this research is descriptive method. The results of this study is that exposure could be one of the best way to promote the product. This study discusses about exposure, influencers' social media, barter exposure, barter exposure system in influencers' social media, and the benefits of doing barter exposure in marketing.

1. Introduction

Barter exposure is a modern payment method that arises today, where an influencer who has a big impact will promote the companies' product. An influencer is someone who acts as an influence giver because his views, advice or opinions can influence purchasing decisions. If this is combined in marketing a business, this will greatly help a company that will do business. It is because the influencer is able to promote the product better because their popularity. In addition, with the help from influencers through social media, brand attachment and consumer loyalty to the product can be maintained [1].

Internet is used by all people in this era to do many activities such as to find information, pleasure, seek profits, and to do a business [2]. The advance in technology helps humans' to do their activities and save their time. Therefore, using media technology to do a promotion is one of the best ways to promote the product. The marketing concept also determines the needs and wants of the desired product or service effectively and efficiently [3]. Since market advertising and promoting an item or service is very diverse, one of the tools that can be used is social media. Social Media is an internet-based application group network using a website and technology [4]. Every social media user can make or exchange information on the application as well. There are social media platforms that have a big influence, such as Instagram, Twitter, Facebook, Snapchat, and others. For marketers, this is a huge potential and opportunity to be used as a marketing communication tool [5].

The purposes of this research are to identify marketing strategies by doing a barter exposure with influencers, and how marketing strategies are carried out by companies. The method used in this research is descriptive method.

2. Method

This research used descriptive method to find out the information related to barter exposure in social media influencers and modern marketing strategies. We also used previous research related to marketing strategies and barter exposure.

3. Results and Discussion

The use of social media is not only seen as a place for self-fulfillment but can be a place to do a business. Other than that, social media also can be a place to market the products and give a brief information about a product or service that will be marketed [6]. Nowadays, most company choose an influencer to market their products and do a barter exposure [7]. Influencer will promote companies' products or services in their social media. Therefore, after promoting the products, people will buy the products, especially if the price is cheap with a good condition. The exposure made by influencers is formed in several processes (See Figure 1).

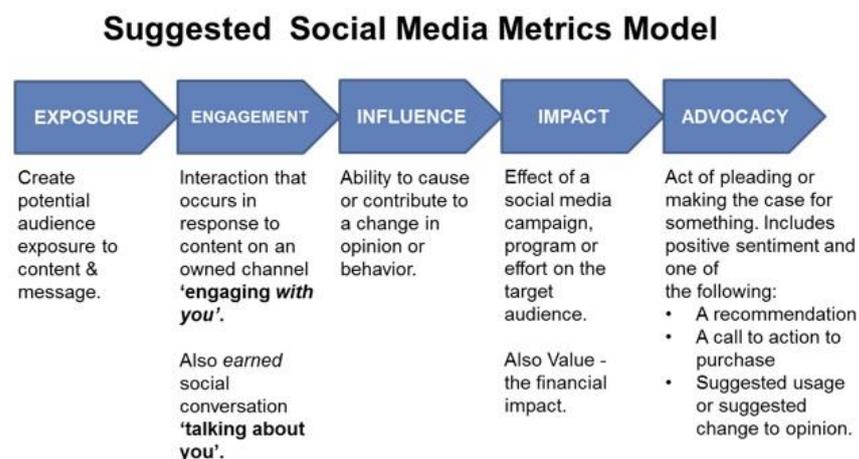


Figure 1. Social media exposure

1. Exposure, promote the product through messages and content
2. Engagement, interactions that occur in response to the content created.
3. Influence, the ability to changes people's opinion or behaviour.
4. Impact, the effects of social media campaign programs or efforts on the target audience as well the impact on financial value
5. Advocacy, act or make trouble for something including making a statement:
 - a. Recommendation
 - b. Action
 - c. Suggestion

Influencers usually have many followers on social media. However, the more followers that they have, the greater impact that can be given to companies that work with them. It is because many people believe the influencers' opinion and see the product that they promote (See Figure 2).

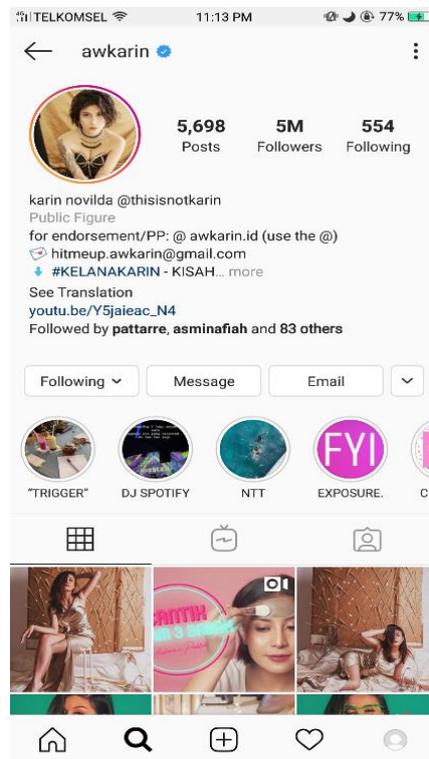


Figure 2. One influencer on Instagram

By posting photos on social media, an influencer usually tags the company in their post. Then, all their followers will know about the company and start to look at the promoted product (See Figure 3).

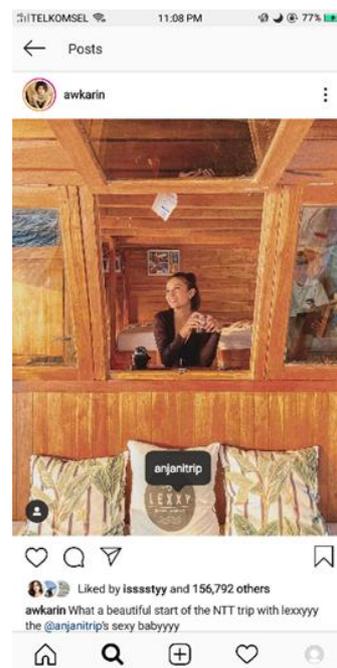


Figure 3. One post influencer is promoting a company

Usually, companies also have their own social media. So, people could see the companies' social media and look at their products in more detail (See Figure 4). The influencers have benefit from the company such as money or get the product for free. That way abarter exposure could be achieved (See Figure 4).

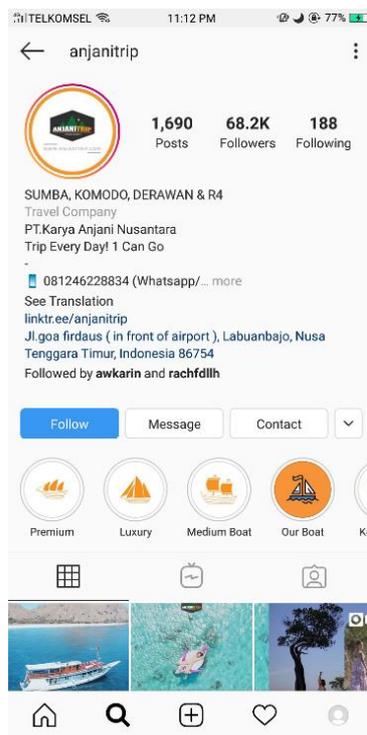


Figure 4. Corporate social media



Figure 5. Promotion from influencers

In exchanging exposure an influencer must respect the companies' value. Therefore, there will be no problem in the barter exposure process (See Figure 6).



Figure 6. Promote via video

An influencer must be able to create content to promote a company's product or service as creative as possible to get people's attention. That way, the products will be attractive enough to get customers' attention (See Figure 7).



Figure 7. Promote through story feature

Not only by posting photos or videos, usually an influencer promotes products by visiting the office or shop and sharing his experiences through social media to influence people. Therefore, the sale will be increased and the company get the recognition [8] (See Figure 8).



Figure 8. An influencer promotes a product with a visit store

The benefit of the company will be increasing after doing a barter exposure. Besides, an influencer also will get the benefit from the company by getting a product and service provided for the influencer [9-10] (See Figure 9).

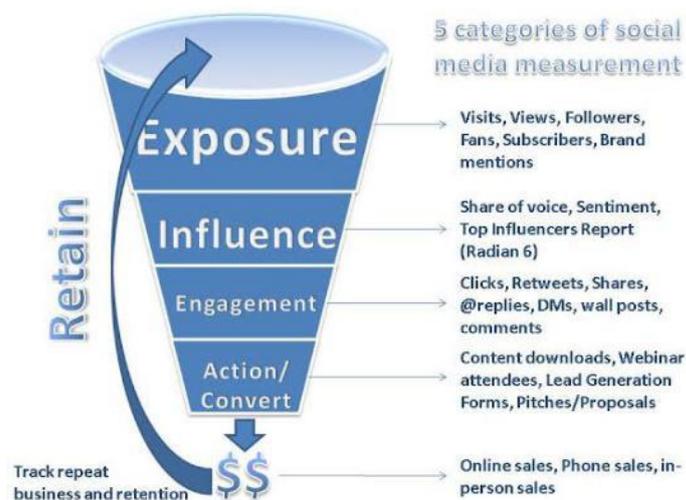


Figure 9. Measurement of social media.

4. Conclusion

It can be concluded that social media can be used as one of marketing tool. Using social media also has a lot of benefit such as increasing the sell value.

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