Designing a Web-Based Influencer Marketing System to Increase Brand Influence and Authority

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Abstract

Social media and online platforms are key in building and strengthening brands in the digital era. Influencer marketing is a strategy that involves influential individuals on social media, becoming popular to increase brand reputation. However, brands often have difficulty identifying the right influencers, managing relationships with influencers, and measuring campaign effectiveness. This research aims to design a web-based influencer marketing system to help brands overcome this challenge. This system will increase brand influence and authority in the digital world, strengthen customer relationships, and increase influencer marketing transparency. The research managerial implication is that companies can understand user needs and preferences more deeply, from an influencer and brand perspective. This allows them to design more intuitive interfaces, easy navigation, and features that facilitate collaboration and content management, as well as identify crucial features to introduce in an influencer marketing website system.

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INTRODUCTION

Social media and online platforms have become key in building and strengthening brands in the digital era. Influencer marketing involves influential individuals on social media and has become a popular strategy for increasing brand visibility and reputation. However, many brands face difficulty identifying the right influencers, managing relationships with influencers, and measuring campaign effectiveness. Therefore, a web-based influencer marketing system is needed that can help brands overcome these challenges and increase brand influence and authority in the digital world

(Lengkawati & Saputra, 2021).

Based on the background described, research was conducted on "designing a website-based influencer marketing system to increase brand influence and authority". Designing a website-based influencer marketing system is a solution that is expected to help brands face these challenges. By using website technology, this system helps brands efficiently select and view the performance of influencers (Kádeková & Holienčinová, 2018; Dimitrieska & Efremova, 2021; Karagur et al., 2022). This system facilitates a brand to select influencers aligned with the brand's goals and values, manage influencer collaboration effectively, and accurately measure the impact of influencer marketing campaigns. With this system, it is hoped that it will be easier for brands to find the right and appropriate influencers. with brand identity. Thus, this system helps a brand increase its influence and credibility in the digital world and strengthen brand relationships with customers and followers (Wardah & Albari, 2023).

Based on the background of the problems described above, identifying problems in digital marketing is a. Limited brand access to influencer marketing platforms, b. Encountering difficulties in forming direct relationships between brands and influencers because there is no website platform yet, and c. Limited opportunities for influencers to collaborate with brands throughout Indonesia occur due to limited reach. Based on the identification of the problems that have been described, the expected goal of this research is to develop a strategy that can overcome limited brand access to the influencer marketing platform by designing a website that facilitates collaboration and communication to help influencers. This research can provide managerial implications, namely overcoming the difficulties that arise in forming direct relationships between brands and influencers with the existence of a website platform and expanding reach with the existence of a website platform, thereby enabling influencers and brands to collaborate more widely throughout Indonesia.

There are several previous studies that investigated the influence of influencer marketing on brands. Bonus et al. (2022) tested the effectiveness of influencer marketing in increasing brand awareness and consumer preferences. This research uses a quantitative approach with a survey of respondents who follow influencers on certain social media which found that influencer followers tend to be more likely to consider or buy products recommended by the influencer, as well as a significant increase in brand awareness after the influencer campaign. Next is Gupta (2021) who analyzes the effectiveness of influencer marketing on consumer purchasing behavior on the YouTube platform. This study uses big data analysis to look at the relationship between brand appearances in YouTube influencer content and metrics such as views, likes, and comments finding that brand

exposure through YouTube influencers can have a significant positive influence on consumer engagement and purchasing behavior. Han (2020) assessed the impact of influencer communications on brand image and consumer purchase intentions. This research uses a qualitative approach with in-depth interviews with consumers and content analysis of influencer posts on social media. This research shows that influencer marketing can shape a positive brand image and increase consumer purchase intentions, especially when the message from the influencer is trusted and relevant to the brand's values. Lou and Yuan (2019) and Pop et al. (2022) studied consumer perceptions of influencer advertising on social media. The study used an online survey to collect data from social media users who follow influencers and found that influencer ads were considered more trustworthy and relevant by consumers than traditional ads, which can increase brand influence and purchase intent. These studies provide a deeper understanding of the various aspects and effects of influencer marketing on brands, helping marketers design more effective strategies and understand the mechanisms behind consumer interactions in today's social media context. However, little research still focuses on analyzing platform system design (either in the form of websites or applications for influencer marketing). So, this research focuses more on analyzing the design of influencer marketing website systems, which aims to ensure that the platform can effectively support influencer campaigns' success.

It is hoped that this research can provide managerial implications, namely that companies can understand user needs and preferences more deeply, from an influencer and brand perspective. This allows them to design a more intuitive interface, easy navigation, and features that facilitate collaboration and content management, as well as identify crucial features to introduce in an influencer marketing website system. This can include advanced campaign management tools, integration with social media platforms, and comprehensive campaign performance analysis tools.

Influencer Marketing and Brand Authority

According to Wardah and Albari, Influencers are social media users with a high number of followers on social media, who are trusted by the public and can spread information on social media easily and whenever an influencer publishes a post it will reach many other users (Wardah & Albari, 2023). According to Lengkawati and Saputra, Influencer marketing is the process of identifying and activating individuals who have an influence on a particular target audience to become part of a product campaign to increase reach, sales, and relationships with consumers (Lengkawati & Saputra, 2021). Brand authority refers to consumers' perceptions of the expertise and credibility of a brand. Consumers who see a brand as having credibility tend to trust and appreciate the products or services offered by that brand more (Pantano &

Puntoni, 2020). The relationship between influencer marketing and brand authority is complex and can significantly impact the perception of a brand in the eyes of consumers. Collaboration with reputable influencers can increase a brand's credibility and authority in the eyes of consumers. Influencers' followers often view their recommendations or endorsements as proof of the authenticity and quality of the recommended product or service. Influencers have an established audience and are actively engaged on social media platforms. By leveraging relevant influencers, brands can reach a wider and more diverse audience that has not been reached through traditional marketing channels. Through content shared by influencers, brands can build stronger brand awareness among the influencer's followers. Repeated exposure through various influencers can also strengthen brand recognition among the target audience. So, choosing an influencer that suits the brand's values and personality can help shape or improve the brand image. Authentic and relevant collaborations can help brands be associated with the positive attributes the influencer represents (Moore et al., 2018).

METHOD

This research uses a design approach to develop a web-based influencer marketing system. The methodology involves market analysis, competitor analysis, and identification of appropriate monetization strategies. The platform development process includes designing the user interface, defining user roles, and integrating important features for brand-influencer collaboration. Several indicators must be present on the influencer marketing website or application platform: a. The website system must be designed to facilitate collaboration between brands and influencers. This includes influencer registration, shared content management, and efficient communication between both parties, b. The system should provide tools for recruiting, assessing, and managing influencers. This could include a database of influencers with complete profiles, including follower statistics, audience demographics, and previous collaboration history, c. The system must be able to collect and analyze influencer campaign performance data in real time. This includes ROI (Return on Investment) measurements, analysis of user interactions, and the impact of campaigns on business goals such as sales or brand awareness; d. The platform must support the publication and management of influencer campaign content, including post creation and scheduling, integration with social media platforms, and tools for monitoring user response, e. The system design must pay attention to data security and privacy of influencers and brands. This includes managing data access permissions, protecting against cyber-attacks, and compliance with data protection regulations such as GDPR, f. The system must provide a good user experience for both influencers and end users, including intuitive navigation, a user-friendly interface, and effective customer support; g. Provides powerful reporting features and analytical tools to evaluate the effectiveness of influencer marketing strategies. This allows marketing teams to understand trends and areas for improvement in campaigns. The system must be designed for scalability, so that it can handle large numbers of influencers and multiple campaigns efficiently; i. Integration with other systems such as analytics platforms, CRM (Customer Relationship Management), or other content management systems to simplify workflows and maximize efficiency.

Based on the results of a survey with a total of 30 respondents, it was found that 90% of respondents stated that it was necessary to create a website-based influencer marketing system to increase the influence and credibility of a brand. Meanwhile, 10% of respondents thought the opposite, that the system was not needed. These findings show that the majority supports the importance of adopting a website-based Influencer Marketing strategy in strengthening a brand's position and reputation in the current digital era.
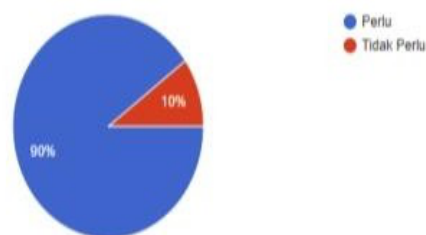
Figure 1. Survey Data Results

RESULTS AND DISCUSSION
Canvas Business Model

Starpowers is a website designed to be a corporate influencer marketing website. Figure 2 shows the Business Model Canvas from Starpowers
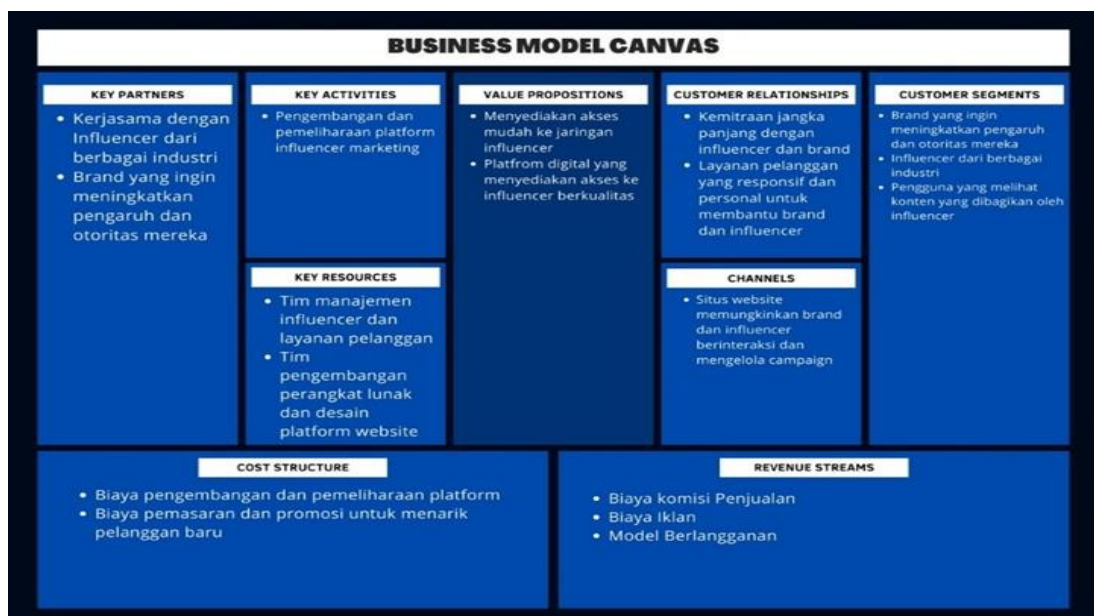
Figure 2. Starpowers Website Based Application Business Model Canvas

Business Development

Business development for an influencer marketing website involves a series of strategies and steps to increase the presence and effectiveness of the platform in supporting influencer campaigns. Designing a web-based influencer marketing system offers significant opportunities to increase company value through increased revenue, market expansion, strategic partnerships, and business diversification. By identifying and partnering with the right influencers, companies can reach new target audiences, increase brand awareness, and drive sales conversions. The following are the stages of business development for an influencer marketing website. Business development for the Starpowers website focuses on creating added value for all parties involved, from influencers to brands, by providing an efficient, safe and innovative platform. By doing this, the platform can become more engaging and effective in supporting influencer campaigns and achieving set marketing goals.

Current System Analysis

The following is an ongoing system analysis to understand the needs and requirements required to design and develop the Starpowers website system:
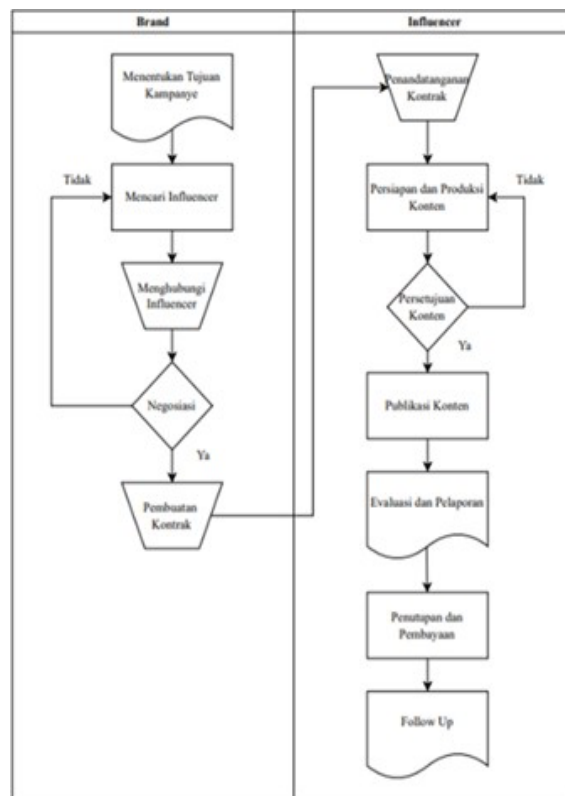

Figure 3. Current System Analysis

Analysis of the system to be built

The following is an analysis of the system that will be built to understand the needs and requirements needed to design and develop the Starpowers website system:

Figure 4. Influencer Flowchart

In Figure 4, each step illustrates how influencers are involved in system design analysis, from influencer selection to campaign execution, performance measurement, and optimization to ensure the overall success of an influencer marketing campaign. It outlines an influencer's steps to create and submit content. This may include guidelines on content types, formats, quality standards, and submission deadlines. It also helps manage influencer campaigns by outlining how influencers can participate, what their responsibilities are, and how they can track their progress and performance metrics. It also provides insights into the performance of influencers' content, such as reach, engagement metrics, and impact on campaign goals.

2. Brand Flowchart and Viewer Flowchart

Figure 5 explains each step, illustrating how brands can manage and optimize their relationships with influencers through an influencer marketing platform, from campaign planning to performance evaluation and ongoing development.
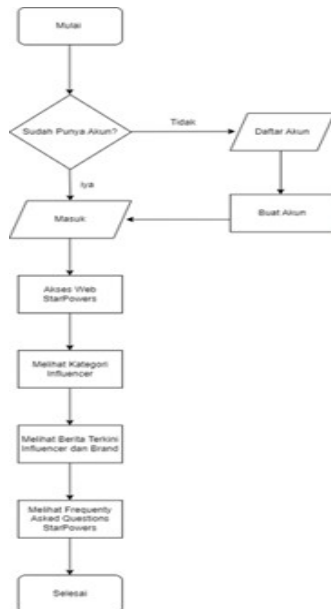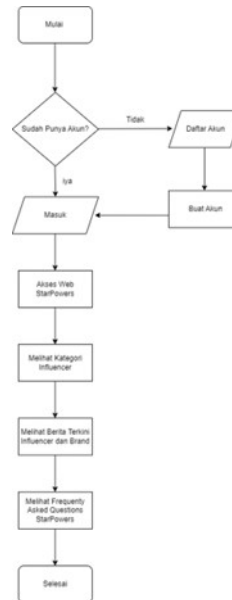

Figure 5. Brand Flowchart

Figure 6. Viewers Flowchart

Figure 6 shows each step, illustrating how users interact with influencer content on the platform, how the platform measures and analyzes content performance, and how this information is used to improve the user experience and overall effectiveness of influencer marketing campaigns.
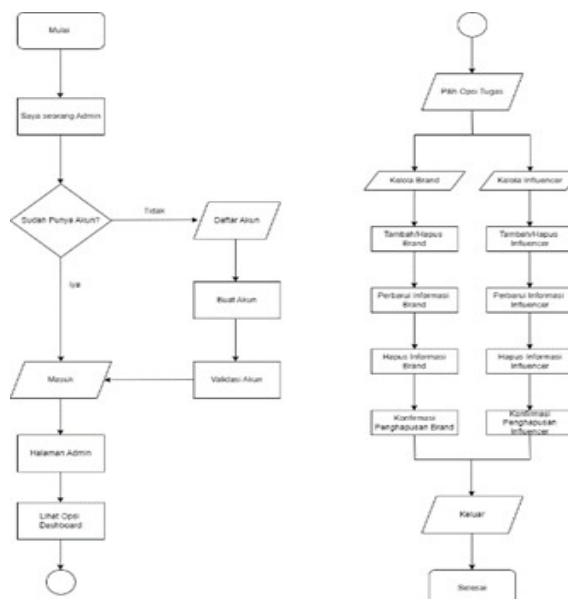
3. *Flowchart Admin*

Figure 7. Flowchart Admin

Mockup

Home Page

The home page on an influencer marketing website is the main page that provides a comprehensive overview of what the platform offers visitors (Figures 8 and 9). This page should be well designed to attract potential users and convey the platform's main message clearly. The following are the components on the home page of the Starpowers influencer marketing website:

1. Headers

a. Logo: The brand or name of the influencer marketing platform.

b. Navigation: Navigation menu to guide users to important pages such as about us, services, prices, blog and more.

c. Registration or Login Button: For influencers and brands who want to join or access the platform.

2. Banner or Hero Section

a. Big Images or Videos: Visuals that capture the essence of the influencer marketing platform, for example, images of influencers collaborating with brands or examples of successful campaign results.

b. Tagline or Slogan: A short statement that grabs visitors' attention and explains the platform's unique value.

3. Main Features or Services

a. Service Description: A brief explanation of what the platform offers to influencers and brands.

b. Platform Advantages: Key features that differentiate the platform from competitors, such as campaign management, performance analysis, social media integration, etc.

c. Testimonials or Reviews

d. Quotes or Testimonials: Reviews from influencers or brands who have used the platform, showing their satisfaction and the results they have achieved.

e. Ratings or Ratings: Ratings or assessments from previous users about their experiences with the platform.

5. Statistics or Performance Figures

a. Performance Data: Numbers or statistics that demonstrate a platform's success in increasing brand awareness, conversions, or user engagement.

b. Call to Action (CTA)

c. Action Buttons: Buttons that direct visitors to take a specific action, such as "Start Now," "Sign Up Free," or "Contact Us."

7. Additional Information

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a. About Us: A glance at the company or platform background, vision, mission and values.
b. Blog or News: Links to relevant articles or blog content about influencer marketing, the latest trends, or campaign case studies.

8. Footers

a. Additional Navigation: Additional navigation links to pages such as Privacy Policy, Terms and Conditions, FAQ, and more.
b. Contact: Contact information such as email address, phone number, and office location.
c. Social Media: Links to the platform's social media accounts for followers and breaking news.

Figure 8. Home Page
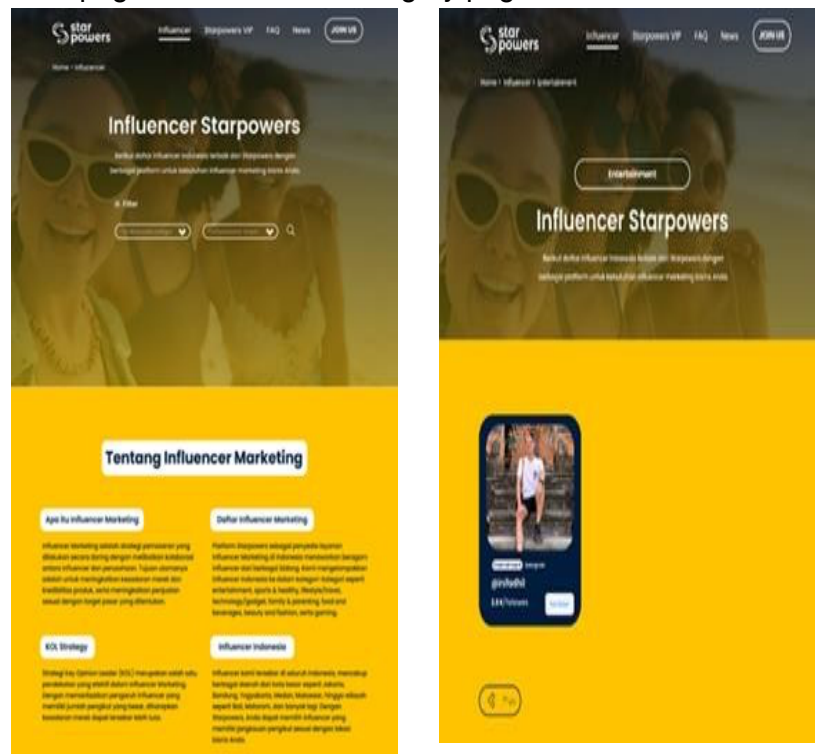
1. Main influencer page and influencer category page

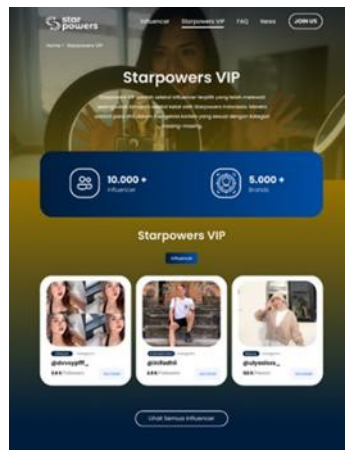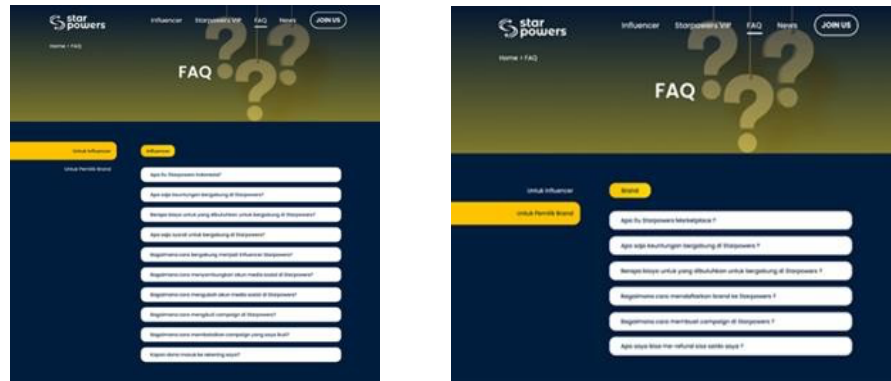Figure 9. Main influencer page and category influencer page

2. Starpowers *VIP*

Figure 10. Starpowers VIP

3. Starpowers *FAQ page influencer and FAQ page brand*

Gambar 11. Starpowers *FAQ page influencer* and *FAQ page brand*
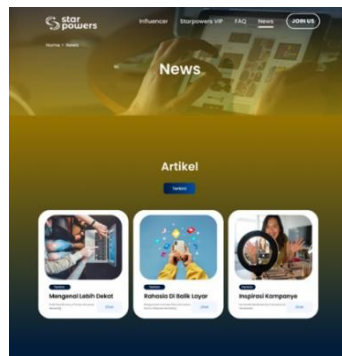
4. Starpowers *news page*

Figure 12. *News page*
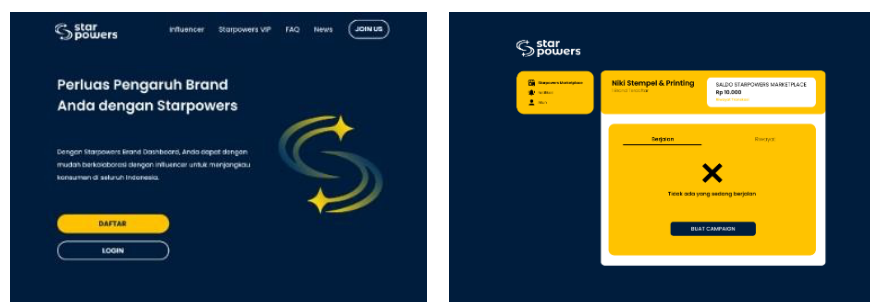
5. L*ogin brand and dashboard brand pages*

Figure 13. *Login brand* and *dashboard brand*
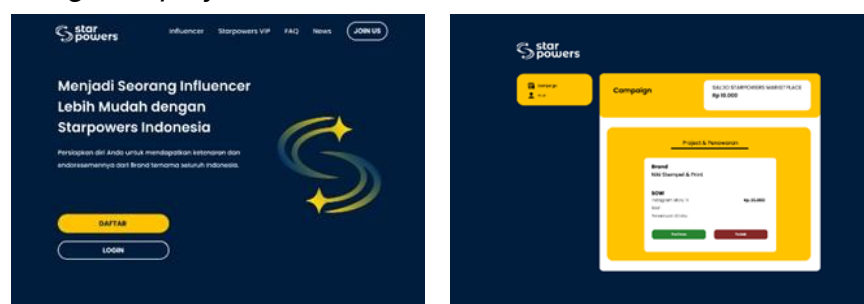
6. *Influencer login display and influencer dashboard*

Figure 14. Login influencer dan dashboard influencer
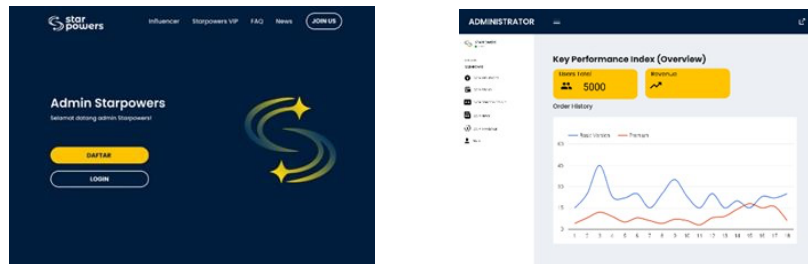
7. Tampilan *login admin* dan dashboard admin

Figure 15. Admin login and admin dashboard display

Figure 10 is a page for VIPs designed to strengthen the relationship between influencer marketing platforms and registered influencers, providing them with the tools and resources necessary to manage and improve the performance of their campaigns effectively. Figure 11 is the FAQ page. The FAQ (Frequently Asked Questions) page on an influencer marketing website is designed to provide clear and structured information to potential users, both influencers and brands, about various aspects of the influencer marketing platform. The FAQ page functions as a comprehensive source of information to answer frequently asked by users, such as how the platform works, the registration process, terms, and conditions, and so on. By designing a good FAQ page, an influencer marketing platform can provide added value to users efficiently and effectively, promote transparency, and increase trust in the platform.

Figure 12 is the news page. The News page on an influencer marketing website has several main functions which aim to provide the latest information, build authority, and increase user engagement on the platform. Articles or posts on the News page can discuss the latest trends in the influencer marketing industry, case studies of successful campaigns, or tips and tricks for improving campaign performance. This helps educate users about best practices in influencer marketing. Figures 13 and 14 are the brand login page, admin login page, and admin dashboard. which functions as a facilitator for managing and monitoring the entire platform and provides various tools for managing users, campaigns, and performance analysis. It allows admins to approve, reject, or edit content posted by influencers before it is published.

CONCLUSION

It is hoped that this web-based influencer marketing system can be a solution for brands to optimize their influencer marketing strategy. With this system, brands can more easily find the right influencers, manage relationships with them, and measure the success of campaigns more effectively. The limitation of this research is that the results show that analysis of influencer marketing website system design may be difficult to generalize to other platforms or market conditions. Each platform can

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have unique characteristics that influence its system design. The suggestion for further research is that future research can use UI/UX design analysis methods, user needs analysis, or technical performance evaluation, which will minimize limitations in capturing all aspects of the complexity of a system.

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