E-BOOK OF EXTENDED ABSTRACT
THE 14TH INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025

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BIZONE: COMPLETE INFLUENCER MARKETING SOLUTION, LOW RISK, HIGH RESULTS

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ABSTRACT

BizOne is a digital platform that connects businesses from Micro, Small, and Medium Enterprises (MSMEs) with influencers to optimise their marketing strategies. The platform addresses major challenges faced by businesses in selecting the right influencers and measuring the effectiveness of their collaborations. Performance-based payment is one of BizOne's key advantages, where businesses only pay influencers based on measurable results, such as engagement and awareness. This approach can increase brand visibility while saving costs, as payments are tied directly to outcomes, thus driving optimal sales and business growth. In addition, the platform is equipped with an analytics dashboard that allows businesses to monitor influencer performance in a transparent and data-driven manner. Not only that, BizOne also provides gamification-based interactive educational features that help users understand digital marketing strategies more effectively. With the combination of these excellent features, we present a solution that is more secure, efficient, and performance-based compared to similar platforms. The platform not only benefits businesses but also has a positive impact on influencers. With the system, well-performing influencers can build a credible and proven professional reputation through transparent data BizOne aims to foster a more transparent and trusted digital marketing ecosystem, helping businesses get a higher return on investment (ROI) and ensuring that every marketing investment provides maximum impact for both businesses and influencers who want to grow professionally.

Keywords: influencer marketing, marketplace influencer, performance-based payment, digital marketing, MSME business

1. INTRODUCTION

In today's rapidly evolving digital landscape. Influencer marketing has become one of the most effective marketing strategies for businesses of all sizes. The use of social media has increased rapidly in recent years. According to the We Are Social report, active social media users will reach 5.04 billion people, or 64.3% of the global population, by 2024. As such, social media has become an integral part of people's lives and opens up great opportunities for businesses to reach more consumers. Based on the results of a survey conducted by We Are Social, in Indonesia, the most active demographic falls within the 25–34 age group of social media, with an average usage of 3 hours 11 minutes per day, and more than 50% use it for leisure.

One marketing strategy that is growing rapidly in the digital era is influencer marketing. According to research, 92% of marketers recognise that influencer marketing has a significant impact on increasing brand awareness and sales (Liqia, 2020). Research by Impact.com and Cube Asia also revealed that 88% of Indonesian consumers buy products based on influencer recommendations, showing how powerful influencers are in influencing purchasing decisions.

However, despite the huge potential, businesses often face problems in selecting the right influencers, measuring campaign success, and ensuring transparent payments. On the other hand, influencers also face difficulties finding work that suits their niche and audience. These issues are especially pronounced

for Micro, Small, and Medium Enterprises (MSMEs). According to data from the Central Statistics Agency (BPS), the number of MSMEs in Indonesia will reach 64.2 million by 2022. Most of them need effective marketing strategies to compete in the market but are often constrained by budget limitations as well as the uncertainty of results from collaborating with influencers.

In response to this problem, we developed BizOne, an innovative platform that aims to bridge this gap. The platform not only matches businesses with suitable influencers but also comes with supporting features such as gamification-based education, an analytics dashboard to monitor influencer performance, and a performance-based payment system. This payment system allows businesses to only pay based on tangible results achieved, such as increased awareness and engagement. Thus, businesses can have more peace of mind and confidence in allocating their marketing budget. We believe this platform not only answers the needs of the current market but also has the potential to grow more widely in the future, both at the national and global levels.

2. METHODOLOGY

The development of digital entrepreneurship, especially among MSME players and independent brand owners, shows a positive trend as the utilisation of social media as a means of promotion increases. However, the need for an effective marketing system and limited access to collaboration with influencers remain key challenges. On the other hand, many influencers have great potential in building awareness and engagement but are constrained in finding the right business partners and transparent cooperation systems. This problem drives the urgency of developing a digital platform that can facilitate both parties to fulfill each other's needs in a collaborative ecosystem. Thus, BizOne was developed, an influencer-based marketing platform that prioritises a performance-based payment (PBP) system and transparent analytics dashboard features. BizOne has the following benefits:

i. Benefits for MSMEs:
   a) Simplifies the process of finding and collaborating with relevant influencers through a filtered search system.
   b) The performance-based payment system ensures MSMEs only pay based on measurable results, such as increased awareness and engagement.
   c) Makes it easy for MSMEs to monitor influencer campaign performance through a transparent data-driven dashboard.
ii. Benefits for Influencers:
   a) Provides wider collaboration opportunities with MSMEs from various industries.
   b) Helps increase portfolio and trust from partners through measurable performance data.
   c) Simplify collaboration management through integrated campaign management features, including content scheduling, performance reporting, and communication with businesses.

The development of the BizOne platform was conducted through a user-oriented iterative approach comprising three primary stages: market needs identification, product design, and user validation. The initial stage began with field research and literature studies to explore the challenges faced by MSME players and influencers in digital marketing collaboration, particularly related to campaign effectiveness and payment transparency. Based on these insights, we designed a prototype using Figma, with key features such as an influencer search system, analytics dashboard, and gamification-based educational modules. The second stage involved testing on early adopters consisting of MSMEs and influencers to obtain feedback on user experience, feature functionality, and ease of navigation. The test results were then used to refine the design and system before the initial limited launch. BizOne is then promoted

through digital media, workshops, and community collaborations, as well as continuous evaluation based on user data to ensure the platform remains relevant, responsive to market needs, and able to have a real impact in improving the effectiveness of influencer-based marketing in Indonesia.

3. FINDINGS

Key pain points in influencer marketing for MSMEs, such as difficulty in finding suitable influencers and payment transparency, are the main drivers for the development of BizOne. BizOne is an innovative digital platform that connects businesses with influencers directly, creating a more transparent, effective, and result-oriented marketing ecosystem. The platform makes it easier for businesses ranging from Micro, Small, and Medium Enterprises (MSMEs) to reach their target markets and promotional strategies.
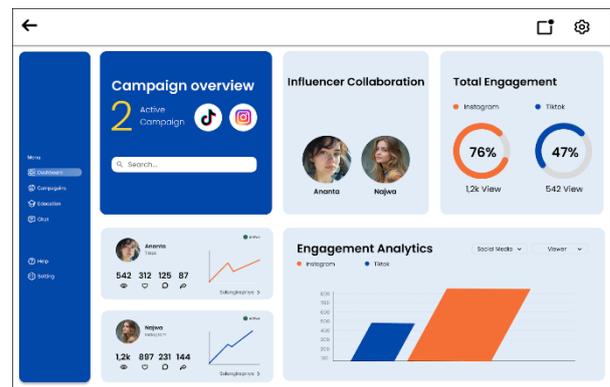

Figure 1 Landing Page

Figure 2 Dashboard

One of BizOne's key advantages is the implementation of a performance-based payment system, where businesses only pay influencers based on tangible results achieved, such as total engagement and increased awareness. Payment is scaled proportionally to achievement, with a maximum limit of an additional 20% if campaign results exceed expectations. This makes the system more flexible, cost-effective, and less risky.

In addition, BizOne is equipped with an analytics dashboard that allows businesses to monitor campaign performance in real time, as well as gamification-based educational features to increase the understanding and ability of businesses in the world of digital marketing. This platform is not just a marketplace for influencers, but also a comprehensive solution that supports budget allocation efficiency, influencer professionalism, and affordable access to data-driven marketing for MSMEs. More than that, BizOne contributes to strengthening the competitiveness of local businesses in the digital era, driving the growth of the national digital economy, and building a more equitable and sustainable work system. With a strategic technology approach that focuses on empowering both parties, BizOne is a driving force for a more open, inclusive, and impactful future of Indonesia's digital marketing.

In the business registration process, users are required to fill in complete business information, starting with the Owner's Biodata, name, and type of business. Once the data is complete, businesses can immediately utilise the influencer search feature, create promotional campaigns, and monitor the results through the available analytics dashboard. Meanwhile, influencer registration involves providing. personal data, connecting the main social media account (Instagram, TikTok, or YouTube), influencers are also asked to include the engagement rate, number of followers, and the range of cooperation rates. After users submit the registration data, the BizOne team will conduct verification to ensure that the

information provided is under the qualification standards that have been set. If the data is valid and meets the criteria, BizOne will set a fixed rate based on their performance and profile quality based on their performance and profile quality. After the system verifies the identity and account, the profile will be made public and ready to receive business offers. All transactions that occur on the platform are protected by an escrow system, which is a mechanism for storing funds by a neutral and trusted third party. With this system, funds paid by businesses will be temporarily stored by BizOne and will only be disbursed to the influencer once the cooperation is completed and campaign results are verified as agreed.
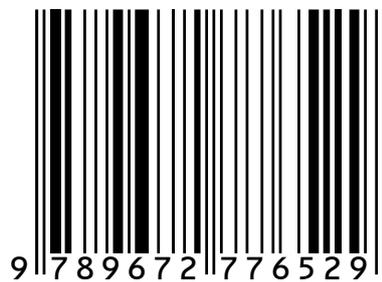
4. CONCLUSION

BizOne offers a transformative platform, especially for Micro, Small, and Medium Enterprises (MSMEs), with influencers to optimise their digital marketing strategies through our platform's signature features, such as a performance-based payment system, an analytics dashboard, and gamification-based education. The platform comes as a solution to key challenges in sourcing influencer marketing, such as difficulties in selecting the right influencers, measuring campaign effectiveness, and ensuring payment transparency, thus creating a mutually beneficial marketing ecosystem for both parties. With a performance-based payment system, businesses only pay based on tangible results such as increased awareness and engagement, making it more cost-effective and less risky. It is hoped that BizOne will not only help MSMEs increase their marketing return on investment (ROI) but also serve as a pioneer in transforming digital marketing into a more transparent, effective, and sustainable practice, both nationally and globally. This innovation is expected to make a significant positive impact on the future development of the digital marketing ecosystem.

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