

# Marketing Strategy Using Collaboration of Information Technology and Market Place

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**Abstract.** The research goal is firstly finding good strategy for online marketing using social media and market place and the second is to find dominant variables which drive consumer to purchase product from online marketing. This study uses descriptive analysis method. Social Media is one of powerful tool for marketing the product but the nature of social media is a chatting media or open publish news. Only people who are connecting as a member of friend of social media can get the information and sometimes abundantly information can cover and lose the important information. On the other side, market place familiar as virtual shop which is small business can make many virtual shops with many offering products. However, marketplace need tools to direct people to it. One virtual shop has to compete globally to hundreds virtual shop in marketing and promoting the shop and its product. The result show in the online marketing strategy there are found three dominant variables found in this research. They are a) becoming liker b) automatic broadcast message by twitter which is scheduled based on target activity and c) direct message including communication to user om Instagram. From the result can be concluded that the repetitive of ads using twitter give more better strategy in online purchasing.

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<http://dp3m.unikom.ac.id/penelitian/view/marketing-strategy-using.323.html>