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**FROM FOLLOWERS TO CUSTOMERS; THE TRANSFORMATIVE
EFFECT OF SOCIAL MEDIA MARKETING ON SME
(SMALL AND MEDIUM ENTERPRISES)**

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Abstract

A business is an organization in which it provides income to an individual or an organization. The use of digital was the most evident in this era, even businesses were using technology in their operation to enhance efficiency and customer engagement. Social media, for example, has become a powerful tool for businesses to interact with potential and existing customers. The purpose of the study was to provide valuable insights into the advantage of using social media as a marketing tool for SMEs, different strategies that were effective to use for business, and the advantage of transforming business practices. Using phenomenological qualitative approach, the study gathered data through in-depth interviews with 30 business owners that actively used social media platforms. The findings indicated that strategies such as frequent updates with images and videos, live content, and promotional tactics like discount and sales significantly influenced customers' purchasing behavior and loyalty. Furthermore, the study included the importance of previous customer reviews and feedback on social media platforms, which was seen to shape the decisions of prospective or future buyers by creating trust and credibility. The research concluded that the use of social media marketing provided business with an accessible, cost-effective alternative to traditional marketing methods. The use of social media as a marketing tool improved the rich of consumers and resulted in increased sales, providing new insights or innovations and opportunities for further growth.

Keywords: customer engagement, social media marketing strategies, advantages of social media, customer loyalty, SMEs.



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CHAPTER I

THE PROBLEM AND ITS BACKGROUND

This chapter presents the background of the study, the statement of the problem, the scope and delimitation of the significance of the study, and the definition of terms used.

Introduction

The awakening of social media does not only bring entertainment, but it brings attention to the strategies for the community people to find alternative ways of living. Amid the crisis of the coronavirus, the use of gadgets is the most pronounced among community members. This crisis tends to leave other shops closed and other companies to decrease the number of employees. That is when the community discovered that working outside the household is not the only way to earn money and the rise of social media as a marketing tool became known worldwide. Social media helps businesses to find more opportunities for growth. By this, new opportunities are revealed, such that engagement with customers is enhanced, costs being used are reduced, and the use of social media marketing as a tool increases the global reach that makes businesses improve competitiveness.

Background of the Study

Stores in the Philippines are different from other countries. Traditionally, stores in the Philippines are those that provide physical interaction with customers immediately. But the rise of social media brings the option make businesses well known by a wide range of people, also called social media marketing. Social media marketing can play a big role in



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growing the business and earning more profits as social media can promote products or services by means of using social media platforms, this offers to post about the products and gain more customers. It is also less hassle to shop because nowadays, online shopping is more on trend, even in buying food from restaurants.

People currently rely on the use of gadgets, especially on the use of social media as a tool in different ways. Social media makes interaction easier as well as a tool for communication. Companies can enhance the performance in resource management with social media and its platforms, as it is an effective and efficient way of communicating with clients for businesses, the easiest, and the cheapest way of introducing a business (Santos et al., 2024). As mentioned, social media marketing opens a way for businesses to innovate and grow. Filipinos, not only the business owners, took the opportunity where social media is popular or widely used to start a business, introduce and boost products, and gain a wider audience. In addition, Filipino consumers tend to shop on online platforms such as Facebook and TikTok, instead of buying in the traditional physical store. Considering the traffic, especially during rush hours, transportation, and the time consumed, it is more advantageous to use social media as a tool for buying products.

In CALABARZON, Cavite is one of the provinces that contribute most to the economy, Cavite's municipalities use social media to promote tourism industry and activities by the use of different social media platforms. Furthermore, Cavite's municipalities use social media to promote the tourism industry (Profeta and Ylagan, 2023). It is illustrated above that social media platforms such as Facebook and TikTok are



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widely used not only by SMEs business to help utilize strategies and to make innovations such as improving and reaching wider target audiences. In addition, Asian Journal of Management Entrepreneur and Social Science (2023) found that the most common type of business organization in selected areas of Cavite functions as sole proprietorship. According to the statement above, it shows that a lot of small and mid-size businesses occur in Cavite rather than large businesses, which gives small and mid-size enterprises a chance to leverage the business' growth.

For further understanding, this study will try to find out the experiences of business owners, specifically the online and traditional SME business owners. And gain additional insights from traditional small and medium marketers about transitioning to online business and explore the reason behind starting a business for the online business owners. Strategies and tactics by both business owners of how the business attract consumers to buy products will be also explored. Through this study, researchers want to give an idea to the people or customers who are aspiring to be entrepreneurs on what are the advantages of using social media as a marketing strategy are, together with the things to consider in building a business on social media platforms.

State of the Problem

This study aims to examine the challenges faced by medium enterprises in Silang, Cavite in converting social media followers into loyal customers and the transformative effects of social media marketing on medium-sized enterprises.



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Specifically, this study answers the following questions:

1. What are the social media marketing strategies used by SMEs in Silang, Cavite?
2. What types of social media marketing strategies used by SMEs in Silang, Cavite, are more effective in maintaining customer loyalty?
3. What social media marketing strategies help SMEs in Silang, Cavite convert their followers into loyal customers?
4. What are the effects of social media marketing strategies of SMEs in Silang, Cavite on customer loyalty?

Scope and Delimitation

This study focuses on the transformative effect of social media marketing on medium enterprises. The scope of the research is limited to business owners of medium enterprises around Silang Cavite. Researchers will then find 30 live sellers or online affiliates and traditional sellers as participants, ages 18 and above. Furthermore, this study examines the followers, growth, customer feedback, and sales trend where research stays focused on the designated marketing strategies, which includes marketing tactics other than using social media.

The research will not include areas outside Silang, Cavite, such as Dasmarinas, Tagaytay, and Laguna. While interviews exclude individuals under the age of 18 or minors as parent or guardian consent is needed. Furthermore, large firm businesses as well as the trading of products with foreign countries are also not included in the study.



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Significance of the Study

This study will provide insights on the transformative effects of social media marketing on medium enterprises, highlighting how it impacts customer engagement and overall business growth.

Specifically, this study will benefit the following:

Online Sellers. This study will help online sellers to develop a new strategy and improve the marketing of their products. Moreover, adopting a new strategy might also help online sellers to know more about their consumers, keep up with the trend, and innovate their business.

Traditional business owners. This research might inspire them to also start their business online, seeing its advantages and opportunities. For instance, moving to online business would make their business stay competitive and boost their products even more.

Future business owners. This study will help them to have an idea of which is the more effective and efficient way to use in starting a business. That may help them to make a good decision for the planning of their business.

Future Researchers. This study will help future researchers by providing important insights and evidence that can guide them in their study about social media marketing in medium enterprises.



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Definition of Terms

To facilitate the understanding of this study, the following are with this definition to understand and clarify the terms used in the study.

Marketing tactics. Marketing tactics are the actions a brand follows to promote its products or services to the target audience and achieve its goals (StudySmarter, n.d.)

Small and Medium Enterprises. Small and Midsize enterprises (SMEs) are businesses that maintain revenues, assets, or several employees below a certain threshold (Liberto,2024).

Social media followers. A group of people who subscribe to social media accounts to receive regular updates and posts in their news feed (social media followers, n.d.).

Traditional business. A local store which offers its service or product to its local customers. It is where customers will have to visit the store physically to buy the product. (Gupta,2016)



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CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the relevant literature and studies that the researchers considered in strengthening the claim and importance of the present study.

Related Literature

Foreign

Traditional marketing strategies

Edward Elgar Publishing (2019) stated that it starts from a traditional strategy perspective to explore several pathways through which firms can create and capture value in specific individuals. It seems the traditional strategy is important for firms; specific human capital seems to develop skill and knowledge to replicate the competitor. The pathways to create human capital by building a strong company culture and can engage employee engagement and loyalty. In addition, Organization Design (2018) stated that while strategy involves deciding from a wide range of options and what the company should do, structure includes the best ways to support and implement a chosen strategy. Performance shows how effectively a strategy has been carried out. When a campaigner goes through a tough test, a thorough decision-maker is needed, even in the smallest details, to find the best way to solve and enable to have stable business structure.

On the other hand, Forster (2023) stated that traditional strategy for preservation might see the future as an extension of the present. It would strive for higher performance



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of essential activities, perhaps faster performance, and generally a reiteration of the previous years past goals, activities, and results. This strategy focuses on improving the performance of some tasks faster and maintaining the goal. With the reiteration of the previous year's past goal, activities, and results, through this it will see the strategies that worked and not for that, by that will be able to improve the wrong strategy before. Masouras (2023) stated that Proper development of the rural heritage tourism industry is also a strategy to conserve traditional villages. In Qiqiao, the local government has begun to develop the heritage tourism industry in the old rural area as a "leisure tourism spot" to promote the cultural image. Old Street has been renovated as a business block and food court for sustainable income, focusing on displaying the traditional local commercial culture. The local government is preserving traditional villages, enhancing tourism, and promoting sustainable economic development through heritage tourism, thereby enhancing the cultural identity of the Gaochun district.

Yilmaz (2019) stated that the traditional risk management methods are the methods developed to prevent losses of the enterprise rather than add value to the business. All the units in the businesses try to minimize the possible loss by evaluating the risks in the area one by one and taking necessary precautions. Traditional risk management is a method used to dispose of the risks just the relevant unit faces. By traditional risk management, it is based on reducing and avoiding companies' risks and increasing the company's total earnings, that is, each department manages its own risks to avoid adverse effects on the company. Additionally, Lousiot (2024) stated that Traditional risk management focuses on the implementation of policies and on the regulation of the managed. In traditional risk



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management, it is very much worth focusing on. This is sometimes overlooked by others in the crowd. This needs to be done by careful management that should have a good method, such as auditing things that contain money that should know where and how everything is budgeted.

Social media marketing strategies

Rock Writer Content (2023) stated that In Brazil, business owners have a strategy for growing an internet business that includes offering a product or service. Chisel Glossary (2024) Asserts that product offering is a combination of products, services, and experiences a company offers its customers a product, it is more than just the product itself. This helps the businesses to stand out from the online market competition. Additionally, about business to stand out, Bettini (2023) stated that to stand out business create an effective branding to develop the uniqueness and recognizable to the consumers since people's needs and desires change in the modern era, this strategy help owners in creating effective online business plans.

On the other hand, Dhakshinadhi (2024) asserted that creating helpful content is a crucial tactic for internet business owners. Achor (2024) mentioned that the helpful content material is to meet the needs of site users. It is futile to create content just to follow trends or to concentrate had been believe, rather than what people need. Content having a clear goal and an emphasis on helpful information. It is important to inform out consumers through contents so better to have an informative content and useful content the consumers



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find answers quickly through content and encourages consumers to stay longer and interact with the content.

As stated by Hunter (2023), the resolve customer issues solve the problems of the customers that keeps the consumers informed and loyal to the business as the business owners stated that the customer is always right. Proclaimed by Goodey, B. (2024) Customer Problems or complain are driven by a failure to meet expectations. Whether that's the product because other customers want to be satisfied, cheap products and if the costumer can get good information or benefit from the product so the business owner need to build stronger relationships with the clients. Base to MBO Partner (2024) better to Consider the client as an individual. Even though the relationship with the client is professional, it can make a big difference to acknowledge that consider the consumer as more than just a client. Depending on the industry, client type, and the personality of each individual client, there will be differences in how appropriate this personal connection is. Something more personal, like sending the client an email with a news piece about the favorite band, can be suitable and appreciated if the seller has a closer relationship with the consumer owners overlook.

Effects of social media marketing strategies on Large Enterprises

Social media offers a platform for large businesses to showcase corporate social responsibility efforts, highlight executive thought leadership, and foster innovation through community engagement (Ze Learning Lab, 2024). It means that the community managers can foster innovation by creating an environment where people can share ideas,



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collaborate, and test new solutions. This can lead to new products, services, and processes that improve the community. Companies can create videos, blog posts, and other content that demonstrate expertise. Companies also can create opportunities for people to work together on projects and share ideas and content that demonstrates expertise. Moreover, as stated by YoulynQ (2023), leadership is a powerful strategy to strengthen a company's brand. By showcasing thought leadership, the brand positions itself as an authority and expert within the industry. Thought leadership is also a stronger, longer-term opportunity for business-to-business brands to build trust and authority versus self-promoting. A thought leader helps the company's branding and influence, giving companies a competitive advantage over the others in the industry.

On the contrary, social media provides a platform to connect with potential customers and engage with existing customers on a personal level (Lim, 2023). By providing a direct channel for communication and support, social media can engage customers. Brands can assist customers and provide personalized support on social media. By watching social media and feedback, companies can learn what customers like and want. Also, social media helps companies to improve brand products and services to better meet the customer needs. Intuit MailChimp (n.d.) stated that success on social media is a matter of posting compelling, engaging content consistently. Not only will this help make the business look dependable, but it also shows timely knowledge to share and the care to be in conversation with an audience. Content engagement is important for businesses because it helps to build relationships with followers, increase brand awareness, and drive



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website traffic and sales. Content engagement also encourages customer loyalty. Customers who feel engaged are more likely to come back for more at a later time.

Effects of social media marketing strategies on SMEs

Stated by IGI Global (2023), before developing an effective social media marketing strategy, SMEs need to understand the channels where the customers are present, the ways to target the audience on those platforms, and the objectives and return of investment the entrepreneurs wish to achieve. SMEs take the opportunity of the popularity of the use of the internet to promote products and persuade consumers to buy. Stated by Manisha (2023), social media has become the cornerstone of marketing for businesses of all sizes. Especially for small businesses, leveraging the power of social media can be a game changer. It provides a great way to reach a wider audience, build brand awareness and engage with potential customers. Continuous use of social media is the most effective way to gain success in building a business wherein people's lives were revolving with the use of internet.

Maine (2024) stated that by means of different social media such as Facebook, TikTok, YouTube, and other channels, businesses can connect to a wide range of customers using different kinds of advertisements, that can help the business to grow faster and easily enter the new market. Krismajayanti et al. (2024) stated that these days, many individuals use TikTok to endorse different products. Many businessmen collaborate to different celebrities to have a huge number of viewers that helps SME's increase the sales and profits. TikTok is one of the applications that relies on creating content related to the products or



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services that the business offers that attract new potential customers with the aim of making the business reach wider markets.

Local

Traditional marketing strategies

The use of digital marketing is the most pronounced currently, but it can't be denied that many people are still looking at the tangible side of doing and promoting a product, such as there is still people who reads newspaper and looks at billboard, tarpaulins, flyers, and others (netrev.marketing, n.d.). These types of marketing strategies for traditional business owners in the Philippines have been known to be effective for the past decades and have a high rate of success in the future. Despite the use of digital marketing, a lot of businesses continue to use printout materials as it is easy to create and distribute to the audience and leaves an impression on the customers (SIGIL Digital Marketing, n.d.). The Internet may influence a lot of entrepreneurs to start business and use digital marketing, but for some, especially in the Philippine, the use of physical store is still alive as it provides immediate transaction.

Reyes (2024) claim that it is much preferable for Filipinos to do business in a traditional way in which Filipino's are familiar with. As failure is the first thing that affects this decision, that should be a part of doing business. Instead of exploring and diving into new market, businesses in the Philippines stick to the way in which growth is predictable. Showing and reflecting the behavior of several Filipino entrepreneurs that rather wants to grow with what strategy is already known than risking the business into trying new



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strategies. Filipinos are known for being careful and cautious about the things to buy, consumers consider inspecting the product before the actual purchase (Business World Online, 2018). Also, there's a lot of time to consume to deliver a package from an online shop. Filipino consumers prioritize the value of physical products it can be more inspect than buying through online where other products or shops are not reliable.

Social media marketing strategies

Fajardo (2020) stated that online business owners in the Philippines use various strategies to grow a business. One key approach is Search Engine Optimization (SEO), which helps websites rank higher on search engines like Google, attracting more organic traffic. For example, a local fashion store can improve its visibility by optimizing product descriptions and using popular fashion-related keywords to appear in search results. Spiralytics (n.d.) stated that Search Engine Optimization (SEO) is commonly used by small businesses in the Philippines to appear in location-based searches. For example, a restaurant might optimize its website with terms like “best Filipino food in Quezon City,” it appears when potential customers search for food options in that area. While in influencer marketing, it said that Filipino skincare brands often work with beauty influencers to promote the business products. The influencers share reviews and tutorials, helping to create excitement and trust around the brand, which leads to increased customer interest and sales.

Moreover, Toral (n.d.) claimed that platforms like Shopee and Lazada help Filipino entrepreneurs to sell products online, as Shopee and Lazada provide easy tools to list



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products, manage inventory, and process secure payments. These platforms attract millions of buyers daily and offer promotions like "12.12 Sales" or offering bundle deals. Pinoy Box Delivery (n.d.) also mentioned that both online shopping platforms that offers sales help Filipino entrepreneurs attract more customers and increase sales. These promotions allow sellers to offer discounts, special deals, and bundles, making the products more appealing to buyers. By participating in these events, entrepreneurs can take advantage of the increased traffic and exposure during these high-traffic sales periods, boosting the business visibility and sales volume.

Nevertheless, Manarang (2025) stated that in all strategies, social media is one of the best ways to promote a business online since many people use it daily. To reach more customers, businesses need to be active on social media. However, simply posting and sharing content is not enough. Social media management requires planning, strategy, and understanding the business target audience's behavior. Furthermore, Knowing the business target audience helps to understand who the customers are as proclaimed by Page365 (n.d.), such as customers interests or location. For example, if the target audience is young adults, businesses can focus on trendy and affordable products. Next, it stresses the need to build a strong brand identity, which involves creating a unique logo, colors, and message that make the business stand out. In conclusion, Online business owners' strategy helps to enhance growth, customer loyalty, and competitiveness, driving overall success of the business.



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Ongo Smart Advertising (2024) stated that social media marketing is widely used because people shop on social media and prefer to buy online rather than physical stores. The platforms help the business to boost and promote the product. To ensure success in social media marketing, owners must create content that audiences will be interested. Filipinos prefer to interact with the product in the physical store, but during the pandemic customers use digital shopping as an alternative way to buy products that's either needed or just wants. Additionally, Gen Z and Millennials are shopping more on social platforms (Manilla Bulletin, 2022). Filipinos want to use digital shopping because customers don't want to buy outside. Online businesses are more successful when pandemic comes because all of us are using online shopping. When it comes to the customers addicted to buying online, customers cannot be tired, and customers will relax by buying what customers want.

Prosperna (2022) stated that the security of the customer must be secure because there are so many scammers that ask for location and make fake accounts for customers to make a scam. International Monetary Fund Asia and Pacific Dept (2018), stated that the BSP is implementing a sandbox approach to regulate fintech firms, establishing a National Cybersecurity Plan, and promoting digital literacy through training and information outreach. Prioritizing the security plan of the business is needed. For instance, strategies of online business are to post a product for advertising, owner will look for the security of the page of business because of how many scammers there are. The security of the page is important to avoid the actions of people in posting the product because others just take it from other owners and post it to account.



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Effects of social media marketing strategies in Large Enterprises

Ambassify (n.d.) stated that the Jollibee has successfully used social media channels to communicate with customers and established a strong online presence. One of the company's assets is the ability to develop engaging content that connects with its target audience. One of its examples is commercial videos on social media showcasing the company's products. Through this, people may be encouraged to purchase the products, as it shows how good and attractive the products are in the commercial videos online. Similarly, San Miguel Corporation recognizes that digital transformation is a key driver of sustainable development. The company's consistent release of relevant and engaging digital content has effectively drawn audiences to its social media platforms (San Miguel Corporation, 2023). Since many people are using social media nowadays, a company can easily attract people to purchase its products when customers see different content from the company on social media.

Furthermore, Globe Telecom uses popular social media platforms such as Facebook and Twitter, to precisely target audience and deliver targeted messaging that connects with customers (CliffsNotes, n.d.). Delivering a message that is relevant to the customers' interests and needs increases the impact and precision of the company's marketing efforts. Additionally, PLDT also uses social media as communication tool to respond to the customers complaints and concerns and provides support and meet the customers satisfaction (Ambassify, 2024). Companies also create a sense of community, allowing the customers to become brand advocates, encouraging the customers to share



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experience and stories. This approach is not only to build the customers' trust, but to give valuable insights and improve the products and services of the company.

Effects of social media marketing strategies in SMEs

Spending less is more favorable to the majority, just like using social media to promote products. It costs less; however, the result is still impressive, this gives SMEs businesses opportunity to have a way to the business industry (diyaryomilenyoneews, 2025). SMEs can compete with other businesses without spending so much money by tapping into social media. This shift to digital media allows Filipino businesses to get better returns on the business' marketing budget. Furthermore, DiyaryoMilyoneews (2025) stated that Philippines is one of those countries where every peso counts, social media can be promoted without a huge budget while still generating incredible results. Hence, more firms, especially small- and medium-sized enterprises, are slowly adopting digital.

Linkedin (2024) claimed that present, social media marketing is a crucial part of corporate strategy. SMEs benefit the most from social media since it allows not only this type of business to reach a huge market and brand awareness. The approach of social media marketing is an essential element in the digital world in this era, this approach is one of the reasons through which SMEs can compete with large corporations and expand business' customer base. While Lgorithm Digital solutions (n.d.) also stated that SMEs businesses in the Philippines can increase revenue, improve client relationships, and raise brand awareness by utilizing digital marketing. Digital marketing offers opportunities for small and medium-sized enterprises in such a way of being the best means of transport. To SMEs,



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digital marketing means increasing revenue streams, developing client relationships, and enhancing brand recall in the country. Digital marketing strategies can easily help small-scale businesses complete well in the marketplace and achieve objectives.

Related Studies

Foreign

Traditional Marketing Strategies

Traditional marketing is a competitive medium for sellers who, to promote products and services, choose this type of marketing, thus operating in the old way, through static and one-way broadcast technologies, such as newspapers, magazines, radio, and television advertisements (Bajrami et al., 2022). Traditional marketing is the conventionally used method by a business to present its products or services. Traditional marketing overall functions in a more traditional, old-fashioned way as opposed to modern digital marketing methods. Flyer still works as an effective promotional tool for traditional businesses. Some of the consumers still choose paper flyers as it permits easy discussion, and the consumers are used to having flyers as a type of promotion (Luceri, 2020). The digital may be good for some business starters, however a lot of businesses, for instance fast-food restaurants, still do flyers and other tangible materials to promote products and services.

One tactic used in business development to gain a better understanding of how to expand a company is communication. Communication creates opportunities for businesses to find the right group targets for the products using campaigns and use of profile information such as interest, location and communities to classify data for business insights



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(Obed, 2024). Commencing global business expansion often involves a phased entry into culturally and geographically proximate foreign markets (Shiri, 2020). Exploring the culture of the country can help the business or product consumed by the customer. Communicating helps the business find the target consumer need, wants, and behavior. Strategic communication fosters business growth by providing valuable insights on consumer behavior and preferences.

Social Media Marketing Strategies

Content marketing is a crucial component of a company's marketing mix, requiring modernization through digitalization to enhance online branding. (Ho, 2020). By creating valuable and engaging content such as text that is used to provide clear and detailed messages for consumers, videos that are utilized to clarify and bring products to life through visual and dynamic methods, and image that is a visual promotional tool designed to capture people's attention. Commercial brands marketed to the public should consider inducing strong feelings towards the brand as an important step in promoting customer satisfaction and loyalty (Cardoso et al., 2022). For example, online influencers often create videos to attract customers to buy products. Through consistent video postings on social media, influencers increase profits and gain a large customer base. Since millions of people use social media or online platforms, it becomes easier for companies to use content marketing to promote products, attract customers, and gain trust.

Content marketing allows companies to conduct marketing and build direct relationships with consumers (Ricardo, 2022). This relationship helps companies or



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businesses to engage with people, build trust, and turn into loyal customers. Customers should build deep trust among the company's staff, which will become a good source of company reputation (Khan et al., 2020). The trusted relationship that the company and customer build can serve as a foundation of the company's reputation, as satisfied customers are more likely to recommend and suggest the products to other people. As stated by Retnowati and Mardikaningsih (2021), consumer behavior is the underlying factor influencing purchasing decisions. In the context of online purchases, decisions involving a specific product or brand are significantly affected by key determinants, such as trust in the brand and previous online shopping experiences.

Additionally, building consumer trust can significantly benefit companies as it helps to create a good image among the public and increases awareness of the company's product. Influencer marketing initiatives require companies to select and incentivize online influencers to engage followers on social media to promote the companies' offerings (Leung et al., 2022). As indicated by Luo et al. (2021), the consumption value classification to explore how content marketing influences brand loyalty. It found that for a company with high involvement, such as Lenovo, consumers' perceptions of the educational and entertainment value of branded content, as well as the functional value of the brand's YouTube channel, positively influence the overall brand experience. This, in turn, fosters brand loyalty.

On the other hand, Jacob et al. (2023) stated that there are four different components online shops use in Qatar; aid media, earned media, shared media and owned media. These



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strategies can help businesses to easily deal with any customers who have complaints about the product or services provided. By means of marketing strategies, business can understand what are the necessities that a customer needs for the product to be of avail. Additionally, Lockett (2018) states that business leaders use the internet as a marketing tool for financial success and to aid fostering communication with the visibility of online sales and social advertising. Internet nowadays is the most useful tool in doing business for the new generation. Small retail businesses leaders can incorporate online marketing strategies into business plans to decrease the possibility of failure, and instead, to grow the businesses and become more profitable.

Effects of Social Media Marketing Strategies in Large Enterprises

Saeed et al. (2023) claimed that companies benefit from the help of internet connectivity, such as analyzing the customer's behavior, which helps to boost business efficiency through online marketing, and virtual collaboration. By means of internet connectivity, communication and connection between companies would be improved. Large companies collaborate with other stakeholders or organizations for personal business meetings. This includes physical interaction with other parties, which can hold the downside of physical interaction. As the internet innovates, interactions can also be made in different ways. In which virtual collaboration emerges, virtual collaboration refers to a group of individuals that communicate and complete work via the internet from remote locations or work at different times (Zhuo, 2022). This differs from the traditional way as both companies complete and interact without being physically present. As claimed by Cassetta et al. (2019), digitalization expands its importance by the ability to reduce the



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inconvenience and entry costs for firms, also it results in the ease of connectivity and access to foreign markets. This potentially offers to extend the reach of companies for greater collaboration.

On the other hand, using the internet, specifically social media platforms, helps to make the company to further analyze the target audience and act as an accessible tool to promote products. Which will help the company's competitiveness and reach a higher set of audiences internationally (Andonov et al., 2021). Consumers' behavior plays a crucial role as being one of the factors that affects business, understanding consumers' behavior can help the company to improve and innovate effective strategies to be implemented. Furthermore, reaching consumers globally or internationally can help businesses to make innovations and ways for growth by being discovered not only by consumers but also by other companies. One of marketing actions is promotion, also considered as a group of techniques or practices, marketing action, and managing the sales level by attracting consumers while also maintaining the consumer's interest in the product being offered by the company (Sudirjo, 2023). This involves interaction between the customers in the market forming not only the existence of the business but also to ensure the interests of the customers to continuously support the company's product and turning interest into loyalty.

Effects of Social Media Marketing Strategies on SME Enterprises

Lestari (2024) stated that consumers behavior, global collaboration, and others, can make SMEs have condition that's unpredictable and unstable. Consumer behavior refers to the actions and choices by individuals when buying and using products or services



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(Hawkins et al., 2021). Solomon et al., (2019) claimed that understanding consumer behavior is crucial for marketers to create effective strategies that meet the likes and dislikes of the consumers. This requires deep research into customer behavior to achieve a successful marketing plan and satisfy the consumers.

On contrary, social media marketing (SMM), a novel commercial strategy, uses networks to promote products, services, and concepts, boosting action, and brand awareness. Pricopoaia and Susanu (2022), stated that online advertising targets a large and disregards small size audiences, e-retailers can supply information with compelling content that can attract the public's interest. Unlike traditional marketing, internet marketing focuses on a variety of features related to the digital side, public appeal, and converting the target population into a client. There are several types of social media, such as vlogs, content, and social networking sites. Microblogging sites like Facebook and Twitter are very useful. Using social media for marketing has a large advantage for businesses, enabling better targeting and customer feedback. Xiruo Fan (2023) also mentioned that social media marketing offers both consumers and businesses advantages. It gives firms a chance to advertise brands, the products and services to provide.

Aviles et al. (2018) stated that microblog tags help companies find potential clients among microbloggers, which is helpful for companies doing online marketing. To improve marketing effectiveness, companies should focus on issues and purpose-based microblogs to learn about consumer attitudes and opinions about the brand (Liu et al., 2019). Sun et al. (2022) also stated that there should be a clear understanding of the customers' preference



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to achieve a result to the connections to customers and gaining the loyalty that the business needed and support for sustainable practices.

Local

Traditional Marketing Strategies

Casimiro et al. (2025) identified innovation strategies include strategic marketing, production models, blending traditional craftsmanship with mechanized processes to enhance efficiency without undermining cultural value. Because of a good strategy in the business' product and a good process so that the business can handle it properly to recognize marketing's. Alvarez et al. (2020) claimed that the implications of the marketing strategies focusing on the marketing variable mix will have an importance of factors like sales force, customer service, goals and objectives of the marketing, a good approach to customers, and establishing it. A market survey is needed to find out and have an idea of what the preferences of the consumers are, to avoid many unsatisfied customers.

Traditional marketing strategies in the handicrafts in the street aim to preserve product authenticity and quality of the product (Apritado, 2023). Ilocano's artisans agreed that in terms of marketing strategies the 7p's such as promotion, price, product, place, people, process, and physical evidence plays an important role in the business industry. For instance, artisans from Ilocos region creates an art through unique designs, in which it is reflecting the province's cultures. And selling it with carefully thought of price based on its quality and cultural value. Traditional marketing strategies also includes the promotion of the products physically, masterpiece created by artisans can be introduced in markets or



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during important events. With 7p's, and other traditional marketing strategies in Ilocos region, cultural value and presence of the traditional practices are preserved and will continue to thrive. In addition, Muros et al. (2023) stated that the use of 7p's in the business plays a significant role as it maintains the competitiveness advantage of the businesses in the Metro Manila. With the help of 7p's marketing framework, traditional businesses can develop much more well-thought objectives, improve business placing, and drive a successful competitive market especially in the place of Manila where there are also a lot of entrepreneurs.

Social Media Marketing Strategies

Lirag and Ramirez (2024) asserts that most companies acknowledge the importance of social media for connection to the customers and advertising products. Enhancing the effectiveness of digital marketing strategies. Nearly every business can be found online or active on social media platforms. Therefore, it is easier for people to shop with less haste in shopping, save money, and heavy traffic. Also, there are many customers who are encouraged with shopping in online businesses. With the use of digital marketing, businesses can promote products to a much larger audience. Also, building a relationship with the customer can also be much easier, as the customer's preferences are the basis (Astoriano et al., 2025). Digital marketing is important because it allows businesses to interact with customers and will also speed up sales.

As stated by Christina, et al. (2019), the whole digital marketing strategy, either in its planning, implementation, or evaluation, has its own uniqueness. It showed that digital



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marketing strategy has been run well within the company. It will be easier for the business to grow with the digital market as it is more convenient for buyers and the consumers to buy the products. Babiera et al. (2022) asserted that the rise of the MSMEs has started competition and showed potential to the market, to take off and open possibilities for the angel investors to gain interest. The MSME has healthy competition with other businesses that make owners compete to gain the business. MSMEs gain the marketing of the online business that owners can use to advertise the business.

On the other hand, EPRA International Journal of Economics, Businesses, and Management Studies (2023), mentioned that the COVID-19 pandemic has forced businesses to reconsider business advertising techniques to sustain steady income flow, utilizing cutting-edge thinking in the industry. Since the pandemic starts, where everyone is at home and are not allowed to be outside, the use of internet became more often, and community people find alternative way to have earnings. Sumague and Briones (2022) mentioned that social media becomes an indispensable tool for every online consumer. This makes the consumers feel at ease such as not going to a physical store. And not only to consumers, but also to the business owners, as social media use helps to make the business' product known by the public.

Effects of Social Media Marketing Strategies in Large Enterprises

Zheng et al. (2021) stated the importance of implementing effective strategies in companies to stay competitive. The strategies for companies in the Philippines to stay competitive is establishing a strong online presence with a user-friendly e-commerce



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platform. This can help the business increase customer satisfaction by offering a user-friendly interface and personalized recommendations. Businesses that optimize websites for local search engines can significantly increase visibility. Effective Search Engine Optimization or SEO strategies focus on using local keywords, creating valuable content, and ensuring mobile optimization—given that many Filipinos access the internet via mobile devices (Guerrero, 2023). SEO helps the companies to increase visibility, which means making it easier for prospects to find companies when businesses search for something to have to offer. Visibility is directly related to the company's ranking.

Furthermore, strategy implementation boosts overall performance by focusing efforts on key objectives. Chungyas and Trinidad (2022) stated that strategic management practices significantly and positively affect the financial and operational performance of the cooperatives. Strategic planning also leads to more informed decisions about resource allocation, investments, and market entry. It can bring about changes, address potential risks to an entity's goals and purpose, and result in improved outcomes. Some effective strategies to stay competitive are to identify competitors' strengths and weaknesses. And the most effective strategy of the company is cost leadership and focus, that contributes to better project quality by ensuring sufficient resources are available for critical quality-related activities. Digital marketing channels such as email marketing, social media, and advertising may improve the consumer spending experience at the purchase level by making product ordering, purchasing, and payment faster, saving customers time and money (Qazzafi, 2019). Digital marketing influences consumer experience and knowledge by delivering consistent brand messages across various online platforms, enhancing brand



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visibility, and creating a strong online presence. Building a relationship in a company benefits consumers.

Effects of Social Media Marketing Strategies on SME Enterprises

Cariño (2024) asserted that Social Media Marketing (SMM) is a valuable strategy for Small and Medium Enterprises (SMEs), helping businesses reach a wider audience and engage customers effectively. SMM allows SMEs to tap into the growing online user base, making it a cost-effective way to expand the customer base and achieve long-term marketing goals. Key strategies within SMM, as identified by Marie (2024), include social media advertising, influencer marketing, and customer engagement. Social media advertising involves the use of targeted paid ads on platforms like Facebook and Instagram to increase visibility and drive traffic, which leads to higher brand recognition and sales.

Social media advertising influences consumer behavior (Diaz, 2024) by creating a platform for real-time engagement and interaction. This means that through this platform, people can share opinions, ask questions, and get feedback quickly. Influencer marketing focuses on collaborations with social media personalities to promote products, enhancing consumer trust and increasing sales. Influencer marketing helps small and medium enterprises (SMEs) Rahmawati (2024), by boosting brand awareness and sales. For example, when influencers promote a business, it can lead to more people recognizing and trusting the products, which often results in higher sales. Customer engagement strengthens relationship leading to loyalty Cariño (2024), as the business marketing objectives. It states that when businesses connect well with customers, those customers are more likely to stick



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with the business and support the business' brand. Overall, Social media marketing strategies are collectively enhancing brand awareness, customer retention, and business growth for SMEs.

Relationship of the Previous Studies to the Present Study

In amidst of yearly changing trends, Filipino seems to keep up with over time changes especially in terms of marketing strategies. Studies above emphasize the usefulness of emerging use of social media as a marketing tool and take advantage of it to make innovation and improvement for further growth. Same goes with the traditional and cultural way of Filipino entrepreneurs starting businesses. Which this type of business is popular in the Philippines, where physical store interactions and tangible promotional tools still holds significant value, as stated by Reyes (2024) and Luceri (2020). Similarly, the studies above imply the importance of knowing the strategies to reach the target audience and exploiting customer's engagement and loyalty particularly in SMEs.

The current study, which explores the marketing strategies of both traditional and online entrepreneurs in Silang, Cavite, brings the difference between the locale of the current and previous studies. The current study gives focus to the perspective of Silang, Cavite and the challenges with the possible opportunities for Filipino entrepreneurs. In addition, other studies showed above focuses on the global effect of the use of social media and how traditional or online is perceived by other countries.



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CHAPTER III
METHODOLOGY

This chapter reveals the methods of research to be employed by the researcher in conducting the study which includes the research design, research locale, research instrument, population and sampling, data construction procedure, analysis of information, and ethical considerations.

Research Design

This study uses qualitative research to explore the experience and have further understanding in the transformative effect of the use of social media on business owners in Silang, Cavite. Tenny et al. (2022) define qualitative research as a type of research that provides deeper knowledge and understanding, seeking the participants experience and behavior. The use of quantitative research helps the researchers to determine the effect and possible factors of business owners on transferring to the use of social media. Researchers use phenomenology as a specific type of qualitative research. Delve and Limpaecher (2022) stated that phenomenological research studies lived experiences to gain deeper insights, which will help researchers to utilize and examine the impact of social media on the business' performance.

Research Locale

This study was conducted in Silang, Cavite, a premier municipality in the province of Cavite, Philippines that is 40-55 km away from Manila. Silang is a first-class municipal



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in South Luzon, was chosen as the study location due to its accessibility and convenience. Silang is known for its agricultural industry. The barangay involved in this study include Munting Ilog, Tibig, Hukay, Bayan, and Balite 1st

Population and Sample

The population of this study consists of online sellers who are actively engaged in e-commerce transactions in Silang, Cavite. This study used a phenomenological qualitative type of research that requires 30 participants as stated by Creswell (1998). The participants in this study are required to be at least 18 years old and above since young adults have legal rights and experience in managing the business independently.

This research has a sample of 30 participants that contains 4 males and 26 females, ages between 19-56 years old. The participants came from different barangay in Silang, Cavite: 14 from Munting Ilog, 4 from Hukay, 3 from Balite 1st, 2 from Tibig, 2 from Lalaan, 2 from San Vicente, 1 from Toledo, 1 from Iba, and 1 from Malaking Tatiao.

Sampling Technique

The researcher used purposive sampling in this research study. This technique is a non-probability sampling method where researchers intentionally select participants based on their specific characteristics, expertise, and relevance to the study (Nikolopoulou, 2023). This type of sampling is used to specifically choose participants who meet the required criteria.



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The criteria needed for this study are as follows:

Age: Participants should be 18 years of age or older.

Location: Participants' location must be residing in Silang, Cavite.

Type of Business: The researchers are looking for online sellers whose businesses sell food, clothes, and shoes.

Research Instrument

A semi-structured interview was utilized to collect the needed information for the study. The researchers prepared 18 open-ended questions. Questions 1-5 are based on SOP 1, which is about social media marketing strategies used by SMEs in Silang, Cavite. Questions 6-10 are based on SOP 2, which is about the most effective strategies used by SMEs in maintaining customer loyalty. Questions 11-15 are based on SOP 3, which is about SMEs' strategies in converting their followers into loyal customers. Questions 16-18 are based on SOP 4, about the effects of social media marketing strategies of SMEs on customer loyalty. The question aims to answer how SMEs use social media marketing strategies to attract, engage, and gain customers.

Data Construction Procedure

This study used interview, specifically semi-structured interview to gather the need data, guided by the following steps:



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Pre-interview

1. Researchers formulate questions corresponding to the statement of the problem.
Every question is carefully and accurately made to meet the expected result.
2. After formulating the questions, it is then approved and researchers focus next in making informed consent that includes the participants right to refuse, the purpose of the research, and the length of time. This informed consent is ready for the participants after being approved.
3. Members are assigned to find 3 participants each located only in Silang, Cavite.

During Interview

1. Researchers inform the participants with their recording of the interview.
2. The interviewer builds rapport to the participant for comfortability throughout the whole interview.
3. Consent forms are given before the start of the interview.
4. While the interview is ongoing, researchers ask follow up questions for further information.

Post Interview

1. Researchers inform the participants that all information would be secure.
2. Data collected are analyzed using thematic analysis; code in the collected data by highlighting all important details, collating or bringing together the important



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details, and taming them accordingly. Allotted time for analyzing the data is 2 weeks.

3. Every data collected are secured and researchers ensure that they are the only one who could access the data by compiling them in a file.

Analysis of Information

This study employed thematic analysis to identify themes and develop codes; other analytic techniques can be equally important in the story the data have to tell (MacQueen et al., 2011). The thematic analysis to properly analyze the answers of the respondents. Thematic analysis includes transcribing the gathered data from the video clips of the participants. Data transcribed are then coded by the researcher by highlighting the important response. The researcher is reviewing the collected themes then, the researcher compiled all the answers on the SOP and organized them in a structured manner and defined themes.

Ethical Considerations

As stated by Penn LPS Online (2024), Ethical considerations are the ethical standards that are observed or followed to enhance the validity of research, protect the human rights and well-being of study participants. In this study, the ethical standards used are autonomy, data protection plan, and anonymity. The first ethical standard used is autonomy, wherein the decision of the respondents to participate or not to participate in the study was voluntary. The participants were made to sign the informed consent forms to attest to their willingness to be part of the study before being given a questionnaire. The



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second ethical standard is a data protection plan, wherein the privacy of the respondents is given. The information provided would remain confidential and would not be shared. The last ethical standard is anonymity, wherein the participants were informed that the recorded video would be blurred, used only for research purposes, and deleted after the interview.



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CHAPTER IV

RESULTS AND DISCUSSION

This chapter comprises the analysis, presentation and interpretation of the findings resulting from this study. Discussions are also provided to give a comprehensive explanation of the themes that were generated in response to the objectives set in this study.

Research Findings

SOP 1: What are the different social media marketing strategies used by SMEs in Silang, Cavite?

Online sellers have many strategies in social media marketing that they use to promote their businesses. One of the social media marketing strategies used by SMEs is posting their products on online platforms like Facebook, Instagram, and TikTok. On Facebook and Instagram, SMEs often post attractive and high-quality pictures of their products. These pictures usually attract customers' attention since they showcase the quality of the product and how it is created and presented by the seller. One of the interviewees said, "*Sa aking pagtitinda, yung malimit kong ginagamit ay posting ng mga attractive pictures ng aking mga paninda.*" (In my sales, I often use posting attractive pictures of my products,) Attractive and high-quality images can capture customers' attention and increase the chances of making sales. Another interviewee said, "*Facebook posting – we post, and 'yon, cocontactin nila kami, and we deliver as well, so it is more effective and efficient.*" (On Facebook, we post pictures, and then they contact us. We also



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deliver, making it more effective and efficient.) Posting pictures on Facebook or Instagram is more convenient and can be easily accessed by customers. Another interviewee said, "*Usually rin naman namin na ginagamit, the most common, is yung pagpost lang talaga ng mga pictures sa FB page.*" (Usually, what we commonly do is just post pictures on the Facebook page.) In some businesses, they have a Facebook page where customers can search for products they want to purchase.

Additionally, creating videos is also one of the marketing strategies used by SMEs. On TikTok, sellers can create videos of their products, highlighting their presentation. One of the interviewees said, "*Usually, ako nagvivideo ako and ako rin gumagawa ng creative video, tapos ipopost.*" (Usually, I record videos, then create a creative video and post it.) By posting a video, it is more effective since it clearly visualises the seller's products. Another interviewee said, "*Yung mga trend sa TikTok, 'tapos ipopromote mo yung products, dapat makita nila actually yung products.*" (You follow TikTok trends and promote products, making sure that people can see the products.) It is important that the products are clearly visible in the video to ensure that the promotion is effective in attracting customers. Another interviewee said, "*Siyempre, sa social media, ang ginagamit ko ay live. Nagla-live ako ng mga products ko; mas mabilis kasi siya ibenta.*" (Of course, on social media, I use live streaming. I go live to showcase my products because they sell faster that way.) It is effective since customers can ask questions and raise their concerns about the products, and the seller can respond immediately through live video.



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One of the promotional strategies that SMEs use is freebies and discounts. The participant stated that *"minsan ang nagbibigay ako ng discount lalo na pang magamit silang makukuha o nabibili"* (Sometimes I give discounts, especially when they buy in bulk.) The seller gives a discount when the customer buys more products. Another participant used to improve the quality of features in promotion strategies. The participant stated that *"iimprove ko yung quality ng features"* (I will improve the quality of features.) The seller plans to make the features better for the consumers. Another strategy used is private messages in promotion strategies. The participant stated that *"ang ginawa ko din direct pm ko yung mga nag-comment binabaypass ko"* (I'm directly messaging the people who comment by passing the public comment section.) Private messaging is one of the best ways to promote the product.

SOP2: What types of social media marketing strategies used by SMEs in Silang, Cavite, are more effective in maintaining customer loyalty?

The first theme is "Seller in Silang, Cavite". One interviewee stated, *"Videos, marami kasing kaibigan online"* (Videos, because I have many friends online.) They use videos and upload them so their friends can see their products. Another interviewee said, *"Nagpo-post kami ng pictures at videos para mapatunayan na maganda ang produkto"* (We post pictures and videos to prove that the product is good.) They post pictures to prove that the product is real, not a scam. The third interviewee added, *"By posting and sharing online, mas makikita ng iba ang produkto namin"* (By posting and sharing online, more people can see our products.) In posting and sharing, many of my online friends can see the product. The second theme is "Communicating to Customers" Communication is the



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key to growing a business. One interviewee stated, "*Doon nakakakuha ng customer, doon nakikilala yung business*" (That is where we get customers, and that is how people recognise our business.) Posting on social media allows customers to discover businesses. Another interviewee mentioned, "*By posting on Facebook pages and shopping apps, mas lumalaki ang business*" (By posting on Facebook pages and shopping apps, the business grows.) Posting is the key to growing online business. The third theme is "Live Selling on Social Media Platforms" (Live Selling sa Social Media Platforms,) which can attract the customers by live selling on the social media platforms. One interviewee shared, "*Facebook lang, lagi kasi akong nasa Facebook*" (Only Facebook, because I'm always on Facebook.) This shows that Facebook is the most effective platform for online businesses. Another interviewee confirmed, "*Posting on Facebook ay epektibong paraan para lumago ang online business*" (Posting on Facebook is an effective way to grow an online business.) Facebook remains the most preferred platform for reaching and engaging with customers.

As stated by the interviewees posting, using social media platforms is the most effective strategy to increase their customer base. One of the interviewees stated that "*Add ng add ng mga tao para madaming ano, oh diba madaming customer*" (Add more people online, and you will have more customers.) This is one of the strategies used by the SMEs in Silang, Cavite, to increase their customers because in today's time, everyone is using online applications that make our lives easier. Another interviewee stated that "By posting, sharing and tagging family and friends." Through these strategies, they can easily increase their customer base because many people will see their product. Another interviewee stated that "*Platforms like Facebook and TikTok, pero ano siya hindi masyado, pero na try ko na*



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din naman, okay din sa TikTok" (Platforms like Facebook and TikTok, but not very effective; I've tried it too, but TikTok is a bit effective for me.) By posting and creating content using Facebook and TikTok, it can be easy to increase their customer base. As stated by the interviewees, delivery on time, satisfaction, and giving promotions or freebies are the most effective strategies to gain customer loyalty. One of the interviewees said that "to give the right item and delivery on time". Being truthful and transparent with customers is a key strategy for building trust and loyalty.

Another interviewee stated that *"Yun nga kase yung unang order nila sayo nagagandahan ayun ulit-ulitin nila yung pagbili sayo, satisfied sa binebenta mo."* (That is because they are satisfied with their first order from you, so they keep coming back to buy again, meaning they are satisfied with what you are selling.) By ensuring customer satisfaction, businesses can build trust and loyalty, leading to long-term relationships. Another one interviewee stated that *"Uhm, mas nae- engage po kasi yung mga customer kapag yung package cute, then with freebies, then sa baking po namin instead of ordinary plastic lang uhm... inaayos po namin like boxes then nilalagayan po namin ng freebies, sticker ganyan and small flowers and cards. That's instagrammable or has an aesthetic."* (Customers are more likely to engage when the package is cute and comes with freebies, so instead of using ordinary plastics I was upgrading package to boxes and adding freebies like stickers, small flowers and cards. That is instagrammable and has an aesthetic.) By offering freebies and providing excellent service, business can gain the loyalty of their customers.



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As stated by the interviewees, receiving feedback from the customer is one of the most effective strategies that help SMEs in Silang, Cavite. One of the interviewees stated, "Give the right feedback." Giving the right feedback means that marketing strategies are effective. Another interviewee stated that *"For example, yung customer namin, hindi nila nagustuhan yung cookie kasi sobrang tamis, so mag-offer kami ng alternative products and other flavours na sa tingin namin magiging swak sa taste buds ng customer para magkaroon sila ng wider selection from our products."* (For example, our customer does not like our cookie because it is too sweet; we will offer alternative products and other flavours that we think will suit the customer's taste buds so they can have a wider selection of our products.) Through the feedback of the customer, it will help your business to improve your product. Another interviewee stated that *"Siguro yung mas mabilis na pagsagot sa lahat ng comments, kasi kung mabilis kang mag comment sa kanila, hindi sila lilipat ng ibang seller"* (I think it is a quick response to customer comments because if you response quickly, they won't switch to other sellers.) Through fast responses, it is effective to grow your business to make the customer loyal.

SOP3: What social media marketing strategies help SMEs in Silang, Cavite convert their followers into loyal customers?

As stated by the interviewees, posting is one of the most effective strategies in social media marketing. The interviewees said, *"Most effective social media strategy, ayun yung pagpopost namin sa social media"* (The most effective social media strategy is posting on social media.) *"Online talaga sa pagpopost talaga sa mga groups, tiktok, pag mamyday"* (Posting online in groups, on TikTok, and through Myday,) and *"Nag popost*



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ako sa facebook about sa paninda ko" (I post on Facebook about the products I sell.) Posting on different platforms like Facebook, TikTok, and Shopee keeps the brand visible, and highlighting products based on trends helps attract and connect with potential buyers. Live selling is also an effective strategy. The interviewees said, "Other months, live selling is a must," "*Ginagamit ko yung Facebook, nag lalive ako*" (I use Facebook for live selling.) and "Sa Facebook, live selling talaga" (On Facebook, live selling is effective.) Live selling has been identified as an effective method for showcasing and explaining products in real time, building excitement and trust among potential buyers.

Providing freebies to customers foster loyalty to the business where they shop. One of the interviewees said that "we have freebies and warranties". This strategy encourages more customers to buy and increases repeat purchases. One of the interviewees said that "*next time nila bumili, may freebies*" (They will get freebies on their next purchases.) Giving freebies is a great way to attract buyers' attention when you have regular clients giving freebies, especially when more customers buy, show customers what they want and encourage them to buy more and give the proper communication. Additionally, it highlights the value of the product itself, leading to more sales. Aside from that, one of the interviewees said that "*nag bibigay ako ng shipping fee discount*" (I will give a shipping fee discount.) As stated by the interviewees, it is proven that giving discounts is another effective approach, as it encourages people to buy by making products more affordable



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SOP4: What are the effects of social media marketing strategies of SMEs in Silang, Cavite on customer loyalty?

Marketing strategies influence gaining customer loyalty. One of the interviewees said, "Usually I will order again because it is delicious!" This shows that they are impressed and will order again. Also, one of the responses from an interviewee was, "It can build strong satisfaction with the product." The interviewee said that in this way of communication, the seller and the customer can build a strong relationship. One of the interviewees stated, "*Ise-send mo na lang yung product, may mga nangi-scam pero ako bilang nagbi-business ka ng ganun ayaw mo ng ganun, so do unto others what you don't want others to do unto you.*" (I just send the product; there are scams, but as I said, if you are doing business like that, you don't want that, so do unto others what you don't want others to do unto you.) Always provide quality products so that your business gains customer loyalty.

Another interviewee said, "*Mabibigay namin yung quality, never sacrifice the quality at mabilis na service*" (We can provide quality, never sacrifice quality, and provide fast service.) Although there are many things to accomplish in business, don't forget to provide quality that will satisfy your consumers and encourage them to return. Another response from an interviewee was, "*Nanghihingi talaga kaming feedback.*" (We are really asking for feedback,) This interviewee said that they are asking for feedback to improve products that will help future customers trust the business. Lastly, another interviewee said, "With customers, create interactive content." This interviewee mentioned that it involves creating experiences with active participation from customers.



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Another interviewee stated that "*Kapag ka okay yung binigay mo, satisfied si customer, maghahakot pa yan ng ibang customer*" (If you give something good, the customer is satisfied, and they will bring in other customers.) The customers are satisfied, so by that, the customer has a positive experience, and by the use of words of mouth, they can grow business. Also, one of the interviewees said, "*Maintain mo lang yung relationship sa client since hindi siya physically ag yung positive feedback ang balik sayo*" (You still need to maintain the relationship with the client since customers are not physically there, and positive feedback is what comes back to you.) One of the important factors of building customer loyalty. Building trust, good communication, and a strong relationship. Lastly, one of the interviewees said that "*Ito kase sa tiwala ng customer at tiwala ng owner sa customer*" (This is because of the trust in the customer and the trust of the owner in the customer.) The business must maintain the quality to create trust and satisfaction for the customer and gain their loyalty.

Discussion

The findings of the interview revealed that social media has become an effective transformative tool for small and medium enterprises (SMEs) in Silang, Cavite, especially in terms of changing how the business interacts with the customer and the performance of the business. Based on the results, social media marketing has proven to be an effective alternative to traditional business. The effectiveness of this tool is reflected in various aspects of business, from increased sales to enhanced customer engagement.



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Based on the results, one of the advantages is the ability of businesses to reach a broader consumer. Social media platforms enable businesses to showcase their products to larger audiences and expand their market potential. As there are a lot of businesses that rely on social media, they can quickly disseminate information about new products, promotions, or updates, helping to attract more consumers. Moreover, businesses in Silang, Cavite have adopted a variety of strategies. These strategies include the use of engaging content, such as live videos, TikTok or Instagram reels, and promotional campaigns that offer discounts or freebies. This encourages customers to make repeat purchases and fosters customer loyalty. Due to the reliability of various platforms, businesses can build stronger relationships with their customers by showcasing their products in an engaging way. Additionally, using social media as a marketing tool helps businesses reduce costs. Unlike traditional stores, SMEs can conduct their business with minimal expense, requiring only the creation of engaging content such as pictures or videos for their posts. This cost-efficiency is particularly advantageous for small enterprises with limited resources.

However, one of the most notable aspects of social media marketing is the emphasis on customers' feedback and ratings. While social media can boost business visibility, businesses also face challenges, such as negative comments or reviews that can quickly damage a brand's reputation if not handled properly. Research indicates that SMEs in Silang, Cavite actively address negative feedback by engaging with customers and offering solutions like product refunds or exchanges. This approach not only demonstrates a commitment to customer satisfaction but also helps maintain a positive brand image, which is essential for long-term success. Through strategic marketing efforts and proactive



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customer service, these businesses have demonstrated the positive and effective impact of leveraging social media in the modern business landscape. The findings highlight the importance of social media as a powerful tool for growth and sustainability in the competitive world of SMEs.



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CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the summary of the study, conclusions, and recommendations of the study based on the data analyzed from the previous chapter.

Summary

The analysis of this study involved the participants online strategies, demonstrating the effective use of these strategies to attract customers. The method involved gathering data from their business through surveys and interviews to determine their strategies within Silang, Cavite.

Findings on the super-ordinate themes, subordinate themes and subcategories that emerged from the analysis of data are as follows:

1. Different social media strategies used by SME's

- 1.1. Posting

- 1.1.1. Facebook

- 1.1.2. Instagram

- 1.1.3. Tiktok

- 1.1.4. Shopee/Lazada

- 1.2. Live Selling

- 1.3. Giving freebies

2. Most effective social media marketing strategies



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- 2.1. Posting pictures and videos
 - 2.1.1. Facebook
 - 2.1.2. Tiktok
- 2.2. Live Selling
- 2.3. Good communication with customers
- 3. Strategies for customer loyalty
 - 3.1. Posting on social media
 - 3.1.1. Highlighting products based on trends
 - 3.2. Discount
 - 3.3. Promos
- 4. Effects of social media on customer loyalty
 - 4.1. Improved customers loyalty through social media marketing
 - 4.1.1. Creating repeat Business
 - 4.1.2. Increasing strong customer relationship
 - 4.2. Strategies for building loyalty via social media
 - 4.2.1. Consistent quality and service
 - 4.2.2. Active feedback and improvement
 - 4.2.3. Word - of - mouth
 - 4.3. Trust and satisfaction
 - 4.3.1. Fair business practices
 - 4.3.2. Consistent quality
 - 4.3.3. Effective communication
 - 4.4. Current Trends



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4.4.1. Building digital customer loyalty

Conclusions

Based on the findings, the researchers conclude that social media marketing strategies such as posting pictures, creating videos, and live streaming help to attract customers' attention and expand the marketing reach. Facebook, tiktok, and shopee are the most popular platforms for these social media marketing strategies, for facebook, it is use for posting pictures, tiktok is for short videos and live content, and shopee for live streaming. These strategies help SME's in Silang, Cavite. Convert their followers into loyal customers. Posting products on social kedia and offering freebies and discounts are effective ways to attract amd retain customers. Additionaly providing high-quality products, fast service, amd asking for customer feedback enhances customer satisfaction, leading to positive recommendations maintaining strong connections with customers can help the growth of the business. Furthermore, social media marketing is accessible and cost-effective since customers do not need to go outside or use transportation to buy their needs online. Unlike traditional marketing, where businesses have limited reach, online marketing allows them to connect with a much wider audience, increasing their potential cutomer base and overall business opportunities.

Recommendations

Based on the findings of the study, the recommendations are given to provide suggestions to online sellers, traditional business owners, Future business owners and Future researchers.



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Online seller, they should use social media because they say using social media marketing tools such as Facebook and Shopee is effective to reach their target audience and to increase their sales. It is easy to sell their product by using platforms, it saves time. Additionally, the important factor is building trust and good communication between the customer and seller. Maintain the quality of the product so that the customer comes back to you.

Traditional business owners should consider online selling, as it allows businesses to reach a wider audience, and reduce overhead costs compared to physical stores. Additionally, online platforms provide various applications that can help boost sales and increase profits.

Future business owners, they should use social media platforms properly in promoting their business; they should think about what is good and bad to avoid losses in the business. Business entrepreneurs should know how to gain more customers by providing what they need; they should respect consumers according to what they want. Additionally, it should maintain good quality products to satisfy loyal customers, and they should maintain good relationships with each other.

Future researchers should expand the scope of this study to help more businesses grow. Instead of focusing only on food, shoes, and clothes, they should also include other industries like Fashion and beauty, healthcare, education, and local businesses. This will provide more strategies that can help businesses turn their followers into loyal customers.



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MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL

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NATIONAL HIGH SCHOOL

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NATIONAL HIGH SCHOOL

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MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL

APPENDIXES



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL

Appendix A



Republic of the Philippines
Department of Education
REGION IV-A
DIVISION OF CAVITE PROVINCE
MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

Informed Consent

Dear Sir/Madam:

I hope this letter finds you in good health and high spirits. We are Grade 11 HUMSS students from Munting Ilog Integrated National High School. I am writing to you to seek your voluntary participation in a research study that we are conducting entitled "*Title here*". The purpose of this study is to _____.

Your participation in this research study is entirely voluntary, and you have the right to refuse to participate or withdraw your consent at any time without any negative consequences. Your decision to participate or decline will not affect your current or future relationship with our school or fellow researchers.

Here are some important details about the research study:

Study Procedures: If you agree to participate, you will be asked to answer our interviews and it includes ____ questions. The estimated duration of your participation will be approximately 30 minutes to one (1) hour.

Confidentiality: We will maintain strict confidentiality of all the information collected during the research study. Your data will be coded and stored securely, and only authorized researchers will have access to it. Any information published or presented will in an aggregated and anonymized form, ensuring your identity remains confidential.

Voluntary Participation: Participation in this research study is entirely voluntary. If you decide to participate, you are free to withdraw your consent or discontinue your involvement at any point without providing a reason and without any penalty or loss of benefits.

By signing below, you indicate that you have read this consent letter, understood the information provided, and voluntarily agree to participate in the research study. You also acknowledge that you have received a copy of this letter for your records.

Thank you so much for your cooperation on this study and God bless!

Sincerely,

The Researchers

Participant's Signature: _____

Participant's Name: _____

Date of Interview: _____



Purok 3, Munting Ilog, Silang, Cavite



0917-315-5152



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DepEd Tawo Munting Ilog Integrated National High School - Cavite



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL

Appendix B



Republic of the Philippines
Department of Education
REGION IV-A
DIVISION OF CAVITE PROVINCE
MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

Interviewee's Profile

Name: _____

Age: _____

Sex: _____

Date of Birth: _____

Place of Birth: _____

Address: _____

Years in business industry: _____

Contact Information: _____

Type of Business: _____

Years of business: _____

Signature of Interviewee over Printed Name



Barak 3, Munting Ilog, Silang, Cavite
0917-315-5152
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DepEd Tayo Munting Ilog Integrated National High School - Cavite



MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

Appendix C



Republic of the Philippines
Department of Education
REGION IV-A
DIVISION OF CAVITE PROVINCE
MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

Interview Questions

1. How effective social media is in selling?
2. What are the different social media marketing strategies do you use?
3. What is the most effective social media marketing strategies in your business?
4. In what way do you use social media strategies to effectively grow your business?
5. What are the factors that inspire you to use social media as a marketing tool?
6. What platforms do you use is the most effective to gain your customers attention?
7. How does transferring into the use of social media platforms makes an increase in your customer?
8. What type of strategies do you use are effective to gain your customer's loyalty?
9. What type of promotion strategies do you use to make the audience attracted?
10. What important factors do you consider building customer loyalty especially in today's digital era?



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[DepEdTav Munting Ilog](#) Integrated National High School - Cavite



MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL



Republic of the Philippines
Department of Education
REGION IV-A
DIVISION OF CAVITE PROVINCE
MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL

11. How does consistent social media engagement increase your customer and make them loyal?
12. How do social media reviews and comments affect the client's loyalty?
13. What struggles do you encounter in maintaining customers loyalty?
14. What are the biggest challenges in social media when it comes to your customer?
15. How does your business manage the customer feedback and solve customer concern to maintain their loyalty?
16. What does the customer look like after your product?
17. How does social media strategy help your business to maintain client relationship?
18. What personal experience makes you believe that there is an effectiveness in using social media marketing and how it helps you gain more customer and their loyalty?

Name and Signature of Interviewee

Name and Signature of Interviewer



Barak 3, Munting Ilog, Silang, Cavite



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MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL

CURRICULUM VITAE



MUNTING ILOG INTEGRATED NATIONAL HIGH SCHOOL



MICHELLE ASTILLERO

Munting Ilog, Silang Cavite
09056650483
michelleastillero78@gmail.com

PERSONAL INFORMATION

Birthday	October 29, 2008
Birthplace	Iba, Silang Cavite
Age	16 Years Old
Father's Name	Marlon Dizon
Mother's Name	Helen Astillero
Nationality	Filipino
Religion	Catholic
Civil Status	Single
Language Spoken	English and Tagalog
Hobbies	Playing Sports Watching movies

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

Dedicated and customer-focused professional seeking a Flight Attendant position. Committed to ensuring passenger safety, comfort, and excellent service. Skilled in communication and teamwork to enhance the travel experience.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020-2024)
Munting Ilog, Silang Cavite

• ELEMELINARY SCHOOL

Iba Elementary School (2014-2020)
Iba, Silang Cavite

SKILLS

- Writing
- Reading
- Management

Michelle Astillero
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



LESTER C. BALABABA

Iba, Silang, Cavite
09692597497
lstrcna@gmail.com

PERSONAL INFORMATION

Birthday September 01, 2008
Birthplace Silang, Cavite
Age 16 years old
Father's Name Eduardo A. Balababa
Mother's Name Anjudy C. Balanaba
Nationality Filipino
Religion Catholic
Civil Status Single
Language Spoken English and Tagalog
Hobbies Volleyball
Eating

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

Dedicated hospitality professional seeking to enhance guest experiences, optimize operations, and contribute to a dynamic team with exceptional service and leadership skills.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2024)
Munting Ilog, Silang, Cavite
With Honors

• ELEMELINARY SCHOOL

Iba Elementary School (2014-2020)
Iba, Silang, Cavite
Golden sun (2013-2014)
Iba, Silang, Cavite

SKILLS

- Writing
- Reading
- Organizing

Lester C. Balababa
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



SHERIE MAE MALOLO-ON

Balite 1st, Redinal 9, Silang, Cavite
09551747792
sheriemamaloloyon@gmail.com

PERSONAL INFORMATION

Birthday August 31, 2008
Birthplace Silang, Cavite
Age 16 Years Old
Father's Name Jun Cruz
Mother's Name Irish Maloloy-on
Nationality Filipino
Religion Christian
Civil Status Single
Language Spoken English and Tagalog
Hobbies Badminton
Eating

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

I'm dedicated to becoming a better employee having disciplined and working hard, and ensuring that all tasks are completed to the best of my ability.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2023)
Munting Ilog, Silang, Cavite

• ELEMELINARY SCHOOL

Balite 1st Elementary School (2019-2020)
Balite 1st, Silang, Cavite
Balite 1st Elementary School (2013 - 2019)
Balite 1st, Silang, Cavite

SKILLS

- Writing
- Reading
- Time Management
- Budgeting
- Accounting

Sherie Mae Maloloy-on
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



ZYREEN J. MARASIGAN

Munting Ilog, Silang, Cavite
09551943229
marasiganzyreen587@gmail.com

PERSONAL INFORMATION

Birthday February, 2008
Birthplace Trece Martires, Cavite
Age 17 Years Old
Father's Name Noel M. Marasigan
Mother's Name Aileen J. Marasigan
Nationality Filipino
Religion Catholic
Civil Status Single
Language Spoken English and Tagalog
Hobbies Watching Movie
Badminton
Eating

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

To secure a responsible position to fully utilize my knowledge and skills, while making a significant contribution to the success of the company.

EDUCATION

- **SENIOR HIGH SCHOOL**
Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite
- **JUNIOR HIGH SCHOOL**
Infant Jesus Academy (2022 - 2024)
J.P Rizal St., Silang, Cavite
Tagaytay City National High School (2020 - 2022)
Tagaytay, City
- **ELEMENTARY SCHOOL**
Carlos S. Batino Sr. Mem. (2013-2020)
Kaybagal Central, Tagaytay City

SKILLS

- Writing
- Reading
- Time Management
- Budgeting

Zyreen J. Marasigan
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



JOHN AIRO G. PAPIONA

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09658026097
Johnpapiona09@gmail.com

PERSONAL INFORMATION

Birthday September 21, 2007
Birthplace Matnog, Sorsogon
Bicol
Age 17 Years Old
Father's Name Norberto Papiona
Mother's Name Ma. Fatima Gaton
Nationality Filipino
Religion Catholic
Civil Status Single
Language Spoken English and Tagalog
Hobbies Cooking and Reading

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

To secure a position that allows me to utilize my existing skills while continuously learning and developing new competencies within a collaborative and growth-oriented environment.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

General Emilio Aguinaldo National High School (2020-2022)
Imus, Cavite
Munting Ilog Integrated National High School (2022 - 2025)
Munting Ilog, Silang, Cavite

• ELEMELNTARY SCHOOL

Real Elementary School 2013-2020
Real 1, Bacoor Cavite

SKILLS

- Writing
- Reading
- Budgeting
- Accounting

Johnairo G. Papiona
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



CASSANDRA T. PECAYO

Munting Ilog , Silang, Cavite
09989242825
ccassandrapecayo@gmail.com

PERSONAL INFORMATION

Birthday July 21, 2008
Birthplace Munting Ilog, Silang, Cavite
Age 16 Years Old
Father's Name Narciso H. Pecayo
Mother's Name Victoria T. Pecayo
Nationality Filipino
Religion Catholic
Civil Status Single
Language Spoken English and Tagalog
Hobbies Volleyball
Eating

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

To obtain my knowledge and enhance my skills and to apply my
learn more in your company.

EDUCATION

• **SENIOR HIGH SCHOOL**

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• **JUNIOR HIGH SCHOOL**

Munting Ilog Integrated NationalHighSchool(2020 - 2024)
Munting Ilog, Silang, Cavite

• **ELEMELENTARY SCHOOL**

Munting Ilog Elementary School (2013-2020)
Munting Ilog, Silang, Cavite

SKILLS

- Writing
- Reading
- Time Management
- Budgeting

Cassandra T. Pecayo
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



HANNA M. RIPALDA

Sitio Ibaba, Tibig, Silang, Cavite
09632731194
ripalda.hanna2008@gmail.com

PERSONAL INFORMATION

Birthday	October 16, 2008
Birthplace	Lemery, Batangas
Age	17 Years Old
Father's Name	Arnel P. Ripalda
Mother's Name	Azzel M. Ripalda
Nationality	Filipino
Religion	Catholic
Civil Status	Single
Language Spoken	English and Tagalog
Hobbies	Drawing Watching series Eating

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

Ambitious accounting graduate with a clear goal, seeking for roles that will improve my skills expand my knowledge, and propel my professional growth. I am committed to delivering exceptional results, driving business excellence and making meaningful contributions to a reputable organization.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Pulong Sta. Cruz National High School (2020-2024)
Pulong Sta. Cruz, Sta. Rosa Laguna
With Honors

• ELEMELINARY SCHOOL

Pulong Sta. Cruz Elementary School (2014-2020)
Pulong Sta. Cruz, Sta. Rosa Laguna

SKILLS

- Writing
- Reading
- Time Management
- Accounting


Hanna M. Ripalda
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



DANIELLA B. SANCHEZ

556, Munting Ilog, Silang, Cavite
09630189396
daniellasanchez028@gmail.com

PERSONAL INFORMATION

Birthday	December 16, 2007
Birthplace	Silang, Cavite
Age	17 Years Old
Father's Name	Winnie H. Sanchez
Mother's Name	Annalyn B. Sanchez
Nationality	Filipino
Religion	Catholic
Civil Status	Single
Language Spoken	English and Filipino
Hobbies	Reading Crocheting

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

To secure a position in your company where I can apply my knowledge, gain training, enhance my skills, and contribute to both my career growth and the company's success.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2024)
Munting Ilog, Silang, Cavite
With Honors

• ELEMELINARY SCHOOL

Munting Ilog Elementary School (2013-2020)
Munting Ilog, Silang, Cavite

SKILLS

- Reading
- Organizing
- Time Management
- Budgeting

Daniella B. Sanchez
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



JEAHNNA ANGELA G. SARATAN

105 Balite 1st, Silang, Cavite
0912585986
jeahnnaangelas@gmail.com

PERSONAL INFORMATION

Birthday August 15, 2008
Birthplace Estrella, Silang, Cavite
Age 16 Years Old
Father's Name Leo C. Saratan
Mother's Name Jingle G. Saratan
Nationality Filipino
Religion Roman Catholic
Civil Status Single
Language Spoken English and Tagalog
Hobbies Reading
Cooking
Badminton

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

To work with your company where I can continue to learn, take on additional responsibilities, and contribute as much value as possible to the team. I am excited about focusing on and applying my skills in this job.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2023)
Munting Ilog, Silang, Cavite

• ELEMENETARY SCHOOL

Balite 1st Elementary School (2013 - 2020)
Balite 1st Silang, Cavite

SKILLS

- Writing
- Reading
- Time Management
- Budgeting

Jeahnna Angela G. Saratan
GRADE 11- ABM STUDENT



MUNTING ILOG INTEGRATED
NATIONAL HIGH SCHOOL



JEREMY B. SIGUENZA

073 Hukay, Silang, Cavite
09351719942
jeremy16siguenza@gmail.com

PERSONAL INFORMATION

Birthday	November 16, 2007
Birthplace	Silang, Cavite
Age	17 Years Old
Father's Name	Eli Siguenza
Mother's Name	Cecilia Siguenza
Nationality	Filipino
Religion	Catholic
Civil Status	Single
Language Spoken	English and Tagalog
Hobbies	Watching Movie Badminton

REFERENCE

Christianne Roie A. Carabeo, MACDDS
Munting Ilog Integrated NHS
Research Teacher
09171452217

Ivy Filipina R. Toledo, BSA
Munting Ilog Integrated NHS
Accounting Teacher

CAREER OBJECTIVE

To obtain a position that will enable me to use strong organizational skills educational background and ability to work well with people.

EDUCATION

• SENIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2024-Present)
Munting Ilog, Silang, Cavite

• JUNIOR HIGH SCHOOL

Munting Ilog Integrated National High School (2020 - 2023)
Munting Ilog, Silang, Cavite

• ELEMELINARY SCHOOL

Hukay Elementary School (2013- 2020)
Hukay, Silang, Cavite

SKILLS

- Writing
- Reading
- Time Management
- Budgeting
- Accounting

Jeremy B. Siguenza
GRADE 11- ABM STUDENT