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# PM SENT: SOCIAL MEDIA MARKETING FROM THE PERSPECTIVE

# OF LOCAL START-UPS

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## Abstract

*The use of social media in marketing has been indispensable in the business world. This descriptive qualitative study was done to explore local start-ups' social media marketing strategies and to design a tool that can improve the marketing strategies of local start-ups using social media. Four local start-ups participated in the study through online interviews. The findings indicate that local start-ups engage in these social media marketing strategies: customer-oriented practices, product promotion strategies, name-building strategies, and strategic marketing practices using thematic analysis. On the other hand, they also experience social media marketing challenges such as negative criticisms, content sustainability, and unpredictable algorithms. To address the marketing challenges and to help improve the social media marketing strategies of local start-ups, a sample social media calendar was designed as an output of the study. Local start-ups need to enhance their social media marketing strategies to level up with other business competitors.*

***Keywords**: marketing strategies, customer-oriented practices, product promotion strategies, name-building strategies, strategic marketing*

## Introduction

The advancement of social media is one of the technological innovations and channels of communication that have significantly impacted how people engage, participate, transact, and relate with one another. It also changed how society operates and exists, such as in the business community (Amedie, 2015; Chukwuere, 2017; Bria, 2013; Touchette, 2015). Individuals aged 15 to 35 use social media the most, and most respondents agreed to have shopped at some time after clicking advertisements, indicating that their trust in online shopping is growing (Chheda, 2014).

With the pandemic, social media have grown to what people have used before and motivated companies to use them as marketing tools (Nekatibeb, 2012). Enterprises are more likely to utilize TikTok, Instagram, Facebook, and WhatsApp to promote products since they are easier to use and draw more consumer interest through entertaining videos and photographs (Hidayati & Yansi, 2020). Facebook is the most popular social media platform among individuals; hence, many businesses are more into Facebook marketing than other social media sites (Cesaroni & Consoli, 2015). Due to the popularity of businesses taking their products and services online, many people are into online purchasing instead of going through long lines of stores to purchase new items. Its constant evolution makes it indubitable and has its fair share of benefits, disadvantages, and challenges.

## Review of Related Literature

Despite the benefits of using social media in marketing, it has disadvantages. Multiple authors have claimed that the disadvantages vary from struggles in utilizing social media marketing to time constraints, customer service, engagement, demand, and customer feedback. Some business owners need more resources to implement social media marketing. The lack of skills and knowledge about online marketing hinders business owners from maximizing the potential use of social media (Fahid, 2017; Prenaj, 2016). Lack of financial

resources could also be an obstacle in the social media marketing of SMEs because it impedes the launch of marketing plans that could decrease business productivity (Stetson, 2018).

Start-ups often innovate in creating products and services based on perceived demands and the market gap (Pratt, 2017). Eric Ries, the author of Lean Startup, describes a start-up as "a human institution that is designed to deliver a new product or service under extreme uncertainty" (Starting Up, n.d).

Small and micro (MSEs) businesses often start at low costs. In most developing countries like the Philippines, MSEs occupy the largest percentage of the industry. They are among the most impactful agents in developing society (Hampel-Milagrosa, 2014). Similarly, Santiago (2000) says that the Philippine business community is filled with small and medium enterprises, including family businesses. Despite their size, their total sum is accountable for the majority of economic activity in the country.

Despite MSMEs' contribution to the economy's growth, DTI Philippines (2011) also highlights that the advent of the fourth industrial revolution introduced challenges and opportunities to small and medium businesses. Given the relatively small size and limited resources of MSMEs, the impact of opportunities and challenges are perceived to be more difficult for them. Notably, the Philippines MSME Council (2017) listed that MSMEs need to gain competence in expanding their markets locally and market-driven marketing activities. In the Philippines, MSMEs are considered drivers of economic change (Shinozaki, 2021; Milagrosa, 2019; Aldaba, 2008), wherein 60% of the Filipino workforce relies on their income sustainability on business ventures (Hamilton, 2020). With the statistical collaboration of the Department of Trade and Industry (2020), Hamilton (2020) noted that the "new normal" of trading forced them to embrace digital opportunities.

According to these micro-enterprises, social media elevates their potential to affect customers' purchase intent (Jinang, 2019). Social media marketing becomes extra challenging for Filipino small business owners because it is too draining to develop original ideas that can please the younger population, which is dominant in the online space (Aguilar, 2019; Bais, 2019).

Small businesses believe that it takes exceptional persuasive power (Criste, 2017) and powerful content (Atienza, 2018) to sell online, where customers base their decisions on content in its many forms, such as written descriptions, photos, videos, reviews, spec sheets and product demos (Yandug, 2020; Banados, 2016; Lago, 2019). For others, captivating customers can also be done using humor as a marketing strategy (Marivic, 2020; Quimba, 2019).

In addition, several studies also identified and studied various businesses actively incorporating social media marketing in Luzon (Asuncion & Cepeda, 2019). Many of these businesses utilize social media to cater to prospective clients distant from the business site, such as balikbayans (Asuncion & Cepeda, 2019), tourists (Lompot & Pomentil, 2018), and travelers from Metro Manila (Lachica et al., 2020). Studies found the effectiveness of Facebook, among other social media sites, in promoting business (Lachica et al., 2020) and tourism in Batangas (Buted et al., 2014).

These synthesized works of literature show that the advantages of social media marketing towards micro, small, and medium enterprises are overly emphasized with the big volume of discussion revolving around its positive impact on quantifiable indicators such as customer satisfaction, brand loyalty, brand awareness, service quality, increased sales, and brand visibility. Even though the disadvantages and challenges of social media marketing were explored, the discussion could have been more prosperous and substantial than its benefits. The overwhelming use of quantitative methods and approaches in the previous

research needed to have investigated the underlying social media marketing strategies and challenges, which might be addressed comprehensively using qualitative methods.

The study aims to design a marketing tool that can improve the marketing strategies of local start-ups through social media to address the gap.

The study sought to answer the following research questions: (a) What are the marketing strategies of local start-ups using social media?; (b) What are the challenges of local start-ups in using social media as a marketing strategy?; and (c) What tool can be proposed to improve the marketing strategies of local start-ups?

**Theoretical Framework**

This research has theoretical underpinnings on the Uses and Gratifications theory and the Social Media Marketing theory.

The Uses and Gratifications theory proposes a more humanistic perspective on media consumption. Blumler and Katz (1974) assert that the public needs to utilize media singly; they have various reasons for using it, given the presence of media consumers. The theory further suggests that media consumers have discretion on how they consume media and how it affects them. Hence, Blumler and Katz (1974) posit that media consumers may select the impact media has on them and pick media alternatives only to reach a goal. The optimist sees the media as useful and satisfying (Tosuntas, 2018). The idea eliminates the notion that the media unintentionally impacts our lives and how we see the world. The notion that we merely utilize the media to meet a particular need does not align entirely with the great influence of media in our current society.

On the other hand, this theory contradicts the Magic Bullet theory, which argues that the audience is passive. This philosophy is based on the user/audience. Individuals look at the media for topics to discuss, even for interpersonal communication. They obtain additional information and exposure to the world outside their restricted vision by referring to the media

(Montag, 2021). The idea of uses and gratifications is based on two assumptions about media consumers. For starters, it portrays media consumers as actively choosing the material they use. This suggests that people do not utilize media passively. They are involved and driven in their media choices. Second, individuals are aware of the causes behind their media preferences. They make media selections based on their understanding of their motives in order to suit their objectives and requirements.

In this study, the Uses and Gratifications theory indicates that local start-ups use social media for their marketing needs. Since many studies have proven social media as an effective marketing platform, local start-ups want to test out how people would respond to their marketing efforts when done online. The theory ultimately represents local start-ups not only as digital marketers or online sellers but as media consumers. Local start-ups believe that social media does not exist only to satisfy entertainment and information needs but can also elevate businesses' branding, messaging, and service quality.

In addition, the social media marketing theory is a useful lens for the study since social media marketing is vital for local start-ups to increase sales.

Social media marketing entails using social media applications to innovate traditional marketing. Marketing activities through online applications allow the production of information and collaboration among users (Kaplan & Haenlein, 2010). They influence mobile and web-based technologies in creating an interactive medium where users and group members share, co-create, discuss, and modify content (Kietzmann et al., 2011). Manipulating the user-generated content enables businesses to predict the future purchasing behavior of their customers more accurately (Kim & Ko, 2011), enhances brand post popularity (Vries et al., 2012), attracts new customers (Michaelidou et al., 2011), builds awareness, increases sales and builds loyalty (Castronovo, 2012). The rapid use of users and the intensity of user-generated content may offer many opportunities for small business

enterprises and may prevent its threats. Using social media is relatively low-cost (Michaelidou et al., 2011). Small business owners can employ an inexpensive marketing campaign using social media; thus, viral marketing, virtual word-of-mouth advertising, and increased sales occur (Richardson et al., 2016).

Richardson and Parker (2016) posit the fundamental propositions of the social media marketing strategy theory, which are as follows: (a) successful marketing using social media remains dependent on the creation of many-to-many networks, and strong integration ties between the social media platform and the advertising company, (b) sharing company media files occurs to improve marketing communications with prospective buyers, (c) using social media blogs and discussion boards is an effective means to increase awareness of products and services and to obtain feedback from prospective buyers, (d) marketers must determine the optimal mix of social media platforms to maximize exposure of the company products and services, and (e) marketers must appeal to the normal buying motives and habits of consumers through conspicuous product and service displays (Richardson et al., 2016).

## Methodology

### Design

This study employed the descriptive-qualitative research design since it aims to explore how local start-ups in Baguio City utilize social media marketing to meet their long-term and short-term goals.

### Participants

The study participants consisted of four business owners starting coffee shops from the selected start-ups in Baguio City. The researchers were able to source 20 local start-ups based on extensive social media scanning on Facebook, Instagram, and Twitter. However, only eight responded, but due to certain uncontrollable factors, such as immediate schedule conflicts, the number was reduced to four.

**Instrumentation**

To support the descriptive-qualitative research design, a priori-coded interview guide was used for the semi-structured interview during the data collection. The constructed questions in the interview guide were based on existing literature on how local start-ups use social media marketing.

**Data Collection Procedures**

The interviews were done virtually and face-to-face. Three participants were interviewed virtually via Google meet, and one opted to have an in-person interview. In the virtual interview, the participants were asked first whether they permitted the discussion to be recorded. This is in accordance with the Data Privacy Act of 2012, where the processing of personal information shall be permitted if the subject has given his or her consent. Otherwise, the researchers jotted down notes to document the process during the interview.

Each participant was given 30 to 60 minutes to answer the questions. The researchers facilitated the whole interview process and critically observed ethical standards. For the member data checking, the researchers sent a copy of the transcription to the participants to confirm whether the transcribed information was accurate. After reviewing the transcription, the participants signed an authorization letter to prove that they underwent member-data checking.

**Data Analysis**

To support the employment of the descriptive-qualitative research design, the researchers used thematic analysis in examining the gathered data from the participants. To ensure that a practical, systematic analysis framework is followed, the model of Nowell et al. (2017) in the thematic analysis was adopted.

**Discussion of Results**

This section presents the study's findings, namely the surfaced social media marketing strategies, the challenges of local start-ups using social media marketing, and the proposed tool to help address the marketing challenges.

**Social Media Marketing Strategies**

Regarding social media marketing strategies, four significant themes surfaced: customer-oriented practices, product promotion strategies, name-building strategies, and strategic marketing practices.

1. **Customer-Oriented Practices**

Customer-oriented practices refer to the different activities employed by local start-ups to ensure that they cater to their customers' changing interests, needs, and demands. Specifically, these include satisfying customer preferences and providing good customer service.

a. *Satisfying customer preferences*

The participants shared that as local start-ups, they endeavor to cater to the preferences of their customers. They do this by considering what their customers want. More than this, they also make sure that they offer the best service valued by customers.

Participant A shared, *"Some people see the value of our product; there are those who accept, and others do not."*

The same participant stated, *"But if you truly believe in your product, your service has value. Therefore, you need to continue offering it because other people might be looking for it that you are unaware of."*

On the other hand, participant B stated, "*It is more on giving people the same experience as what we experienced through coffee.*"

The findings indicate that the participants prioritize satisfying their customers' preferences. They want their customers to savor their quality products and service. They believe that consumers look for the quality of the product, which is why they engage with their consumers, to be able to understand their needs and tastes. Knowing customers' preferences can provide local start-ups with innovative marketing strategies to promote their products. This finding is consistent with the study by Fahid (2017), who pointed out that customer preferences can make it easier and more convenient for local start-ups to communicate questions and concerns through social media channels to broaden their marketing strategy and increase their marketing visibility.

### b. *Providing good customer service*

Properly accommodating the needs and demands of customers is an outcome of good customer service. The local start-ups shared how they manage to approach the different needs of their customers through their social media platforms. As Participant B stated, "*There are different ways to approach people….We make them feel welcome when we introduce our products and services. We must talk to one person rather than them all together." We take turns in replying to different messages, so the orders will not be mixed up.*"

The findings imply that local start-ups endeavor to make continuous improvements when it comes to the demand for goods and services for consumers. This means that they aim to provide good services by considering the taste of consumers. It supports other existing findings claiming that using media platforms such as Facebook, Twitter, and Instagram may benefit local start-ups since they offer focused visibility inside their social network. Basri (2017) affirmed that the more social media exposure a company gets, the more likely it is to attract new consumers.

### 2. Product Promotion Strategies

Product promotion strategies refer to the different activities conducted by local start-ups to promote, advertise, or market their products through social media.

### a. *Asking for customer feedback*

The finding showed that asking for customer feedback allows local start-ups to know the satisfaction their products bring their customers. This serves as their springboard to improve their menu continually or whatever approaches they employ to retain their customers. Local start-ups believe that being personal and effective in building relationships with their customers is still at the core of such a strategy. As Participant A stated, *"Being personal with them is an effective strategy as it allows us to get their honest feedback on our products."* Participant C added, *"We also upload pictures showing our customers' experiences with us…. We also try our best to be more personal as possible.*"

The finding indicates that most local start-ups believe that asking for customer feedback is one of the effective ways to know their position and value in the industry. It allows them to examine the areas that are to be improved. Similarly, studies affirm that customer feedback provides insight into what works well about a particular company product or service and what might be done to improve the experience (Perzynska, 2022; Patel, 2021; Chakraborty, 2021).

### b. *Featuring a product daily*

Scheduling what product to post daily is also an effective promotional tool for many local start-ups as it paves the way for equal exposure for their products allowing the general public to know the branding first of each product before diving into another. Participant E illustrated, *"For example, this day, our focus is our lemonade; the next day, our focus is the tea."*

This is also an effective practice. Participant D shared, "*We identify each sale we need per day, and from there, we make a marketing plan online.*" Participant D added, *"We also upload holiday posts knowing that most of our consumers are immersed on their mobile phones during those special days."*

The finding implies that featuring a product daily is another strategy for local start-ups that allows them to provide equal exposure for their products. When equal exposure is given, consumers can easily absorb the features of every product before jumping to another, which is highly critical as it helps them create better purchase decisions with these local start-ups. Previous studies have almost similar findings indicating that posting product schedules are a versatile and vital product-promoting approach for businesses, as it helps them to plan, anticipate, predict, and satisfy demand more effectively than they might otherwise (Velasco, 2021; Golid, 2017; Berth, 2016; Lerugh, 2020).

### c. *Analyzing competitors*

Local start-ups also consider their competitors in their promotional strategies not to copy or imitate what they are doing but to draw inspiration from their existing marketing approaches.

According to Participant A, "*Every time we see a sponsored advertisement in our feed, we see to it that we can analyze how that business runs its ad, and from that mere observation, we get to influence how we market our products.*"
Social media helped local start-ups realize the competitive market they are dealing with, especially today when the game for exposure and brand identity is indicated by engagement and the number of followers. Participant C verbalized, *"The online market is very competitive. We have to exhaust everything to ensure that our product stands out."*

The finding shows that local start-ups value the importance of competitors' analysis as it allows them to understand the strengths and the weaknesses of their fellow start-ups

concerning theirs. This is crucial because it drives them to scrutinize their competitors' gaps in their marketing, which they can convert as their unique selling point.

This finding is supported by numerous studies claiming that understanding the competition is critical when it comes to developing sales and marketing strategies. Market gaps, strengths, and weaknesses are all identified through this method of analysis (Gangai et al., 2016; Fairlie, 2022; White, 2017).

### 3. Name-building Strategies

Name-building strategies refer to local start-ups' tactics in establishing their brand identity, credibility, visibility, and orientation. Specifically, these include niche establishment and being up-to-date.

#### a. Niche establishment

Finding one's niche could be the most fundamental before starting a business. The local start-ups ensure that their customers would and can easily remember the specific and unique products and services that the business offers.

As the participants emphasized, "*It is really important for businesses to understand their niche.*"(Participant A)."*I find people who share the same values and are willing to collaborate for brand awareness.*"

The integrity of a brand can open doors for the pursuit of specialization and proper niche establishment. The point mentioned by Participant A does not only refer to having a particular niche, but it is about finding the right niche—the core and specific concept of a business. Otherwise, if start-ups imitate other businesses' products, there will be no room for innovations.

Participant D stated of diversity, *"We try to be relevant as possible and to be unique as well. We find qualities in how and why we are different from others.*

These statements imply that the uniqueness between and among local start-ups is a basis for comparison and improvement. Their distinct qualities are made possible because of the niche they have established and are focusing on. This finding is aligned with the study of Arora et al. (2021), who pointed out that consumers tend to generate a positive, favorable image of the brand once they acknowledge and appreciate its unique features or characteristics. Thus, the brand's overall uniqueness and reputation significantly impact consumers' buying intentions.

Moreover, Participant B stated, *"We try to make sure that the coffee is universal."*

This statement boils down to the universality aspect of coffee products that people from all walks of life can consume.

### b. Being up-to-date

Up-to-date businesses are more likely to beat competitors as they keep up with the trends in meeting and satisfying the dynamic needs of many people. As Participant C mentioned,

*"You should be on the trend; at the same time, give them teasers.* Participant D also shared, *"One answer is to be consistent. You have to be consistent when you are online and on social media. You should be posting now and then."*

This means that staying on track with trends and updates can help local start-ups meet and cater to their target customers' dynamic needs and interests. Parallel to this, Grubor and Jakša (2018) assert that keeping up with technological trends and the ever-changing interests of competitors and prospects has become an essential part of planning and creating unique strategies.

### 4. Strategic Marketing Practices

Strategic marketing strategies pertain to the systematic and calculated processes and procedures local start-ups undertake to forward their business brand and products.

### a. Content management

Content is a key marketing strategy. Participants elaborated on their plans and experiences in implementing content management strategies on their social media platforms and how these affected their businesses. As shared by the participants,

*"We try to be relevant as possible, and we try to be unique as well*" (Participant D)

*"Anyone who goes through his feed and sees it gets interested. We always made a point that we emphasize quality over quantity.*" (Participant B)

The finding implies that content management allows start-ups to showcase their unique selling points and to establish their brand and product offers through posts like teasers. Content management also boosts brand visibility by staying on-trend and posting consistently.

Similar to the finding on content management, Kaplan and Haenlein (2010, as cited in Tafesse & Wein, 2018) indicated that once a business decides to utilize social media, it needs to have an active presence on the platforms by regularly creating content, testing different campaign ideas and engaging with customers.

### b. Being innovative

Social media is one of the technological innovations used in the modern business landscape. The participants shared their experiences adopting different social media platforms in their businesses.

Participant A *said, "We must be innovative in attracting customers." Likewise,* Participant C said, *"Believe that it will be now or as soon as possible because in our generation today and in the future, social media is widely used. "*

Local start-ups emphasize the use and the benefits of social media marketing, noting that all businesses should respond to the call for these marketing changes. Participant D pointed out, *"Other businesses should adapt to the changes happening in our world today,*

*which is the continuous innovation and use of the social media applications that we have today."*

They also believe that for those still in the traditional way of marketing, trying digital approaches should also be considered significant in keeping with the changes happening in the market. According to the participants,

"*Traditional businesses can shift into digital platforms anytime. We are now in a digital era, so it is better if businesses keep up with the changes happening in the business world."* (Participant D)

*"I think there is no assurance."* (Participant A)

 "*We try and evaluate things that work and do not work."* (Participant C)

The findings imply that the local start-ups agree on the importance and impact of innovation and technology on their businesses. Additionally, local start-ups associate social media with an innovation that must be adopted urgently to stay relevant in the ever-changing business landscape. Li et al. (2021) claim that social media paved the way for fundamental changes in the marketplace.

### c.  *Being on-trend*

Knowing what is new and following the trend is crucial in making timely content and catching customers' attention. Participants shared their experiences and strategies on how they spot and follow trends.

Participant C said, *"Well, it is assured that when you are in the trend and on social media, they talk about your business."*

Local start-ups believe staying on trend can improve their business visibility on social media platforms. Furthermore, since people are talking about the trend, following it catches people's attention, thus making them interested in the start-ups' products or brands. Parallel to the finding, Li et al. (2021) emphasized in their study that focusing the business content on

contemporary issues and adjusting it to the consumer's interest while highlighting the product and brand will make the message exciting and attractive.

**Marketing Challenges in Social Media Marketing**

Marketing challenges refer to business owners' situations that can hinder the business's profit, customers, and services.

1. **Negative Criticisms**

The participants have experienced receiving negative criticisms and feedback on social media. Social media users can comment on their pages and posts about something they dislike, whether it is about the product, the service, or their social media accounts.

Participant B shared, *"People judge you based on how many people are following you and who are following you."* Participant C added, *"Nowadays, people on social media are critical when you make a mistake."*

One negative criticism posted online can affect how consumers will perceive the business. This could cost the business sales and future customers. Cheung et al. (2009) explain that negative feedback may affect the customer's intention to purchase. They added that it is very difficult to make mistakes.

2. **Content Sustainability**

Participants need help in conceptualizing content. Local start-ups that have social media tend to have a plan on what content to create. They also have their content calendars.

Participant C stated, *"It is hard to be a consistent marketer because sometimes you run out of ideas; that is why you have to be more creative."*

The finding indicates that social media marketing can be taxing and exhausting as it has become the new norm. People use social media daily and look into the content now and then. It has posed a challenge to social media content planners and local start-ups. Parallel to the finding, Aguilar (2019) and Bais (2019) affirmed in their studies that social media for

Filipino small business owners is extra challenging because it is deemed too draining when coming up with original ideas.

### 3. Unpredictable Algorithms

Participants experienced how the algorithm works on social media. Algorithms care about what posts will pop up on the users' feeds. Hence, local start-ups have needed help in making their posts extend their reach to other potential customers.

Participant D shared, "*The reach of a post on social media is very unpredictable. Sometimes, you cannot understand the algorithm. Other posts just boom, and then others are left unnoticed. So, we have to understand how posts spread.*"

Local start-ups need to be more knowledgeable when it comes to algorithms. The algorithms on social media can be random at times. However, there is a technological process behind it. Related to this finding, Triplett (2020) revealed that the lack of social media comprehension might lead to the non-use of technology to reach its full potential.

**Proposed Tool for Improving the Social Media Marketing Strategies of Local Start-Ups**

The study aims to propose a tool that can improve the marketing strategies of local start-ups through social media. Based on the findings, a sample social media calendar was designed to address the challenges local start-ups face with their social media marketing strategies.

**Rationale**

A social media calendar for local startups is proffered to succor them in maximizing social media for marketing. This is in response to the need for local start-ups to enhance their marketing strategies to cope with the constant advancement of technology accompanied by countless emerging trends on the different social media platforms to establish their online presence, increase sales, and be ahead in the competition.

Local start-ups encountered challenges as they practiced those social media marketing strategies. Hence, the themes reflecting the participants' perspectives of this study have propelled the researchers to offer a sample social media calendar for local startups to fortify their marketing strategies on social media platforms.

This strategy for local start-ups is inspired by the efforts of the Philippine Trade Training Center, which provide support to MSMEs—from startup to sustaining level—in accomplishing organizational goals through training, skills building, systems enhancements, and technology adaptation, leading them towards productive, progressive, competitive, resilient, and sustainable businesses.

**Sample Social Media Calendar for One Week**

| Date | Type of Material | Content | Schedule of Posting |
|---|---|---|---|
| May 30 | Promotional Video | On Top-selling products | 9:30 am |
| | Infographic | Benefits of drinking coffee | 4:30 pm |
| May 31 | Promotional Poster | On top-selling products | 7:00 am |
| | Shared Post | On a coffee-related post | 1:00 pm |
| | Pop-up Game | Match the coffee flavor to its intended descriptions | 6:00 pm |
| June 1 | Shared Post | On a coffee-related post | 5:00 am |
| June 2 | Promotional Poster | On a top-selling product | 8:00 am |
| | Product Brochure | All products with product descriptions | 9:30 am |
| | Advertorial | On the profile of the start-up, its history, and some featured products | 7:00 pm |
| | Infographic | On how the start-up processes its products (from production to marketing and distribution) | 9:00 pm |

| June 3 | Testimonial Series | Customer reviews (as much as possible from influencers) | 10:00 am |
|--------|-------------------|-----------------------------------------------------|----------|
| June 4 | Blog Post | Trivia about one of the products | 11:30 am |
|  | Shared Post | On a coffee-related post | 3:30 pm |
| June 5 | Promotional Video | On-site marketing | 8:00 pm |

## Conclusions

Local start-ups in Baguio City utilized various social media marketing strategies. These marketing strategies help them manage their businesses and promote their products to their customers. On the other hand, social media marketing challenges hinder local start-ups from promoting their businesses effectively. Since local start-ups have varying challenges in their experiences with social media marketing, they need to utilize a marketing tool that will help improve their social media marketing practices.

## Global Implications

The study's findings provide insights into a better understanding of social media's role in changing the economic landscape of local communities across the globe. From a mere channel for communication and social relations, social media is now a critical player in capacitating local start-ups and small enterprises to thrive in the Fourth Industrial Revolution, where physical distancing and in-store purchasing were not identifiers of commerce success.

## Recommendations

1. Local start-ups may thoroughly analyze their business using a trial-and-error technique in using social media platforms to determine whether it is ideal for them to use such platforms or to exclude it from the list of possible strategies to amplify their business.

2. Future researchers can investigate start-ups that deemed their social media marketing efforts unsuccessful. Moreover, future research studies may further explore the most

effective tactics used in social media marketing for these local start-ups to stay relevant and keep up with the competition.

3. Start-ups should expand their policies to avoid fraud and business mishandling. They should abide by the business policies of the government regarding operation and product distribution

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