Effectiveness of Social Media Marketing Strategy of Filipino Restaurant in Malolos City, Bulacan

Ana Karenina B. Estrella
https://orcid.org/0009-0009-2082-2830
estrellanina99@gmail.com
Bulacan State University, Bulacan, Philippines

Abstract

In the digital age, social media marketing became a powerful tool for businesses, particularly in the restaurant industry, where customer engagement played a crucial role in success. This study examined the effectiveness of social media marketing strategies employed by selected Filipino restaurants in Malolos City, Bulacan. Through qualitative research, including interviews with restaurant managers and customers, the study explored the impact of content strategy, customer interactions, promotional campaigns, platform usage, and community engagement on customer behavior and brand loyalty. Findings revealed that visually compelling content, particularly high-quality food photography and short-form videos (e.g., TikTok reels), generated the highest engagement. Social media interactions, such as likes, comments, and shares, significantly influenced customer decisions, with user-generated content and influencer collaborations proving to be highly effective. While promotions such as discounts attracted initial interest, customer loyalty was primarily driven by food quality and service. Facebook remained the dominant platform for restaurant discovery, though TikTok emerged as a key channel for viral marketing. Additionally, community engagement, including hiring local staff and preserving cultural heritage through heirloom dishes, enhanced customer loyalty but was not the primary factor in dining choices. These findings aligned with existing literature and studies, emphasizing the importance of strategic content creation, consumer engagement, and platform-specific marketing. The study provided valuable insights for restaurant owners looking to optimize their digital marketing efforts and strengthen their competitive presence in an increasingly digital-driven marketplace.

Keywords: Social media marketing, Filipino restaurant, Malolos Bulacan, marketing strategy