

EFFECTS OF SOCIAL MEDIA MARKETING STRATEGIES ON BRAND AWARENESS OF FSR AUTOWORKS: BASIS FOR IMPROVING DIGITAL MARKETING TACTICS

ABSTRACT

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This study investigates the effects of social media marketing strategies on the brand awareness of FSR Autoworks and Off-Road Unlimited, an automotive service company based in Commonwealth, Quezon City. Since its establishment in 2013, the company has grown from offering basic car wash and painting services to becoming a full-service auto repair and customization provider, responding to trends such as the increased popularity of 4x4 vehicles. Given the growing importance of digital engagement, this study focuses on social media strategies utilized by the company—including influencer collaborations, live streaming, content marketing, and vlogging—and evaluates their impact on brand awareness, particularly in terms of content quality, accuracy, contact availability, and relevance. A descriptive-correlational research design was used, with data collected from 30 customers who actively engaged with FSR Autoworks' social media platforms. The study utilized statistical tools, including frequency, weighted mean, Pearson correlation coefficient (Pearson-r), and ranking, to evaluate customer responses and determine the relationship between social media marketing strategies and brand awareness. The findings revealed a strong positive correlation between social media marketing strategies and brand awareness ($r = 0.877$, $p < 0.00001$). Influencer partnerships and vlogs emerged as the most effective tools in fostering customer trust and engagement. Live streaming and content marketing were found to support real-time interaction and educational value. However, several challenges were identified, including misalignment with influencer branding, low video production quality, and inconsistent relevance of published content. The study concludes that FSR Autoworks has successfully leveraged social media to increase brand visibility but must refine certain aspects to maximize digital impact. Key recommendations include enhancing content production quality, aligning with influencers whose values reflect the brand, integrating data analytics to personalize content, and maintaining consistent audience engagement through interactive and educational formats. These strategies can serve as a guide for FSR Autoworks and similar automotive businesses in strengthening their digital presence and fostering long-term customer loyalty in a competitive online environment.

RECOMMENDED CITATION

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