

UTILIZATION OF SOCIAL MEDIA MARKETING STRATEGIES IN PROMOTING CLOUD 9, ANTIPOLLO RIZAL

ABSTRACT

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Marketing

KEYWORDS

social media marketing;
content promotion strategies;
customer engagement;
targeted advertising;
influencer collaborations;
utilization social

ARTICLE ID

AASGBCPJMRA-B79786

This research examines the use of social media marketing strategies in promoting Cloud 9 Antipolo, a leisure destination in Rizal, Philippines. It highlights the transformative impact of technology and social media on the hospitality and leisure industry, emphasizing how these platforms facilitate effective marketing and strengthen customer engagement. The study employs a descriptive research design, collecting data from 100 respondents through surveys to assess their demographic profiles, identify the social media platforms used by Cloud 9, and evaluate their perceptions of the marketing strategies implemented. Key findings indicate that the majority of respondents are young adults aged 18–23, predominantly female, with most having visited Cloud 9 only once. Vlogs emerged as the most effective promotional medium, followed closely by official Facebook posts and reels. Respondents strongly agreed that targeted advertising, influencer collaborations, and content promotion strategies significantly enhance brand visibility and customer engagement. Challenges identified include accessibility issues, limited amenities, and transportation difficulties, all of which detract from the overall visitor experience. To address these, the study recommends diversifying promotional content, strengthening targeted advertising efforts, and fostering community engagement through interactive posts and collaborations with local influencers. The findings conclude that effectively leveraging social media marketing strategies can significantly boost Cloud 9's visibility and visitor engagement, ultimately supporting its growth and long-term sustainability as a premier tourist destination.

RECOMMENDED CITATION

Agliday, M., Almine, V. C., Francisco, K. J., Lizada, M. C., & Lombo, K. (2025). Utilization of Social Media Marketing Strategies in Promoting Cloud 9, Antipolo Rizal. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 156.