

MARKETING STRATEGIES AND SOCIAL MEDIA ENGAGEMENT: A STUDY OF DIGITS TRADING CORPORATION'S SUCCESS

ABSTRACT

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In the digital marketing era, businesses must strategically utilize social media platforms to enhance brand visibility, customer engagement, and sales performance. This study evaluates the marketing strategies and social media engagement efforts of Digits Trading Corporation, a prominent distributor of gadgets in the Philippines. By analyzing the company's presence on Facebook, TikTok, and Instagram, the study examines the effectiveness of its digital marketing initiatives and identifies areas for improvement. This study employs a descriptive research design. Surveys were administered to 100 respondents, comprising 50 employees and 50 customers of Digits Trading Corporation. The questionnaire focused on perceptions of social media engagement, marketing effectiveness, and overall shopping experience. Statistical tools, including the Z-test, were used to analyze the data and assess differences in perception between employees and customers. The results indicate that Instagram is the most effective platform for brand engagement, while TikTok stands out for its impact on creative content marketing. Facebook continues to be essential for addressing customer inquiries and disseminating product information. Influencing factors in purchasing decisions included promotional strategies, customer service, and competitive pricing. However, challenges were identified, such as limited product availability, vague product descriptions, and inadequate after-sales support. The Z-test revealed no significant difference between employee and customer responses, indicating a shared perspective on the company's marketing and engagement efforts. To reinforce its competitive edge, Digits Trading Corporation should consider implementing real-time inventory updates, refining promotional strategies, and enhancing customer support services. Further investment in influencer collaborations, optimization of the online shopping interface, and improved content marketing could strengthen customer engagement. These findings offer practical insights for businesses aiming to enhance their digital marketing strategies and foster meaningful engagement through social media.

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