

# EVALUATING THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES IN ENHANCING CUSTOMER ENGAGEMENT OF BIGBREW

## ABSTRACT

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This study investigated the impact of social media marketing strategies on customer engagement at BigBrew, a leading coffee shop brand in the Philippines. In an era where digital platforms like Facebook and TikTok are integral to business growth, The research aimed to analyze how targeted online marketing initiatives influence customer behavior, specifically in terms of promotional reach, purchasing decisions, and the frequency of return visits. By exploring this relationship, The study sought to offer insights that can enhance digital engagement and drive sustained customer loyalty. This study used a descriptive quantitative research design, with data gathered through structured survey questionnaires administered to 20 employees of BigBrew's Saranay Road branch in Caloocan City. Participants were selected through purposive sampling, as they are directly engaged in the brand's social media marketing activities. The study employed statistical tools such as frequency distribution, percentage, weighted mean, and chi-square tests to systematically analyze the data. These tools were used to evaluate patterns of platform usage, identify challenges encountered, and measure the perceived effectiveness of the company's social media strategies in driving customer engagement. The findings underscore the pivotal role of social media in fostering customer engagement and driving sustained business growth for BigBrew. Despite notable progress, The study revealed critical areas for improvement, including the formalization of marketing strategies, upskilling of personnel, and alignment of content with the brand's core identity. To maximize impact, BigBrew is encouraged to implement structured, data-informed marketing approaches that not only enhance audience targeting but also reinforce brand consistency and cultivate long-term customer loyalty. BigBrew has effectively harnessed the power of social media to increase brand visibility, boost sales, and build stronger customer relationships. However, the company continues to face challenges in communication flow, strategic execution, and audience engagement. To address these shortcomings, BigBrew should implement a more cohesive and data-driven marketing framework, emphasizing timely responses, a clearly defined content strategy, and continuous staff development. Leveraging advanced analytics and real-time monitoring will allow for more agile and targeted campaigns, while maintaining consistent, brand-aligned messaging will deepen customer trust and loyalty. Ultimately, enhancing strategic planning, operational responsiveness, and team competencies will position BigBrew for sustained growth and a more impactful digital presence.

## RECOMMENDED CITATION

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