Promotions of the MSMEs in Metro Naga, Philippines Using Mainstream and Social-Media: A Marketing Blueprint to Entrepreneurial Education in one State College in the Philippines

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ABSTRACT:

The study examined the media platforms currently being used by Micro, Small, and Medium Enterprises (MSMEs) in Metro Naga to promote their products and services. This study also examines the relative effectiveness and efficiency of these platforms in driving customer engagement and business growth, and identifies the challenges, issues, and concerns encountered during platform use. A descriptive research design was used in the study. A total of 108 MSMEs participated in the survey conducted. Based on the findings, Facebook is the most commonly used and most perceived as effective platform for promoting products and services. The frequently cited benefits of the use of media platforms in business are increased brand awareness, more customer inquiries, higher sales, faster dissemination of product information, and improved customer trust and loyalty. According to the respondents, frequently and consistently posting improves client retention. A lack of time or staff to administer accounts, low advertising budgets, low engagement or inadequate content reach, and a lack of technical expertise in social media management are some of the issues that local entrepreneurs confront. MSMEs understand the value of preserving online exposure and incorporating a variety of media channels for community-level reach despite these obstacles. A Strategic Marketing and Promotion Framework was created in light of the results to help local businesses optimize their communication strategies through customer engagement, platform-specific execution, audience profiling, content creation, performance monitoring, and capacity building.

Keywords: Business, Digital Marketing, Framework, Local Entrepreneurs

1. Introduction

The smart and well-coordinated choice of marketing media platforms is critical to local businesses' ability to gain market awareness, attract and retain consumers, and scale a sustainable increase in sales. From traditional

media like local radio and print to a wide range of digital channels like social media, search engines, messaging apps, and e-commerce marketplaces, the modern marketing landscape is marked by an abundance of platforms that together influence consumer experience and purchase decisions (Jindal & Kapoor, 2024).

Localized targeting, quantifiable campaign performance, and efficient customer relationship management are made possible by digital platforms and the emergence of omnichannel strategies, which combine online and offline touchpoints. Compared to their single-channel rivals, companies that implement integrated omnichannel processes usually report significantly higher retention and conversion metrics. However, due to variations in resources, digital skills, and market context, small and local enterprises' capacity to take advantage varies greatly (Hokmabadi et al., 2024).

Empirical studies focusing on micro, small, and medium enterprises (MSMEs) demonstrate that social media and other low-cost digital media channels can deliver measurable improvements in brand awareness and sales performance when aligned with coherent content and customer engagement strategies; several field studies and sector reports document positive average uplifts in MSME sales and customer engagement following deliberate social media adoption (Alkhasoneh et al., 2025). Nonetheless, reported effect sizes vary, and effectiveness depends on channel choice, content appropriateness, and technical execution.

Despite these opportunities, local enterprises continue to face persistent challenges in selecting, implementing, and sustaining effective media channel strategies. Common barriers identified in practitioner and academic literature include limited marketing budgets, insufficient measurement and analytics capability, low digital literacy among owners/managers, platform-specific risks (e.g., account fraud, changing algorithms), and infrastructural constraints such as costly or unreliable connectivity in some regions(Martinex et al., 2022). These constraints can reduce return on marketing investment and inhibit the establishment of reliable, scalable marketing communication systems for local firms.

Given this landscape, there is a clear need for a context-sensitive strategic marketing and promotion framework tailored to local enterprises. Such a framework should (a) classify the principal media platforms used in local promotion (traditional, digital, hybrid); (b) operationalize measures of effectiveness and efficiency (reach, engagement, conversion, cost per acquisition, customer lifetime value); and (c) identify common operational and contextual barriers together with mitigation strategies. Prior research provides partial foundations (omnichannel theory, social media ROI studies, and small business marketing reports). However, a focused framework that synthesizes platform typologies, empirical evidence of effectiveness, and practitioner constraints for the local-enterprise context remains underdeveloped. This gap hinders the provision of actionable guidance that is both evidence-based and practical for resource-constrained enterprises.

2. Objectives of the Study

The study aims to (1) map the media platforms currently employed by local enterprises to promote products and services; (2) explore the relative effectiveness and efficiency of those platforms in driving customer engagement and business growth; and (3) identify the challenges, issues, and concerns encountered in platform utilization.

3. Methods and Materials

This study employed a descriptive research design to explore the role of media platforms in promoting local business enterprises and to support the development of a strategic marketing and promotion framework. The quantitative component provided measurable data on platform utilization, marketing effectiveness, and perceived challenges, while the qualitative component offered deeper insights into enterprise experiences, contextual influences, and operational nuances. Together, these approaches enabled a comprehensive

understanding of the dynamics between media usage and business growth among local enterprises.

The study comprised of 108 local businesses operating within Metro Naga, Philippines. Owners, managers, and individuals directly responsible for marketing and promotion decisions served as the primary respondents, given their operational knowledge of promotional activities.

Data were gathered through a structured survey questionnaire distributed via Google Forms titled "Media Platforms in the Marketing and Promotions of MSMEs in Metro Naga, Philippines" and an in-person survey. The instrument was accompanied by an informed consent statement that ensured voluntary participation, confidentiality, and academic use of the responses only. Quantitative data were processed using descriptive statistics to summarize platform utilization patterns and marketing outcomes. Meanwhile, qualitative data from the interviews were analyzed using thematic analysis to extract key challenges, success drivers, and operational constraints that influence the effectiveness of marketing communication.

Ethical principles were strictly observed throughout the study. Participation was voluntary, and respondents were informed that they could decline or withdraw without consequences. No personal identifiers were required, and information gathered was treated with confidentiality and used solely for academic purposes, as explicitly stated within the survey instrument.

4. Results and Discussion

Based on the survey on the utilization of media platforms in promoting local business enterprises. Table 1 presents the demographic profile of local business respondents in Metro Naga in terms of type of business, years in operation, and number of employees. Manufacturing firms constitute the largest segment (41.67%), followed by food and beverage and service-based enterprises (19.44% each). Retail accounts for 5.56%, while niche categories (e.g., clothing, agriculture, mixed services) each represent 2.78%, indicating a diversified yet manufacturing-oriented local economy. The prominence of consumer-facing sectors helps explain the reliance on media platforms for frequent promotion and customer interaction.

Most MSMEs are relatively new: 41.67% have operated for less than one year and 36.11% for one to three years, meaning nearly 80% are under three years old. This youthful ecosystem likely prioritizes rapid brand visibility, customer acquisition, and cost-efficient promotion, consistent with strong social media adoption. Only 11.11% have operated for four to six years, and 8.33% for more than ten years, suggesting a limited proportion of mature firms with established customer bases.

In terms of workforce size, the majority operate on a small scale: 41.67% employ four to six workers, and 30.56% employ one to three. Enterprises with more than ten employees account for 19.44%, while those with seven to ten represent 8.33%. These staffing patterns indicate constrained human resources, which likely shape media management practices and limit more advanced promotional activities. Overall, the data depict a predominantly small, young, and resource-constrained business sector.

CEPEDA_Table1. Local Business Profile of Respondents in Metro Naga

Profile	Frequency	Percentage
Type of Business		
Food and Beverage	21	19.44%

Retail	6	5.56%
Services	21	19.44%
Manufacturing	45	41.67%
Services and Manufacturing	3	2.78%
Clothing Brand	3	2.78%
Agriculture	3	2.78%
Sales and Service	3	2.78%
Years In Operation		
Less than 1 Year	45	41.67%
1 - 3 Years	39	36.11%
4 -6 years	12	11.11%
More than 10 years	9	8.33%
Number of Employees		
1 - 3 Employees	33	30.56%
4 - 6 Employees	45	41.67%
7 - 10 Employees	9	8.33%
More than 10 employees	21	19.44%

n = 108

The results of the study mirror the national trend, where micro, small, and medium enterprises (MSMEs) in the Philippines are largely composed of service- and manufacturing-oriented firms, which together form the majority of MSME operations (Tadeo et al., 2023). The presence of hybrid enterprises such as "services and manufacturing" and niche ventures like clothing brands reflects the rise of diversified business models characteristic of emerging urban economies. This indicates a surge of local entrepreneurial activity likely influenced by post-pandemic recovery efforts, digitalization opportunities, and the increasing accessibility of online selling platforms. Similar patterns have been observed in recent MSME reports where new business registrations grew as entrepreneurs sought alternative income avenues and digital markets (Cueto et al., 2022). The predominance of start-up or early-stage enterprises also implies that most respondents are still in the brand-building and market-penetration phases, which may influence their marketing strategies and resource allocation. This aligns with the typical structure of Philippine MSMEs, where microenterprises employing fewer than 10 workers constitute more than 90% of all registered businesses (Department of Trades and Industry, 2022). The small workforce size suggests that many of these businesses may experience capacity challenges, particularly in operations, digital marketing, and customer engagement. Prior studies have highlighted that limited human resources often hinder MSMEs' ability to consistently manage marketing tasks, innovate, or effectively adopt digital tools (Alexandro, 2025).

4.1. Utilization of Media Platforms

Table 2 presents the frequency and relative ranking of media platforms utilized in the promotion of local products and services. The data reveal clear patterns in platform preference,

reflecting both accessibility and perceived effectiveness among local promoters.

CEPEDA_Table2. Media platforms used to promote local products and services

Media Platform	Frequency	Rank
Facebook	108	1
Flyers	45	2
Instagram	39	4
Tiktok	39	4
Posters	39	4
Company Website	24	6.5
Trade Fairs/Bazaar	24	6.5
Youtube	18	8
Email Marketing	9	9.5
Radio	9	9.5
X (formerly Twitter)	6	11
Television	3	12.5
Threads	3	12.5
Newspaper	2	14

Facebook ranked first (f = 108), confirming its dominance as the primary promotional channel for local enterprises. Its extensive user base, affordability, localized targeting capacity, and integrated features (e.g., business pages, marketplace, groups, paid ads) make it particularly suitable for small and medium-scale firms.

Flyers ranked second (f = 45), indicating the continued relevance of low-cost, tangible promotional tools, especially in geographically concentrated communities. Instagram, TikTok, and posters (f = 39 each) shared the next rank, reflecting the growing importance of visually driven, short-form digital content alongside persistent reliance on offline visibility materials.

Trade fairs/bazaars and company websites (f = 24) demonstrated moderate use. Trade fairs support experiential, face-to-face marketing, whereas websites function primarily as informational repositories rather than core promotional drivers. YouTube showed lower adoption (f = 18), likely due to higher content production demands. Email marketing and radio (f = 9 each) were minimally utilized, suggesting limited database infrastructure or declining engagement. X, television, Threads, and newspaper advertising recorded the lowest frequencies, reflecting cost barriers, niche adoption, or reduced print relevance.

This distribution indicates a strong preference for cost-efficient, high-reach, and user-friendly digital platforms, supplemented by select traditional media suited to local contexts.

Table 3 illustrates the frequency with which media platforms are utilized for business promotion in Metro Naga, categorized by period of use. The distribution of responses provides insight into the intensity and regularity of promotional activities among local businesses. Weekly utilization recorded the highest frequency at 39, indicating that most businesses engage in promotional activities on a consistent but non-daily basis. This suggests a strategic approach where businesses balance visibility and resource constraints, opting for scheduled updates or campaigns rather than continuous daily posting. Weekly promotion may align with product availability cycles, market days, or periodic sales initiatives common in local business operations.

Daily utilization followed closely with a frequency of 33. This relatively high figure reflects a strong commitment among a substantial portion of businesses to maintain constant audience engagement, particularly on digital platforms where frequent posting enhances visibility due to algorithm-driven content distribution. Daily promotion is often associated with businesses that are more digitally adept or those operating in highly competitive markets requiring sustained online presence.

CEPEDA_Table3. Period of utilization of media platforms is used for business promotion in Metro Naga

Period of Utilization	Frequency
Daily	33
Weekly	39
Monthly	15
Occasionally	21

Occasional use was reported by 21 respondents, suggesting that some businesses adopt a more reactive or situational promotional approach. This pattern may be driven by limited time, technical skills, or financial resources, or by promotional efforts that are concentrated around specific events, product launches, or peak seasons rather than maintained continuously.

Monthly utilization had the lowest frequency at 15, indicating that relatively fewer businesses rely on infrequent, planned promotional activities. While monthly promotions may reduce operational demands, they may also limit audience reach and reduce brand recall, particularly in fast-moving digital environments.

These results are aligned with studies showing that the visual content, particularly product-focused imagery, significantly increases consumer engagement and purchase intention, as it enables customers to quickly and emotionally evaluate product features(Owusu et al., 2025; Altair et al., 2025). It was also noted that social media promotions effectively drive customer traffic, particularly in price-sensitive markets such as those in emerging economies(Saidur, 2025)

Table 4 presents the types of content most frequently posted and shared by local enterprises in Metro Naga, highlighting the marketing and promotion strategies used to attract and engage customers through media platforms. Product photos and videos overwhelmingly ranked first, with a frequency of 108. This strong preference underscores the importance of visual presentation in local business promotion. Visual content allows enterprises to showcase product features, quality, and variety in an immediate and accessible manner, making it particularly effective on social media platforms such as Facebook, Instagram, and TikTok. The dominance of this content type suggests that local enterprises prioritize direct product visibility as a primary driver of consumer interest and purchasing decisions.

CEPEDA_Table4. Type of Content being posted and shared by Local Enterprises in Metro Naga

Content	Frequency	Rank
Product photos/videos	108	1
Promotional Offers/ discounts	60	2

Customer reviews/testimonials	42	3
Educational/ Informational posts	22	4
Behind-the-scenes content	18	5

Promotional offers and discounts ranked second with a frequency of 60. This finding indicates that price-based incentives are a common strategy to stimulate demand, attract new customers, and encourage repeat purchases. Frequent use of promotions may reflect competitive market conditions in Metro Naga, where businesses rely on discounts to differentiate themselves and increase short-term sales. Customer reviews and testimonials ranked third (frequency = 42), highlighting the role of social proof in influencing consumer behavior. By sharing customer feedback, businesses seek to build credibility and trust, particularly in digital environments where personal inspection of products is limited. Although not as frequently used as product visuals and promotions, testimonials remain a significant component of local enterprises' content strategies.

Educational or informational posts ranked fourth with a frequency of 22. This relatively lower usage suggests that fewer enterprises focus on content designed to inform, educate, or provide added value beyond direct selling. Such content, however, can enhance brand authority, customer loyalty, and long-term engagement, indicating a potential area for strategic improvement.

Behind-the-scenes content ranked last with a frequency of 18. This suggests limited emphasis on storytelling and humanizing the brand. While less commonly used, behind-the-scenes posts can strengthen emotional connections with customers by showcasing production processes, staff, and business values. The low frequency implies that many local enterprises may not yet fully recognize or prioritize this form of engagement-driven content.

Meanwhile, customer reviews and testimonials appear moderately used, reflecting an awareness of the growing importance of social proof. Prior research emphasizes that user-generated endorsements have a significant influence on consumer trust and purchasing decisions, particularly in digital contexts where credibility is a crucial factor(Usman et al., 2024). However, the lower frequency suggests that many local enterprises may not be fully leveraging customer feedback as a strategic asset. Educational and informational posts, as well as behind-the-scenes content, are the least utilized. This pattern is notable because educational posts—such as tips, how-tos, and informative insights—are widely documented to foster long-term brand authority, audience trust, and meaningful engagement (Sofia, 2024; Lesmana, 2025). Similarly, behind-the-scenes content humanizes a brand and strengthens relational connection, a form of authenticity increasingly valued by audiences in the digital marketplace (Czerska, 2025). The limited use of these formats implies that MSMEs may be prioritizing short-term, sales-oriented communication over relationship-building and brand storytelling.

These findings carry important implications for strategic communication planning. A content mix heavily dominated by product showcases and promotions can improve visibility and encourage immediate sales, but may not sustain long-term customer loyalty or brand differentiation. The underutilization of testimonial, educational, and behind-the-scenes content suggests missed opportunities for deeper engagement—components essential for cultivating trust, repeat customers, and a stronger digital presence. MSME digital marketing consistently emphasizes the importance of diversified content strategies that integrate promotional material with educational value and authenticity-driven storytelling(Rachmad,n.d.). Therefore, local enterprises would benefit from expanding their

content types to include more relational and value-adding posts, balancing commercial objectives with customer engagement strategies.

4.2. Effectiveness and Efficiency of Media Platforms

Table 5 outlines the perceived benefits gained by local enterprises from using media platforms, ranked according to frequency. The findings reflect how businesses evaluate the outcomes of their media platform engagement, particularly in terms of marketing effectiveness and operational value. Increased brand awareness ranked first with the highest frequency of 90.

CEPEDA_Table5. Perceived Benefits of Experience using media platforms

Benefit	Frequency	Rank
Increased brand awareness	90	1
More customer inquiries or messages	69	2
Faster dissemination of product information	57	3
Higher sales or revenue growth	54	4.5
Improved customer trust and loyalty	54	4.5
Cost savings	51	6
Enhanced customer engagement and feedback	48	7
Increased website or page traffic	42	8.5
Better visibility among competitors	42	8.5

This indicates that the most prominent benefit perceived by enterprises is heightened visibility among potential customers. Media platforms allow businesses to consistently expose their brand to a wide audience at relatively low cost, making them especially effective for local enterprises seeking recognition within their communities. The prominence of this benefit suggests that media platforms are viewed primarily as awareness-building tools rather than purely transactional channels.

More customer inquiries or messages ranked second (frequency = 69), emphasizing the role of media platforms as direct communication channels between businesses and customers. This reflects the interactive nature of digital media, which facilitates real-time messaging and inquiry handling. Faster dissemination of product information ranked third with a frequency of 57, reinforcing the effectiveness of media platforms in quickly sharing updates on products, prices, availability, and promotions.

Higher sales or revenue growth and improved customer trust and loyalty shared a rank of 4.5, each with a frequency of 54. This suggests that while enterprises recognize tangible commercial and relational benefits, these outcomes may be perceived as indirect or developing over time rather than immediate results of media platform use. The equal ranking indicates that businesses value both financial performance and long-term relationship building, though these benefits are slightly less dominant than awareness and engagement-related outcomes. Cost savings ranked sixth with a frequency of 51, indicating that many enterprises perceive media platforms as cost-efficient alternatives to traditional advertising. Enhanced customer engagement and feedback followed with a frequency of 48, suggesting that while interaction is acknowledged as beneficial, it is not the primary motivator for media usage. This may imply that some enterprises have yet to fully leverage interactive features such as polls, comments, or live sessions.

Increased website or page traffic and better visibility among competitors both ranked 8.5, with frequencies of 42. These lower rankings suggest that enterprises may be less focused on competitive benchmarking or analytics-driven metrics, such as traffic measurement, and more concerned with direct customer responses and visibility. It may also indicate limited awareness or use of analytic tools that track these outcomes.

This pattern suggests that businesses primarily view social media as an efficient awareness- and lead-generation channel that also contributes to short-term commercial outcomes—an interpretation consistent with recent empirical work showing that social media marketing directly supports brand equity and can translate into improved business performance when paired with good customer engagement practices (Lee & Park, 2022).

The relatively high ranking of customer inquiries and traffic aligns with industry reports that link active social presences to increased inbound contacts and site/page visits, which often precede measurable sales gains (Baber & Baber, 2023). The fact that higher sales are third rather than first indicates a realistic view among respondents: platforms drive awareness and lead more immediately than guaranteed revenue, a nuance echoed by studies finding that social activities boost top-of-funnel outcomes most strongly, while conversion into sustainable revenue depends on complementary capabilities (e.g., fulfillment, pricing, and Customer Relation Management-CRM) (Matosas-López, 2024). The closed ranking of improved customer trust/loyalty and cost savings highlights two strategic strengths of social media for MSMEs: it can be a relatively low-cost channel for building relational capital, and it can substitute for more expensive traditional advertising—findings mirrored in Sedalo et al. (2022) study, which showed that small firms often adopt social media primarily for affordability and relationship-building[21].

Practically, these results imply that a strategic marketing and promotions framework for Metro Naga enterprises should explicitly prioritize: (1) content and tactics that maximize visibility and prompt inquiries (clear product showcases, Call to Action-CTA-driven posts, and optimized profile information); (2) simple conversion paths so that increased inquiries reliably translate into sales (e.g., messaging response protocols, link-to-purchase flows); and (3) investment in trust-building content (testimonials, consistent service updates) to turn one-time contacts into repeat customers—recommendations that align with contemporary guidance for MSMEs to balance awareness campaigns with conversion and retention activities (Ijomah et al., 2024). For research and monitoring, the data suggest measuring both engagement/lead indicators, as well as downstream revenue metrics, over time. This approach is supported by the study of Yang et al. (2025), which warns that social returns are often multi-stage and contingent on how firms handle leads after initial contact. In sum, local enterprises in Metro Naga appear to reap awareness and lead-generation benefits primarily from media use—benefits that, with modest operational adjustments and an emphasis on follow-through and trust-building, can be leveraged into stronger sales and long-term customer loyalty.

Table 6 identifies key activities perceived by local enterprises as contributing to more effective marketing, ranked by frequency. Posting regularly and consistently ranked first with a frequency of 90, underscoring consistency as the most critical factor in effective marketing. Regular posting helps maintain brand visibility, reinforces audience recall, and aligns with platform algorithms that favor active accounts.

CECPEDA_Table6. Activities that help marketing become more effective

Activities	Frequency	Rank
Posting regularly and consistently	90	1
Responding promptly to customer comments and messages	63	2

Sharing customer testimonials or reviews	39	3
Using paid advertisements or sponsored posts	30	4
Partnering with influencers or local personalities	24	5.5
Running online contests or giveaways	24	5.5
Using analytics or insights to measure performance	18	7.5
Engaging through live selling or streaming	18	7.5

Responding promptly to customer comments and messages ranked second with a frequency of 63. This indicates that a timely response to inquiry contributes to helping market the product and may sustain the interest of the customers in buying the MSMEs' products or avail their services. In addition, quick responses show that the business is attentive, reliable, and values its customers. On the other hand, a delayed or absent reply may suggest that the business is disorganized or indifferent. Furthermore, prompt engagements show respect for the customer's time. It makes them feel heard and appreciated, which increases retention and repeat business transactions.

Sharing customer testimonials or reviews ranked third with a frequency of 39. This reflects an understanding of the persuasive value of social proof in influencing purchasing decisions. Although ranked lower than consistency and responsiveness, testimonials remain a widely acknowledged driver of credibility. Using paid advertisements or sponsored posts ranked fourth (frequency = 30), indicating moderate adoption. While businesses recognize the potential of paid promotions to expand reach and target specific audiences, lower usage may be due to budget constraints, limited technical knowledge, or uncertainty about return on investment.

Partnering with influencers or local personalities and running online contests or giveaways shared a rank of 5.5 (frequency = 24). These strategies, which can enhance visibility and engagement, appear less common—possibly due to the perceived complexity of coordination, additional costs, or unclear effectiveness for local markets.

Using analytics or insights to measure performance and engaging through live selling or streaming both ranked 7.5 (frequency = 18), making them the least utilized activities. This suggests limited emphasis on data-driven decision-making and real-time interactive selling formats. The low ranking of analytics use implies that many enterprises may not systematically evaluate the effectiveness of their marketing efforts, which could restrict strategic optimization.

This result clearly aligns with the review conducted by Athaide et al. (2024), in which they have reported that social and interactive technologies like Facebook allow two-way communication between the merchant and the customers, and also being active on these sites through regular posting and engagements builds the visibility of the brand and consumers' trust. In a similar study conducted by Grewal et al. (2024), various marketing strategies have been brought by the new age of technology.

Table 7 presents local enterprises' perceptions of which media platforms are most effective in driving business growth. The distribution of frequencies and rankings reflects both actual usage experience and perceived return on investment across various media channels. Facebook ranked first with a frequency of 105, demonstrating an overwhelming consensus among respondents regarding its effectiveness for business growth. This perception is consistent with Facebook's multifunctional capabilities, including wide audience reach, business pages, marketplace features, groups, and integrated messaging. Its affordability and suitability for local targeting make it especially effective for small and medium enterprises aiming to expand their customer base within Metro Naga.

CEPEDA_Table7. Perceived as the Most Effective Media Platform for business growth

Media Platform	Frequency	Rank
Facebook	105	1
Tiktok	48	2
Instagram	21	3
Company Website	18	4
Television	15	5
Radio	12	6.5
Flyers	12	6.5
Posters	12	6.5
Youtube	9	9
Email Marketing	6	10
Newspaper	3	11

TikTok ranked second with a frequency of 48, highlighting its growing importance as a driver of business growth. The platform's algorithm-driven content discovery and emphasis on short-form video enable rapid visibility, even for businesses with limited follower bases. This ranking suggests that enterprises increasingly recognize TikTok's potential to generate brand exposure and customer interest beyond traditional promotional formats. Instagram ranked third (frequency = 21), indicating moderate perceived effectiveness. While Instagram remains relevant—particularly for visually appealing products—its lower ranking compared to TikTok and Facebook may reflect higher competition, algorithm constraints, or its stronger appeal to specific market segments rather than the broader local population.

Company websites ranked fourth with a frequency of 18, suggesting that while websites are seen as important for credibility and information provision, they are not perceived as primary growth drivers. Instead, they likely function as support platforms that reinforce trust once customers are reached through social media. Television ranked fifth with a frequency of 15, indicating limited but notable perceived effectiveness. Although television offers a wide reach, its high cost and lack of precise targeting may reduce its attractiveness for local enterprises, explaining its lower ranking relative to digital platforms.

Radio, flyers, and posters shared a rank of 6.5, each with a frequency of 12. This suggests that while these platforms retain some relevance—particularly for localized awareness—they are not viewed as strong contributors to sustained business growth. Their impact may be limited to short-term exposure rather than long-term customer acquisition.

YouTube ranked ninth (frequency = 9), and email marketing ranked tenth (frequency = 6), reflecting low perceived effectiveness. These platforms often require higher content production effort or established customer databases, which may pose barriers for local enterprises. The newspaper ranked last with a frequency of 3, reinforcing its perceived ineffectiveness as a growth platform in the current media landscape. This aligns with declining readership and shifting consumer attention toward digital channels.

Overall, the table underscores a strong preference for social media platforms—particularly Facebook and TikTok—as the most effective drivers of business growth for local enterprises in Metro Naga. Traditional media and formal digital channels such as newspapers, email marketing, and websites are perceived as supplementary rather than primary tools. The findings highlight the ongoing shift toward interactive, low-cost, and highly targeted platforms that enable direct engagement and rapid market penetration. The study of Khan et

al. (2025) and Mothapo et al. (2024) revealed similar findings, confirming Facebook's leading role in MSMEs promotion, noting high engagement rates and strong conversion potential. TikTok is a rapidly rising platform for business growth among MSMEs due to its discovery-driven design and strong appeal among younger consumers (Iqbal et al. 2025). This suggests that local enterprises increasingly recognize TikTok as an essential channel for brand awareness and entertainment-based marketing.

Table 8 presents the primary challenges faced by local enterprises in using media platforms for business promotion. The distribution of frequencies and percentages highlights operational, financial, technical, and environmental constraints that affect effective media utilization. The most frequently cited challenge is the lack of time or staff to manage accounts, reported by 24 respondents. This indicates that many local enterprises operate with limited human resources, where business owners often manage marketing activities alongside core operations. As a result, consistent content creation, monitoring, and engagement become difficult to sustain. Closely related is the lack of technical knowledge or social media skills, identified by 21 respondents. This challenge underscores gaps in digital competency, including content creation, platform navigation, and strategic use of features such as analytics or paid advertising. Together, these findings suggest that human capital limitations significantly constrain effective platform use.

CEPEDA_Table8. Challenges encountered in using media platforms

Challenges	Frequency	Percentage
Lack of time or staff to manage account	24	22.20%
Limited budget for Advertising	18	16.70%
Poort content reach or low engagement	18	16.70%
Lack of technical knowledge or social media skills	21	19.40%
Difficulty in maintaining consistent posting	12	11.10%
Negative Feedback or online criticism	3	2.80%
Platform algorithm changes affecting visibility	6	5.60%
Inconsistent Internet Connection	3	2.80%

Limited budget for advertising and poor content reach, or low engagement was each reported by 18 respondents (16.70%). Budget constraints restrict access to paid promotions that could otherwise improve visibility and targeting. Meanwhile, low engagement may discourage continued investment in content creation, especially when organic reach is perceived as insufficient. These two challenges are often interrelated, as limited budgets reduce the ability to boost content and overcome algorithmic limitations.

Difficulty in maintaining consistent posting was cited by 12 respondents (11.10%), reinforcing earlier findings that consistency, while recognized as important, is challenging to

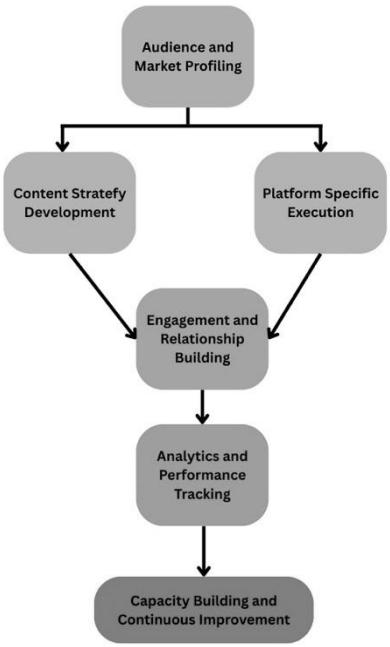
achieve in practice. Platform algorithm changes affecting visibility were reported by 6 respondents (5.60%), indicating moderate awareness of how algorithm dynamics influence content reach. This suggests that while some enterprises recognize platform-driven constraints, fewer fully understand or actively adapt to them.

Negative feedback or online criticism and inconsistent internet connection were the least reported challenges, each cited by 3 respondents (2.80%). The low incidence of negative feedback may indicate either limited exposure to public criticism or limited customer interaction. Inconsistent internet access, while not a widespread issue, remains a relevant constraint for certain enterprises, particularly in specific locations or operational conditions.

Social media marketing offers an affordable and rapid communication channel for MSMEs, which promotes sustainable practices (Ayokunmi et al., 2025). Similarly, aligned with Husriadi et al. (2025), social media and e-commerce utilization expand the MSMEs market and reduce operational costs. Findings on the challenges encountered are similar to the study of Hidayat and Hadi (2025), in which, without technical knowledge of digital marketing, MSMEs will be limited to marketing their products and services, especially since these social media platforms are affordable, which means they have more competition[31]. Thus, MSMEs focus on improving digital literacy, using analytical tools, and utilizing customer data to increase competitiveness in the global market.

4.3. Strategic Marketing and Promotion Framework for Local Enterprises in Metro Naga

Based on the consolidated findings, a Strategic Marketing and Promotion Framework is proposed to guide local enterprises in Metro Naga toward more effective, sustainable, and growth-oriented use of media platforms. The framework aligns platform choice, content strategy, engagement practices, and capacity development with the realities, benefits, and challenges identified in the study. Presented in Figure 1 is the strategic marketing and promotion framework for local enterprises in Metro Naga.



CEPEDA_Fig1. Strategic Marketing and Promotion Framework for Local Enterprises in Metro Naga

The framework illustrates that local enterprises prioritize accessible, low-cost media platforms that generate immediate, observable outcomes, while structural constraints limit their long-term strategic development. Enterprises in Metro Naga rely predominantly on Facebook as their principal communication and promotional channel due to its broad reach, ease of use, integrated messaging functions, and strong local penetration. TikTok and Instagram serve complementary roles, particularly for visually oriented products and younger demographics, but remain secondary within overall strategy. Company websites and traditional media play marginal roles, functioning primarily as credibility enhancers rather than core growth drivers.

Content strategies are predominantly transactional. Product photos, videos, and promotional discounts dominate, reflecting an emphasis on direct selling and rapid customer response. Reviews and testimonials support trust formation, whereas educational, informational, and behind-the-scenes content are infrequently utilized. This pattern indicates a strong orientation toward visibility and short-term sales, with comparatively limited investment in brand storytelling, differentiation, and long-term relationship building.

Operationally, regular posting (weekly or daily) and prompt responses to inquiries constitute essential practices. Media platforms increasingly function as hybrid marketing–customer service channels, facilitating direct interaction and contributing to heightened inquiries, faster information diffusion, and improved trust.

However, persistent constraints—including limited time, staffing, technical expertise, and advertising budgets—restrict adoption of advanced practices such as paid promotion, influencer collaboration, live selling, and analytics-driven optimization. Reliance on basic organic strategies thus reflects resource rationality rather than strategic deficiency.

Accordingly, the framework advocates incremental capacity building: reinforcing consistent posting, responsive engagement, and systematic use of customer feedback, alongside basic performance tracking (e.g., inquiries and engagement metrics). More sophisticated tools can be gradually integrated as competencies and resources expand.

Overall, marketing and promotion are conceptualized as an evolutionary process. While local enterprises begin with visibility and sales-oriented objectives, sustainable growth requires progressive integration of trust-building, relational engagement, and structured performance monitoring to strengthen long-term brand presence.

5. Conclusion and Recommendations

The study of local enterprises in Metro Naga reveals a diverse and predominantly micro- to small-scale business environment, with manufacturing, food and beverage, and service sectors being the most represented. Most respondents are newly established businesses operating with limited staff, which influences their marketing capacity and operational practices.

Social media platforms, particularly Facebook, along with hybrid tools such as flyers and posters, are the primary channels used to promote products and services, reflecting a pragmatic approach that balances digital reach with traditional visibility. Enterprises primarily post product photos, promotional offers, and customer testimonials, with weekly posting being the most common frequency, indicating an attempt to maintain a consistent online presence within their resource constraints.

The perceived benefits of media platform use center on increased brand awareness, customer inquiries, and higher sales, demonstrating that local enterprises view social media as a key tool for enhancing visibility and generating leads. However, challenges such as limited time and staff, budget constraints, low engagement, and technical skill gaps hinder the full potential of digital marketing. Enterprises recognize the importance of regular posting and prompt customer interaction as effective activities; yet, the adoption of advanced strategies, such as

analytics, paid promotions, and live selling, remains limited.

Overall, local enterprises in Metro Naga are adopting pragmatic, resource-sensitive marketing strategies that combine both digital and traditional media to maintain their presence and engage customers. While these strategies support visibility and lead generation, there remain opportunities to enhance effectiveness through skill development, strategic content planning, and gradual adoption of data-driven and interactive marketing approaches.

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