



STRENGTHENING THE EFFECTIVE COMMUNICATION OF BRAND IMAGE VIA SOCIAL MEDIA MARKETING

ALYSSA FATIMA G. CRUZADA

Dr. Francisco L. Calingasan Memorial Colleges Foundation Inc.

ABSTRACT

This study aimed to Analyzed Strengthening the Effective Communication of Brand Image Via Social Media The respondents of the study were 72 Marketing Students of Dr. Francisco L. Calingasan Memorial Colleges Foundation Inc. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson r were used in the data analysis. The findings revealed Strengthening the Effective Communication of Brand Image Via Social Media includes Sharing Engagement Content, Running Promotional Campaigns, and Responding Promptly to Inquiries. A Business Plan must be drawn based on the findings of the study.

Keywords: *Strengthening the Effective Communication of Brand Image Via Social Media Marketing, Sharing Engagement Content, Running Promotional Campaigns, and Responding Promptly to Inquiries*

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza
