



**BENEFITS OF SOCIAL MEDIA MARKETING IN SMALL
FOOD BUSINESS IN LIAN, BATANGAS**

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ABSTRACT

This study aimed to analyze the Benefits of Social Media Marketing to the owners of Small Food Business in Lian, Batangas. The respondents of the study were 50 Small Food Business Owners. 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 Benefits of Social Media Marketing in Small Food Business Owners includes Sales, Consumer Awareness, Branding, Convenience. A Marketing Plan must be drawn based on the findings of the study.

Keywords: *Benefits of Social Media Marketing in Small Food Business, Sales, Consumer Awareness, Branding, Convenience*

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