

# Online Marketing Strategies of Food and Beverage Industries in Urdaneta City: Basis For Sales Optimization

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*Abstract* — Business leaders use online marketing to engage with customers and the community. This quantitative study aimed to explore business leaders' strategies to implement online marketing for sales optimization. Data were collected from 30 small business owners from food and beverage industries who successfully used strategies to implement online marketing in Urdaneta City.

The theoretical framework for this study was Social Network Theory and Roger's diffusion of innovation theory. Data collection techniques and sources were questionnaire-checklist and face-to-face interviews.

Business executives in the food and beverage sectors that wish to boost revenue, stay competitive, overcome online marketing obstacles, and enhance communication by integrating new technologies may choose to follow the techniques recommended in this study. The implications for good social change include the ability of small business owners to improve income while creating additional job possibilities for employees, their families, and the community.

*Keywords* — *Sales optimization, increase revenue, online marketing, strategies, and social media*

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## I. Introduction

In today's extremely competitive business world, visibility is vital to food quality. To be successful, companies must persuade buyers that they provide something distinctive and superior to their competition. However, unlike in the past, word-of-mouth publicity is no longer adequate. It is also vital to invest appropriate time and resources in online marketing.

Online marketing is quickly becoming a popular topic in every industry and rapidly becoming a critical component of any company's multi-channel marketing strategy. As the twenty-first century began, the majority of firms had, or were in the process of building, an online presence. Email marketing is widely used in business nowadays, and technology-enabled individuals manage it effortlessly. Customer Relationship Management systems had existed for some time to handle databases. Some firms used banner ads on websites comparable to traditional newspaper advertising. Forward-thinking businesses were developing their search engine strategy and collaborating with affiliates. It is all part of online marketing; in time, online marketing teams and professionals will emerge.

Dolan et al. (2017) explained that Online marketing has boosted content and transformed how people and organizations connect. Business leaders must ensure that their marketing operations are aligned with technological improvements to grasp and understand the potential benefits of online marketing. According to Smith (2017), 69 percent of consumers utilize social media to share information about products and services. However, online marketing success necessitates allocating resources to create high-quality content and develop a following (Lockett, A. R. 2018). Failure to realize the advantages of internet marketing could result in a loss of productivity, money, and communication (Cheng & Liu, 2017).

This study explores the online marketing strategies business leaders use to optimize their sales revenue, particularly business leaders from the food and beverage industries operating in Urdaneta City. To explain the extent to which the business leaders have used online marketing strategies to gain knowledge and give an idea of promoting their business, to change their company's social media followers into actual buyers. To attract and improve customer engagement and to provide recommendations for further improvements of their interaction using different online marketing strategies.

The outcome of this research will expect to contribute to new guidelines for online marketing strategies adoption plans, including precise planning for the use of online marketing strategies when making decisions to adopt that for business.

## **Literature Review**

The theoretical framework focuses on the theories related to the online marketing strategies used by the food and beverage industry.

There are several classifications of online marketing that many companies follow. In this paper, some significant types are as follows:

### **Search Engine Optimization (SEO)**

It is a set of strategies for driving web traffic to websites. Using techniques to extend the website traffic by exploiting the acceptable keywords within the content of the corporate website, the search engines can show the website the highest search results once a particular topic is reached and additional traffic is obtained (Cho, 2010).

The importance of SEO lies in the fact that customers often use engines as a major gate to get around on the internet. So some online marketing strategies have been developed to enhance the rank of intended business websites in the search engine results. SEO strategies aim to place a given website among highly listed entries returned by search engines, producing more traffic. So, "Website owners, webmasters, and online marketers want search engines to send traffic to their site to ensure that their sites are relevant and important in both the eyes of the search engines and the users." (Stokes, 2009:70)

### **Affiliate marketing**

Affiliate marketing has been used in several businesses to promote products and services offline. But the online environment has extended the prospect of deploying this method dramatically. The reason is that referrals or affiliates are effortless to track online. Businesses use this marketing system to promote websites, and the company will compensate the affiliates for every visitor, subscriber, or customer. These affiliates are sometimes considered "sales force" at the service of a website. Affiliates are paid depending on their performance. (Bostanshirin, 2014).

### **Email Marketing**

Email marketing promotes the company's products to a known database of existing and potential customers via Email (Cho, 2010). Email marketing is becoming an integral part of online marketing, and it has become an accepted method of communication for both consumers and businesses. As compared to traditional direct mail, Email offers more practical benefits. Firstly, it takes lower cost, which means it is possible to send more, better targeted, to more audiences, which can help the company reach more traffic. Secondly, to keep the customers' visit back, the company will use Email to send reminders about a sales promotion or messages about the offer to the customers. Finally, Email is a two-way communication: customers can give feedback to the company. Meanwhile, companies can improve their strategy to satisfy their customers. An email is a communication tool that offers more options for converting the audience to action (Nguyen, V. H., & Wang, Z. 2011).

### **Social Media Marketing**

Social media currently represents the most popular marketing strategy. It is also a tool that helps companies get more traffic by interacting with the Customers. (Kassa, Adane, & Melkamu, 2019). Social media has changed the way businesses and customers communicate. It offers a platform that everyone can access easily through the internet. This platform enables people to connect, interact, and exchange information while expanding the chances for businesses to contact customers and establish company brands (Nguyen, V. H., & Wang, Z. 2011). Social media has drastically altered every area of our existence. It has become "the method of statement in the 21<sup>st</sup> century, enabling us to express our belief, ideas, and the manner in a new way". "Social media has a major influence on companies, where they must know that without a right plan and social media strategy, they have little chance of standing out in the fast-changing digital freedom" (Saravanakumar and SuganthaLakshmi, 20012: 44).

Companies must become aware that some consumers have shifted the way they perceive since online marketing has increased rapidly. Customers prefer to search and acquire information from online search engines. The benefits of online marketing are wide-ranging; as a burgeoning marketing strategy, online marketing can benefit both consumer and company interests. (Nguyen et al., (2011)

## Theories

This study retrieved the support from two perspectives: Social network theory and Diffusion of Innovation Theory.

***Social Network Theory*** (Dunn, W. N. (1983). (Sometimes called social or communication network analysis) is one of the research traditions in the study of knowledge creation, diffusion, and utilization. Social network theory is a set of general assumptions about a domain of study and the methods suitable for its investigation (see Laudan, 1977: 81). It is a loosely organized configuration of presumptive claims about the nature of knowledge processes (for example, knowledge is a particular kind of social relation) and preferred methods of procedure (such as sociometric surveys) available for their investigation. Thus, social network theory provides general guidelines for developing and evaluating particular knowledge creation, diffusion, and utilization theories.

A social network is a combination of interconnected people. It is not new, but its business application in marketing is relatively new. To create marketing strategies suitable for customers, business leaders or managers must know what customers are influenced by during the buying decision-making. This factors might be the most crucial way to learn how and where to properly invest a company's marketing efforts.

The theory describes what social networks are, the best way of creating such networks, and how an organization can utilize these networks to create efficient marketing strategies for a customer base. Social networks are made up of nodes (people and potential consumers) and connections between them. These relationships can take various forms, such as email communication, SMS exchange, purchases, and phone conversations. Social media marketing is a vital component of any online marketing strategy. It is the most recent addition to a plethora of digital marketing tools, and it is continually evolving as new social network entrants enter the market. Whatever platform is selected, all of these social network platforms have one thing in common: they are all networks. Using network structural properties increases the focus and efficiency of online marketing operations.

***Diffusion of Innovation Theory*** (E.M. Rogers, (1962). One of the most ancient social science hypotheses. It developed in communication to describe how an idea or product develops traction and diffuses (or spreads) within a certain population or social system over time. As a result of this spread, individuals embrace a new concept, habit, or product as part of a social system. Adoption implies that a person performs something different from what they previously did (i.e., purchasing or utilizing a new product, learning and practicing a new activity, etc.). Adoption requires that the individual regard the concept, action, or product as novel or inventive. Diffusion is only possible through this.

The idea of diffusion of innovation has expanded across several research fields over the last several decades (Rogers 1983). While the study of diffusion began in sociology and

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anthropology, marketing and consumer behavior theorists have adopted the general paradigm to explain new product adoption and dissemination through time in their domains. The hypothesis shows how individuals eventually accept a new concept, habit, or product. Adoption, in the context of the idea, refers to a person experiencing a point of transition after which they do something different than they did previously. Adopting a new product, service, or concept is not an overnight phenomenon; It does not happen all at once in a social structure. According to a study, customers who accept an innovation sooner exhibit distinct traits than those who adopt an innovation later. As a result, recognizing the features of each category that may either support or inhibit the acceptance of an invention is crucial for marketers.

In several editions of the book *Diffusion of Innovations*, Rogers (2010) formally introduced the diffusion model and defined it as "the process by which an invention gets transmitted to members of a social system over time through specific channels." Rice (2011) described diffusion theory as "the process by which an invention or an idea, product, technology, method, or service spreads through digital media and network contact, over time with a wide range of repercussions".

The researchers adopted these theories because they serve as the lens through which an enterprise can achieve productivity toward the benefits of any platforms in online marketing, optimize their sales revenue and attain competitiveness in their respective businesses in such a way that it gains customers. Through this, the business will generate an extra income because the number of customers increases, which is why these theories apply to the business leaders-owners of Food and beverage Industries in Urdaneta City.

## **II. Methodology**

The researcher used a descriptive research method of research for data gathering and conducted fact-finding activities. The descriptive research method aims to accurately and systematically describe a population, situation, or phenomenon (McCombes, 2020). To get the required information from respondents, the researcher employed a questionnaire. This will allow the researcher to get more information from the respondents and that employing descriptive research would make it simpler for researcher to reply to their questions.

### **Population and Locale of the Study**

This study focuses on the online marketing strategies of the selected Food and beverage Industries in Urdaneta City.

A total of thirty (30) respondents will be included in this study, and the respondents will be the marketing officer, managers, or owners of the said food and beverage business in Urdaneta City.

Table 1:

*Population of the Study*

<b>Food and Beverage Industry</b>	<b>Number of Respondents</b>
1. Milk tea and food Shops	15
2. Bakery and Café	5
3. Coffee and Food Shop	10
<b>TOTAL</b>	<b>30</b>

**Data Gathering Instrument**

The data-gathering instrument that was used in this study was a structured questionnaire prepared by the researcher to generate information. Also, some of the items were conducted based on the researcher's readings of professional books and unpublished thesis relevant to the present study.

The foregoing questionnaires were employed to determine the online marketing strategies used by the food and beverage industries in Urdaneta City. The questionnaire was divided into four parts.

The first section includes questions on the respondents' company profiles.

The second part includes the online marketing platforms questionnaires used by the food and beverage industries in Urdaneta City.

The third part includes the level of effectiveness questionnaires, which determined the level of effectiveness of online marketing strategies in terms of email marketing, affiliate marketing, social media marketing, and search engine optimization.

The fourth part includes the degree of seriousness questionnaires, which determined the degree of seriousness of the problems encountered in online marketing strategies regarding email marketing, mobile experience, social media marketing, and search engine optimization.

This will determine the marketing plan that can be proposed to address the problems encountered in online marketing.

**Data Gathering Procedure**

With the consent of the owners, managers, and concerned employees in the mentioned firm, the researcher disseminated the questionnaire and collected the data freely and ethically to carry out the current study.

The researcher personally handed the questionnaires to the respondents. The researcher provided the three sets of questionnaires. Part I is a demographic profiler that obtained the business'

years in operation, number of employees, initial capital, type of business organization, average monthly income, and average monthly sales.

Part 2 is to determine the online marketing platform used by the food and beverage industry.

Part 3 is to determine the level of effectiveness of online marketing strategies in terms of affiliate marketing, email marketing, social media marketing, and search engine marketing.

Part 4 is to determine the degree of seriousness of the problems encountered in online marketing strategies in terms of email marketing, mobile experience, social media marketing, and search engine marketing.

### Statistical Treatment of Data

To answer problem number one (1) on the business profile of the respondents, the researcher used frequency counts and percentages. Presented below is the formula:

$$P = \frac{f}{n} \times 100\%$$

Where:

**P** = percentage

**f** = frequency

**n** = total number of respondents

To answer problem number two (2) on the level of effectiveness of the online marketing strategy in food and beverage industries average weighted mean will be used. Presented below is the formula:

$$AWM = \frac{\sum fxi}{n}$$

Where:

**AWM** = Average Weighted Mean

**f** = frequency

**x** = weight

**n** = number of cases

In determining the level of effectiveness of online marketing strategy, the researcher used the weighted mean and interpreted the weighted mean derived from the data gathered. The researcher also used the Four Point Likert's Scaling Technique with its corresponding statistical limits and transmutation equivalent, as follows:

Point Value	Likert Scale	Descriptive Equivalent
4	3.26 – 4.00	Highly Effective
3	2.51- 3.25	Effective
2	1.76-2.50	Least Effective
1	1.00-1.75	Not Effective

ANOVA was used to test the significant difference in the level of effectiveness of the online marketing strategy of Food and beverage and their business profile.

$$AWM = \frac{\sum fxi}{n}$$

Where:

**AWM** = Average Weighted Mean

*f* = frequency

*x* = weight

*n* = number of cases

The following scale was used on the degree of seriousness of the problems encountered by the food and beverages industries in using online marketing:

Point Value	Likert Scale	Descriptive Equivalent
4	3.26 – 4.00	Highly Effective
3	2.51- 3.25	Effective
2	1.76-2.50	Least Effective
1	1.00-1.75	Not Effective

### III. Results and Discussion

Online Marketing Platforms used by selected food and beverages industries in Urdaneta City

It can be gleaned in table 3 on the next page that Social Media Marketing got the highest frequency of 30 and a percentage of 88%, while email marketing with a frequency of 4 and a percentage of 12%, affiliate marketing and search engine marketing with 0 frequency. This implies that all 30 respondents' use social media marketing as their primary online marketing platform, and four respondents use both Email Marketing and Social Media Marketing as their online marketing platform.

Social media is considered one of the most recent and significant e-marketing tools in the current time. Social media provides access to customers with the purpose of knowing their interests and needs as well as affecting their purchasing decisions. Social media networks link millions of individuals from all over the world who have similar interests, points of view, and hobbies. YouTube, Twitter, and Facebook are the most popular social media platforms among a big percentage of customers. (Iblasi et al., 2016)

**Table 3:**  
***Respondent's Online Marketing Platforms for food and beverages industries***

Online Marketing Platforms	Frequency	Percentage
E-mail Marketing	4	12%
Affiliate Marketing	0	0%
Search Engine Marketing	0	0%
Social Media Marketing	30	88%

In this study, all the thirty (30) participants are mainly using Facebook, and 14 of them use Instagram for their social media activity. This implies that Social Media Marketing, particularly Facebook and Instagram, is widely used as a marketing tool to advertise products, network, and engage consumers and all participants in the study used Facebooks tools as a strategy to communicate with consumers. Company leaders use social media platforms to communicate with consumers and share information relating to products, services, and events, as well as to network and help communicate the company's mission (Felix et al., 2017).

Level of the effectiveness of online marketing strategies for the food and beverages industries

It can be seen that business owners/ managers perceived the statement regarding their online marketing strategies in the area of affiliate marketing as effective with a weighted mean of 3.01 as reflected; meanwhile, in the area of social media marketing, they perceived it as effective with a weighted mean of 2.87 as reflected, and lastly, in the area of email marketing and search engine marketing they perceived as least effective with a weighted mean of search engine marketing is the least effective, with a weighted mean of 2.49 and 2.40 as reflected.

**Table 4:**

*Respondent's level of effectiveness of their strategies in Online Marketing for food and beverages industries in Urdaneta City*

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Interpretation</b>
<b>E-mail Marketing</b>		
1. Sending personalized message using customer data	2.67	Effective
2. Segmenting subscribers using database for email campaigns.	2.40	Least Effective
3. Sending mobile friendly emails	2.33	Least Effective
4. Testing Copy (Subject lines, Address, plain text vs. html, long vs. short emails.	2.40	Least Effective
5. Sending automatic emails (Email Automation)	2.67	Effective
<b>Average Weighted Mean</b>	<b>2.49</b>	<b>Least Effective</b>
<b>Affiliate Marketing</b>		
1. Choosing the Right Affiliates	2.87	Effective
2. Attracting sales with coupons, deals and promotions	3.07	Effective
3. Leveraging the power of Niche influencers	3.00	Effective
4. Leveraging Affiliate promotions from multiple sources	3.00	Effective
5. Optimizing product pages for conversions	3.13	Effective
<b>Average Weighted Mean</b>	<b>3.01</b>	<b>Effective</b>
<b>Social Media Marketing</b>		
1. Using Chatbots to communicate with customers	3.40	Very Effective
2. Creating or curating content and using relevant hashtags	2.33	Effective
3. Creating a community or group for audience	3.27	Very Effective
4. Telling a story by going live	2.53	Effective
5. Using brand advocates or Influencers	2.80	Effective
<b>Average Weighted Mean</b>	<b>2.87</b>	<b>Effective</b>
<b>Search Engine Optimization</b>		
1. Creating a list of Keywords	2.53	Effective
2. Analyzing Google's first page	2.53	Effective
3. Adding Hook" that can use to build links to the content	2.40	Least Effective
4. Building links to the company page	2.60	Effective
5. Updating and re-launching older content	1.93	Least Effective
<b>Average Weighted Mean</b>	<b>2.40</b>	<b>Least Effective</b>
<b>Overall Average Weighted Mean</b>	<b>2.69</b>	

**Legend:**

<b>Scale</b>	<b>Description</b>	<b>Interpretation</b>
3.26 - 4.00	Very Effective	Very high positive correlation
2.51 - 3.25	Effective	High positive correlation
1.76 - 2.50	Least Effective	Moderate positive correlation
1.00 - 1.75	Not Effective	Low positive correlation

**Email Marketing**

In email marketing, it can be noted in the table that sending personalized messages and sending automatic emails receive the highest weighted mean, as it garnered a weighted mean of 2.67. This implies that the respondents believed that sending automatic and personalized emails effectively generates sales. According to mailchimp.com, in 2021, you may send customized emails to each user, from new visitors to repeat purchases, using automation. And, by combining email automation with customer data, you can fine-tune your targeting with each message you send—and expand your business without compromising that particular personal touch.

Personalize email marketing is not sending an individual email to every single subscriber. A great example of a company that does personalization well is Amazon. Amazon's emails are all customized. It's not "Dear valued customer," but "Dear Steven." It's not "You might like these" from a random generated list, but "You might like these" based on the client's buying history. It is critical to the entire experience plan. Amazon CEO Jeff Bezos is a master of Email. This is also why suggestions generate more than collective knowledge increases (both via Email and on-screen). And it's not only Amazon that has seen these types of effects from personalization. A study by Experian found that brands-personalizing emails and miss higher transaction rate revenue (Steven MacDonald, 2021). On the other hand, segmenting subscribers using the database, sending mobile-friendly emails, and testing copy got the lowest frequency with 2.40, 2.33, and 2.40, respectively, which interprets as the least effective strategy in online marketing when it comes to email marketing.

**Affiliate Marketing**

In Affiliate Marketing, it can be seen in the table that optimizing product pages for conversions got the highest frequency with a weighted mean of 3.13 as reflected, and attracting sales with coupons, deals, and promotions got the second highest frequency with a weighted mean of 3.07 as reflected in the table. This indicates that business owners/managers focus on promoting their products and finding how to attract customers with their product offerings. They perceived optimizing product pages for conversions and attracting sales with coupons, deals, and promotions as an effective strategy for promoting their product and generating more sales. On the other hand, choosing the right affiliates got the lowest frequency with a 2.87 weighted mean. This data implies

that business owners/managers perceived the importance of choosing the right affiliate to endorse or advertise their product offering.

The data implies that most of the respondents do not use affiliate marketing as their online marketing strategy because of its sophistication and the nature of their business, they still perceived it as an effective online marketing strategy and can be used with other businesses. Industries investing the most in affiliate marketing include telecoms which spend 24% of their online budget on affiliate marketing, followed by financial services companies which spend 20%. Travel companies spend an average of 16% of their online budget on affiliate marketing which is responsible for 18% of their sales (e-Consultancy, 2008).

### Social Media Marketing

In social media marketing, it can be noted that using chatbots to communicate with customers got the highest weighted mean of 3.40, and creating a community or group for an audience got the second highest weighted mean of 3.27. This implies that using these two strategies in social media marketing effectively optimizes sales. Almost every business explores the wonders social media has brought as a powerful tool in commerce. Because the continued advancement of technology is likely to increase the popularity and impact of social media, businesses are figuring out how to effectively use it to their advantage (Tutor, M. A. (2015).

It is also shown in the table that creating a community or group for the audience is very effective, which implies its importance in using social media marketing. Regular business lunches and sporting events were no longer possible when the globe went into lockdown. It's not only about individuals consuming material in communities but also about how they digest it, share it, and develop connections via it.

### Search Engine Optimization (SEO)

In Search Engine Optimization, it can be noted that building links to the company page got the highest weighted mean of 2.60, and creating a list of keywords and analyzing Google's first page got the second highest weighted mean of 2.53 and 2.53, respectively. On the other hand, updating and re-launching older content got the lowest weighted mean of 1.93. This data implies that business owners/managers in this study perceived that most of the strategies in Search Engine Optimization are effective and could consider implemented in the business. Though because of the nature of their business and the complication and sophistication of the strategy, the business owners/managers generally perceived it as the least effective online marketing strategy. SEO is a strategy for boosting the number of visitors to a website via search engines via natural search results for certain keywords. People often visit websites to get information that is relevant to their needs. However, visitors who cannot locate the appropriate information become dissatisfied and leave the site. So, to capture their interest and keep them coming back, the website is designed with appropriate targets and excellent content. It satisfies user needs while improving rank position in search engine result pages. (Patil et al., (2013).

The text, words, and phrases people put into a search box when using the internet are known as keywords. As a result, these must be considered when launching an internet business. Nowadays, various services—often referred to as keyword planners or trackers—allow you to keep track of the best keywords and their pricing. The meticulous compilation of relevant keywords is one of the most critical measures for the success of internet business (Teppo, J. (2021))

**Table5:**  
**The significant difference between the business profile of the respondents and the level of Effectiveness of Online Marketing Strategies in the food and beverage industries in Urdaneta City. n=30**

		EM		AM		SMM		SEO	
<b>Years of Operation</b>	F	5.021		2.208		2.23		4.669	
	Sig.	0.014	<b>S</b>	0.129	<b>NS</b>	0.127	<b>NS</b>	0.018	<b>S</b>
<b>Number of Employees</b>	F	1.138		2.243		0.797		2.76	
	Sig.	0.335	<b>NS</b>	0.126	<b>NS</b>	0.461	<b>NS</b>	0.081	<b>NS</b>
<b>Initial Capitalization</b>	F	3.151		0.059		0.93		0.087	
	Sig.	0.348	<b>NS</b>	0.709	<b>NS</b>	0.407	<b>NS</b>	0.917	<b>NS</b>
<b>Type of Business Organization</b>	F	0.694		2.494		2.399		0.692	
	Sig.	0.508	<b>NS</b>	0.101	<b>NS</b>	0.11	<b>NS</b>	0.509	<b>NS</b>
<b>Average Monthly Income</b>	F	2.3		1.273		1.861		3.018	
	Sig.	0.087	<b>NS</b>	0.307	<b>NS</b>	0.149	<b>NS</b>	0.037	<b>S</b>
<b>Average Daily Sales</b>	F	0.747		0.097		1.317		2.203	
	Sig.	0.569	<b>NS</b>	0.982	<b>NS</b>	0.291	<b>NS</b>	0.098	<b>NS</b>

**Legend:**

	DESCRIPTIVE EQUIVALENT
S	Significant Difference
NS	Not Significant
EM	Email Marketing
AM	Affiliate Marketing
SMM	Social Media Marketing
SEO	Search Engine Optimization

The result shows that the computed significance value of Email marketing is 0.014, which is lower than the level of significance of 0.05. Hence, the null hypothesis in the number of years of operation in Email Marketing is rejected. Additionally, the result shows that the computed significance value of Affiliate Marketing is 0.129, higher than the value of the level of significance of 0.05. Hence, the null hypothesis for the number of years of operation in Affiliate Marketing is accepted. Moreover, the result shows that the computed significance value of Social Media

Marketing is 0.127, which is higher than the significance level of 0.05. Hence, the null hypothesis in the number of years of operation in terms of Social Media Marketing is accepted. It can also be gleaned from the table that the computed significance value of Search Engine Optimization is 0.018, which is lower than the significance level of 0.05. Hence, the null hypothesis in a number of years of operation regarding Search Engine Optimization is rejected.

The table shows that the computed overall average is 0.013, which is lower than the significance level of 0.05. It implies that Email Marketing, Affiliate Marketing, Social Media Marketing, and Search Engine Optimization have affected the online marketing strategies of the food and beverage industry in Urdaneta City over the number of years of operation across the business profile. Navaretti (2014) found that (1) young firms grow faster than old firms, particularly in the highest growth quintiles; (2) young firms face the same risk of decline as their older counterparts; (3) results are solid to the inclusion of other firm characteristics such as labor productivity, capital intensity, and financial structure; and (4) high growth is associated with younger chief executives and other attributes that capture the firm's attitude toward growth and change.

The result also shows that the computed significance value of the respondents in terms of the number of employees, initial capitalization, type of business organization, average monthly income, and average daily sales across the online marketing strategies are outside the significant level of 0.05. Hence, the null hypothesis regarding Email Marketing, Affiliate Marketing, Social Media Marketing, and Search Engine Optimization is accepted.

According to table 6 on the following page, business owners/managers perceived the statements regarding the degree of seriousness of the problems encountered in social media marketing as very serious with a weighted mean of 3.36. In contrast, they perceived the statements regarding optimizing the mobile experience, email marketing, and search engine marketing as serious with a weighted mean of 3.07, 2.83, and 2.73, respectively. This implies that business owners/ managers commonly focus on matters concerning social media marketing and should be taken seriously. In the twenty-first century, social media has evolved into a vital marketing platform (Tariq et al., 2017). Companies must have suitable resources to facilitate and deliver online content (Ceric et al., 2016). Using marketing strategies such as posting strong or what kind of online content to reach consumers was preferred by all participants in this study.

**Level of the seriousness of the problems encountered in using online marketing**
**Table 6:**
***Respondents problems encountered in online marketing***

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Interpretation</b>
<b>Social Media Marketing</b>		
1. What kind of content or advertisement should produce	3.53	Very Serious
2. How to produce a remarkable content or advertisement	3.47	Very Serious
3. How often should you sell on social media	3.40	Very Serious
4. How to hold your staff accountable	3.07	Serious
5. Who are the right person to lead and execute the social strategy	3.33	Very Serious
<b><i>Average Weighted Mean</i></b>	<b>3.36</b>	<b>Very Serious</b>
<b>Problems in optimizing the mobile experience</b>		
1. Creating design that suit every screen size	3.00	Serious
2. Reducing some contents for a fast mobile experience	3.07	Serious
3. Putting exquisite design and theme	2.93	Serious
4. Choosing appropriate and relevant social media platform for your product	3.27	Very Serious
5. Slow loading website or mobile site	3.07	Serious
<b><i>Average Weighted Mean</i></b>	<b>3.07</b>	<b>Serious</b>
<b>Email Marketing problems in</b>		
1. Sending appropriate emails to everyone on your send list	3.00	Serious
2. Growing and retaining subscribers	2.93	Serious
3. Improving deliverability	2.63	Serious
4. Reducing Spam Complaints	3.00	Serious
5. Generating and growing your email list	2.60	Serious
<b><i>Average Weighted Mean</i></b>	<b>2.83</b>	<b>Serious</b>
<b>GETTING VALUE FROM Search Engine Optimization in...</b>		
1. Creating a list of Keywords	2.80	Serious
2. Conducting keyword research and select a set of keywords related to their website or product	2.73	Serious
3. Bidding on a price they are willing to pay for each click on their ad	2.60	Serious
4. Selecting a geographic location for the ad to be displayed within	2.73	Serious
5. Creating a text-based ad to display in the search results	2.80	Serious
<b><i>Average Weighted Mean</i></b>	<b>2.73</b>	<b>Serious</b>
<b>Overall Average Weighted Mean</b>	<b>2.99</b>	<b>Serious</b>

### Social Media Marketing

In social media marketing, it can be noted that producing what kind of content or advertisement should produce receives the highest weighted mean of 3.53. Business owners/managers are encountering serious problems in producing what kind of content or advertisement should be produced. The viewers are more engaged when relevant material or advertisements are produced. This suggests that sharing material on social networks is a valuable technique with the potential to grow social networks. (Osterrieder, 2013).

The effects, beliefs, and concerns toward measuring the success of online advertising were assessed and determined that "likes" or "follows" have an impact on increased sales and social media presence is beneficial to small retail businesses (Mir, 2015; Yasmin et al., 2015). On the other hand, how to hold your staff accountable receives the lowest weighted mean of 3.07. The business owners/managers perceived that holding your staff accountable is serious, but it can be managed. Bregman (2016) posited accountability is not simply taking the blame when something goes wrong. It's not a confession. Accountability is about delivering on a commitment. It's a responsibility to an outcome, not just a set of tasks. It's taking the initiative with thoughtful, strategic follow-through.

### Problems in Optimizing the mobile experience

In optimizing the mobile experience, it can be noted that choosing an appropriate and relevant social media platform receives the highest weighted mean as it garnered 3.27. The business owners/managers should identify which social media platform is suited for their mobile set-up for easier navigation. Meanwhile, putting exquisite design and theme receives the lowest weighted mean of 2.93. The business owners/managers perceived that putting exquisite design and theme to their mobile set-up is serious. A well-designed mobile website may do more than simply enhance the user experience. It can improve your site's SEO and ranking performance on search results as part of Google's mobile-first indexing (K.G Goldstein & E. Spivak 2021).

### Email Marketing

In Email Marketing, it can be noted in the table that sending appropriate emails to everyone on your email list receives the highest weighted mean, as it garnered a weighted mean of 3. Business owners/managers perceive that sending appropriate emails to everyone on their email list is serious and should take it seriously to avoid unsubscribed clients. This can negatively affect a business owner's domain's reputation, resulting in the future message being sent to spam. On the other hand, generating and growing your email list receives the lowest weighted mean of 2.60. This implies that business owners/managers perceived that generating and growing email lists can be a serious area in email marketing. According to Mackel, A. (2020). Email marketing provides lasting value for targeted advertising and lead generation efforts, so growing your email list should be a priority. According to an [eMarketer study](#), email marketing was the most effective digital marketing strategy for acquiring and retaining customers, and the results weren't particularly close.

81% of marketers said email marketing was the best tactic for acquiring customers, with organic search in second at 62%. And 80% said. An email was the best tactic for retention, with social media in a distant second at 44% (Mackel, A. 2020).

### Search Engine Optimization

In Search Engine Optimization, it can be noted in the table that creating a list of keywords and creating a text-based ad to display in the search results received the highest weighted mean of 2.80 and 2.80, respectively. On the other hand, bidding on a price they are willing to pay for each click on their ad receives the lowest weighted mean of 2.60. The overall general weighted mean garnered 2.99, which reflected to be serious. This implies that business owners/ managers had a serious problem dealing with these online marketing strategies. "Keyword" is a term used to refer to the words and phrases people enter into a search engine to find information they're looking for. Keywords are important because they tell search engines about the content of your website's page. (ZACH WILLIAMS.,n.d.)

Keyword planning is the process of researching, analyzing, and using the chosen keywords to find the optimal wording for an advert, for example. The purpose is to drive quality traffic to the website, according to Ezibeline LLC (n.d.). Qualified traffic refers to providing the right content and experience for your site's visitors. Suppose the website uses lower quality keywords, for example. In that case, there might be an increase in unwanted visitor traffic on the site who do not search for the products or services that the site provides and click on your ads or organic links, which in turn may make your website's visitor statistics more optimistic than they are.

## IV. Conclusion

The study on online marketing strategies of food and beverage industries shows that most of the respondents or business owners/ managers nowadays are using social media platforms, particularly Facebook platforms, as their strategy for promoting, selling, and engaging with their customers.

It can also be concluded that the ability of business owners or managers of food and beverage business to increase derivative sales require employing the proper individuals, using of effective online marketing platform, and curating and creating relevant content.

In the study of the effectiveness of online marketing strategies, it can be noted that in email marketing, it's worth noting that providing personalized messages and sending automated emails have the highest weighted mean in the table. This result indicates that the respondents believe that sending automated and tailored emails effectively generates sales. Personalize email marketing does not imply delivering a unique email to every subscriber. Amazon is a great example of a firm that excels in personalization.

In Affiliate Marketing, most respondents agreed that choosing the right affiliates, attracting sales with coupons, leveraging the power of niche influencers, leveraging affiliate promotions from multiple sources, and optimizing product pages for conversions are all effective. This means, that for the company to optimize their sales, it should consider implementing all these strategies in their affiliate marketing program.

In the field of Social Media Marketing, it can be stated that the use of chatbots and developing a group or community is very effective resulting in brand recognition and increased profit and sales optimization. Using chatbots to engage with customers and developing a community or group for the public received the highest weighted mean in social media marketing. Combining these two social media marketing methods can significantly increase revenues. Almost every firm is discovering the wonders that social media has brought as a significant instrument in commerce. On the other hand, creating or curating content and using relevant hashtags received the lowest weighted mean, but respondents still believe they are effective strategies.

In the study of the degree of seriousness encountered by the food and beverages industry in using online marketing, it is worth noting that the majority of the respondents faced challenges and problems on what kind of content or advertisement should produce and who is the right person to lead and execute the social strategy. Thus business owners/managers should learn how to create and curate relevant and engaging content and search for a qualified individual to do the task. Moreover, it can also be concluded that how often you should sell on social media and how to hold your staff accountable were perceived to be serious by the managers/owners.

According to the study of online marketing strategies in the food and beverage industry, their online marketing strategies do not differ across their business profile in terms of years of operation, number of employees, initial capital, type of business organization, and average monthly income.

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- [26] Second paragraph.

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