

Digital Marketing Practices of Wedding Photographers in Camarines Sur for Business Performance Enhancement

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ABSTRACT

This study examined the digital marketing practices of Wedding Photographers in Camarines Sur, Philippines. Recently, there has been an increased reliance on digital platforms for business promotion. However, several creative services providers have yet to understand how to use these platforms effectively. This study aimed to evaluate the digital marketing platform used, measure online visibility and engagement level using publicly available metrics, and develop strategic recommendations to improve online presence and business performance. A mixed-method sequential explanatory design with a multi-case approach was employed, combining quantitative content analysis of Facebook pages (251 posts analyzed from July to December 2025) and qualitative semi-structured interviews to validate the findings. Eight wedding photographers were purposively selected, and four participated in the interview phase. Descriptive statistics, including mean, standard deviation, and coefficient of variation, were used to interpret the data, and thematic analysis was used to support the findings and inform the SWOT and TOWS analyses. The results showed that all participants use Facebook as their primary platform, with limited use of other digital channels. Findings also revealed the high variability in online visibility and low to moderate variability in engagement level. The research results represent a further step towards developing a strategic digital marketing framework and a SNAP strategy to improve platform utilization, strengthen online engagement, and enhance overall business performance. This study should therefore be of value to practitioners seeking to improve their digital presence and business performance, as well as to the growing literature on digital marketing in creative service industries.

Keywords: Content analysis, digital marketing platform, online visibility, online engagement, strategic framework, wedding photographers.

INTRODUCTION

The wedding industry continues to grow worldwide as couples look for ways to celebrate and preserve one of the most important events in their lives. Wedding photography is the most important part of this celebration. Photographers use their creative vision to capture emotions, stories, and memories that will last a lifetime. However, aside from the art of wedding photography, it is important to consider the visibility and sustainability of photographers as they try to make a mark in an industry that is gradually becoming more competitive and digitalized. The wedding photography industry is growing worldwide and is expected to reach \$43.59 billion by 2032, up from \$21.83 billion in 2023 (Market Research Future, 2023). The Philippines has a large share of the Asia-Pacific region, and this upward trend is good for photographers willing to try new things and adapt to modern marketing methods (Future Business Insight, 2023).

Digital marketing has become an important tool for businesses to stay competitive and relevant as digitalization transforms industries worldwide. Technology has changed quickly, and this has changed how people act, especially when it comes to how they look for and choose wedding photographers. Online platforms are now the primary way to showcase portfolios, connect with potential clients, and build a brand identity. Still, many wedding photographers struggle to use digital platforms to their full potential to reach more people and encourage them to see and interact with their work. When people choose a photographer, they consider factors such as price, personality, style, experience, and portfolio quality (Mikkolainen, 2022). However, it is still hard to communicate these strengths online. This problem is even worse for small and

medium-sized businesses (SMEs), which often lack the technical knowledge and resources to implement digital marketing strategies effectively (Olazo, 2022).

In the Philippine context, the wedding industry also faces fluctuations that impact demand for photography services. The Registered marriages in the Philippines influence this impact. According to the Philippine Statistics Authority (2024), the number of registered marriages changed from 2020 to 2023, reflecting the impact of the COVID-19 pandemic. The number decreased to 240,800 in 2020, then increased to 356,800 in 2021, and reached a peak of 449,400 in 2022. The number then decreased to 414,213 in 2023 and further to 371,825 in 2024. The recent statistics, recorded from January to September 2025, show only 198,344 marriages and also indicate a decrease. A shift in customer behavior or changing preferences might be the reason. This demonstrates the industry's uncertainty and the need for wedding photographers to be adaptive and strategic, especially in how they market themselves in this digital landscape.

At the local level, wedding photographers in Camarines Sur are working within this dynamic and competitive market, where the need to increase competitiveness and changing client needs are driving the development of improved online presence and marketing strategies. While the need to use digital platforms is changing how clients seek and book services, little is known about how local wedding photographers use digital marketing strategies to increase their online engagement and visibility, underscoring the need to identify areas for improvement and growth.

Recognizing these challenges and opportunities, this study aims to analyze the digital marketing practices of selected wedding photographers in Camarines Sur. Through the analysis of online profiles for online visibility and engagement, as well as semi-structured written interviews, the research aims to provide a comprehensive understanding of the implementation of digital strategy in the local environment. The study's results are expected to provide valuable insights and actionable strategies for wedding photographers and other creative entrepreneurs to improve their online presence, gain more clients, and become more competitive in the online landscape. Furthermore, this research may serve as a reference for future studies and assist stakeholders in developing strategies that support the growth of the creative industry.

METHODOLOGY

Research design

This study employed a Mixed-Method Sequential Explanatory Design with a Multi-case study approach. The priority is typically given to the quantitative data, and the two methods are integrated during the interpretation stage. This approach has been widely applied in digital marketing research; for instance, Herawati et al. (2023) used a sequential explanatory mixed-methods design to examine how digital marketing implementation influences marketing performance, in which quantitative findings were further explained and contextualized through qualitative inquiry.

This study is structured into two distinct, connected phases: The first phase is the Quantitative Phase (QUAN), which focuses on systematic content analysis of 251 social media posts to identify measurable trends in visibility and engagement. Followed by Qualitative Phase (QUAL), a semi-structured interview to explain the why behind the quantitative trends and to develop a strategic SWOT/TOWS matrix.

This multi-case study approach is utilized to perform cross-case synthesis. By examining eight distinct professional entities rather than a single firm, the study identifies recurring patterns and unique outliers in digital marketing practices within the Camarines Sur wedding industry, ensuring that the resulting strategic recommendations are robust and grounded in diverse business realities, thereby fully addressing the research objectives.

Methods and Procedures

The study follows a sequential protocol in which the findings of the first phase directly inform the instruments of the second phase.

Phase 1: Online Content Analysis (QUAN). A six-month observation window (July – December 2025) was established to analyze 251 posts from the primary platforms of the selected photographers. The duration provides sufficient information about posting practices and engagement trends, a common practice in social media content analysis to ensure data stability and comparability. Similar to the study by Aziz (2021), which analyzes government-citizen engagement on social media over six months. The metrics included in this study are followers, likes, comments, shares, and views to establish a standardized baseline for online visibility and engagement. Posting frequency and followers' engagement serve as the basis for identifying the primary platforms used by the respondents. Only the primary platform underwent a detailed content analysis to assess online visibility and engagement, as it is their main channel for reaching clients and promoting services.

Phase 2: Semi-Structured Interviews (QUAL). This phase was built on the post-analysis, and written interviews were conducted with a nested subsample of four photographers. The interview guide was purposively designed to explore internal and external factors that could not be captured solely from public data. A written interview questionnaire was developed based on a review of the current literature and the initial quantitative content analysis findings, and distributed via Google Forms so participants could answer at their convenience, particularly given the busy schedules of wedding photographers during peak season.

To ensure clarity, relevance, and alignment with the study objectives, both the interview guide and the content analysis checklist tools were validated and reviewed by the research adviser. Strict ethical protocols were adhered to protect the rights and welfare of all participants. Informed consent was obtained from each participant prior to any data collection. Confidentiality was assured by anonymizing all identifying information and securely storing the data in a controlled, restricted-access location.

Respondents' Profile

The study focused on wedding photographers operating in Camarines Sur. The province of Camarines Sur was chosen due to its growing wedding industry and the increased use of digital marketing platforms by local photographers. The study employed purposive sampling; participants were selected based on four criteria: (1) DTI-registration, (2) focus on wedding services, (3) at least one year of online presence, and (4) active use of digital platforms. Eight (8) wedding photographers were selected, representing nearly 20% of the total identified population (N =41). In multi-case research, this sample size is ideal for achieving thematic saturation and depth of analysis, and it is consistent with the guidelines for qualitative case studies (Gentles et al., 2015). Four (4) photographers participated in the interview phase. This nested sample enables a deep-dive, explanatory analysis of the broader trends identified in the initial quantitative phase.

Data Analysis Tool or Technique

The data analytical process was anchored on the research objectives, serving as a guide for both quantitative and qualitative data interpretation.

In the quantitative phase, Descriptive statistical tools, including frequency counts and percentages, were used to profile the photographers. Mean, Standard deviation, and Coefficient of Variation (CV) were used to measure the disparity and variability in online visibility and engagement across different cases, with higher CVs indicating greater variation and lower CVs indicating less variation. Similar to the study by Kim et al. (2018), which used a methodological approach to content analysis of social media data and systematic quantitative procedures, this study adopted a descriptive statistics design, including Mean, Standard Deviation, and Coefficient of Variation to determine central tendency and variability. Data cleaning procedures were performed to ensure accuracy and consistency, and results were presented in tables for clarity.

In the qualitative phase, thematic analysis was used to identify recurring themes in the semi-structured interviews, providing the explanatory narrative for the quantitative findings. Then, data triangulation is a core technique used during the SWOT Analysis. The researcher cross-referenced the Facebook engagement metrics with the interview responses to validate the identified strengths, weaknesses, opportunities, and threats. Finally, strategic mapping was used to achieve the final objectives; the triangulated SWOT findings were analyzed using a TOWS Matrix. This tool was used to synthesize four strategy types (SO, WO, ST, and WT)

and to convert the research findings into actionable strategic recommendations for wedding photographers in Camarines Sur.

Ethical Considerations

The study was conducted in strict adherence to ethical standards to ensure that participants' privacy, rights, and well-being were protected throughout. The basic ethical principles, such as respect for persons, beneficence, and justice, guide the entire study. All participants were informed about the research objectives, procedures, and the voluntary nature of the study. They have the right to withdraw from the study at any time without consequences, provided this is done in a manner that ensures beneficence and non-maleficence. The semi-structured interview questions focused on professional practices and experience in digital marketing, while avoiding sensitive or personal topics. Participants' identities and business names were kept confidential by coding the data to maintain anonymity. The online content analyzed was limited to publicly available information to respect privacy and data protection. The study ensures fair and voluntary participation among photographers. All data collected was stored securely and used solely for academic purposes.

RESULTS AND DISCUSSION

Table 1: Profile of Wedding Photographers in Camarines Sur

Variables	Category	Frequency	Percentage
Business Location	Naga City	3	37.5%
	Partido Área	3	37.5%
	Iriga City	1	12.5%
	Ocampo	1	12.5%
Type of service	Photo only	1	12.5%
	Photo and video	7	87.5%
Years Online	1 – 3 years	1	12.5%
	3 – 5 years	3	37.5%
	More than 5 years	4	50%
Platform used	Facebook only	5	62.5%
	Facebook & Instagram	2	25%
	Facebook & Website	1	12.5%

Note. n = 8 wedding photographers

The largest percentage of respondents, 62.5%, use only Facebook, followed by those who use both Facebook and Instagram (25%). The lowest percentage, 12.5%, uses both Facebook and a website. This suggests that Facebook is the primary digital marketing platform for wedding photographers in Camarines Sur, with little diversification into other platforms. Compared to other platforms, Facebook is the most widely used social media platform in the Philippines, reinforcing its effectiveness in reaching a broad audience. (Inquiro, 2025), Facebook also has strong promotional capabilities and targeted marketing features (Kristanti & Mukhlis, 2023; Binuluan et al., 2024). However, Yosep et al. (2021) and Musthofa and Istiyanto (2024) partially challenge the findings, emphasizing that platforms such as Instagram, TikTok, and Pinterest are highly effective for visually driven businesses, such as wedding photography, due to their strong engagement features. In addition, Chan (2025) found that businesses that combine social media with websites achieve greater visibility and credibility than those relying on a single platform. Moreover, Yendra et al. (2024) underscored the importance of integrating multiple digital platforms to enhance competitiveness and optimize marketing performance.

In terms of location, most photographers are located in Naga City and Partido Area, each accounting for 37.5% of the sample. This high percentage in both areas, located in urban and semi-urban centers, indicates greater demand for wedding services, as populations and economic activity are higher. The clustering of photographers in urban centers supports Belen and Punzalan's (2025) findings that metropolitan businesses benefit from higher online visibility and stronger engagement, driven by denser networks and active local communities.

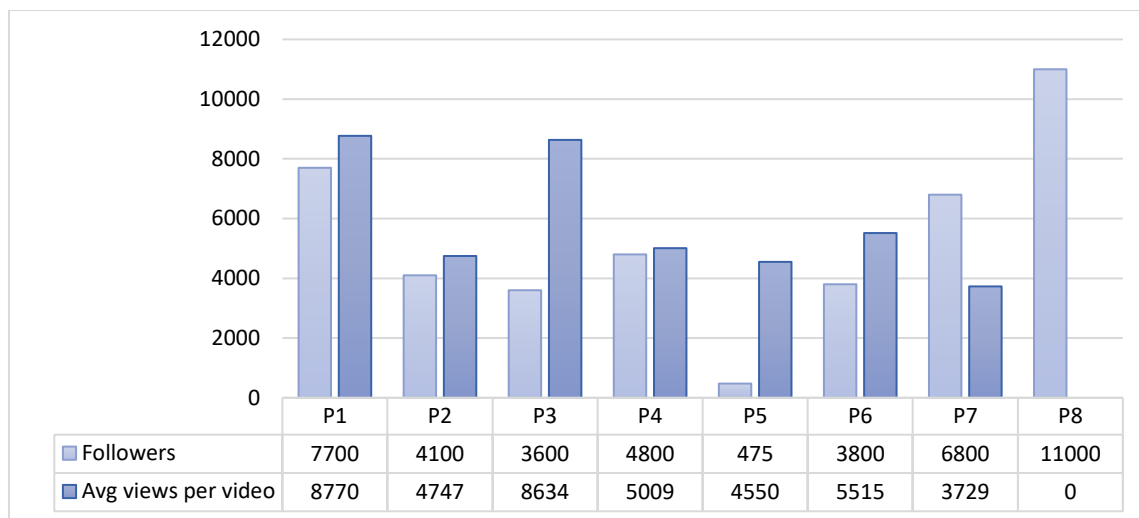
Most respondents offer both photo and video services, representing 87.5% of the total. This might be driven by the increasing demand for videography at weddings, fueled by social media trends and the popularity of wedding films. The preference for combined packages may also stem from the advantages of integrating services to improve online performance, as noted by Yendra et al. (2024).

Wedding photographers in Camarines Sur have been active for more than 5 years, accounting for 50% of the total. Indicating they adopt a well-established, stable approach to their digital platforms. The findings align with earlier studies by Swami (2023) and Piñeiro-Otero and Martínez-Rolán (2016), which state that digital marketing is not new but rather an established and evolving system. Similarly, Yendra et al. (2024) reported that businesses with greater experience on digital platforms tend to perform better due to accumulated skills in managing visibility and engagement.

Table 2: Descriptive Statistics of Online Visibility among Wedding Photographers (n = 8)

Metric	Mean	SD	CV	Interpretation
Followers	5284	3176	60%	High Variability
Average Views per Video	5119	2789	54%	High Variability

Figure 1: Online Visibility of Wedding Photographers in Camarines Sur



The visibility results indicate that the wedding photographers have a mean of 5,284 followers and 5,119 video views. However, the data show high variability among subjects, as reflected in coefficients of variation (CVs) of 60% for followers and 54% for video views. This suggests that visibility levels vary across photographers. Individually, Photographer P8 obtained the highest number of followers at 11,000, while Photographer P5 had the lowest with 475 followers. In terms of content reach, Photographer P1 achieved the highest average views per video at 8,770, whereas Photographer P8 recorded the lowest at 0.

The high variability in the number of followers (60% CV) and video views (54% CV) suggests that there is no consistent standard for online visibility in the local market. Since some photographers have a large number of followers but no recorded video views, this suggests that a large follower base does not necessarily translate into high content reach, particularly when video features are not used. Furthermore, P1's strong performance suggests that the effective use of video content may currently be more influential in expanding audience reach

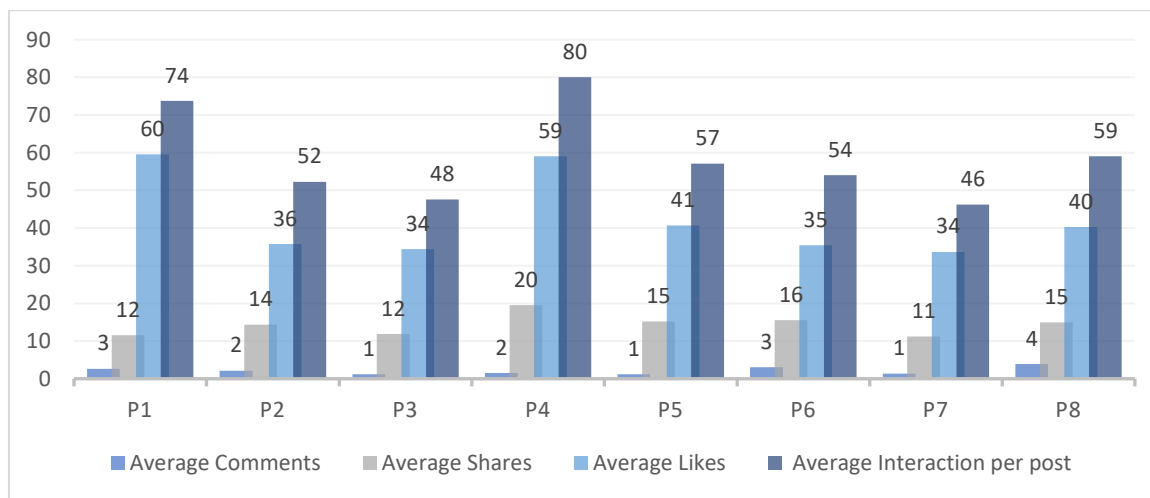
than relying solely on follower count. It can be concluded that digital visibility in Camarines Sur is uneven, as photographers adopt different strategies and varying levels of technical engagement to promote their services.

The large variability in follower counts and video views supports the findings of Yendra et al. (2024), who highlighted that local businesses need to continuously improve their digital skills to stay competitive in an uneven online environment. The strong performance of P1, which achieved the highest average video reach despite having fewer followers, aligns with Oviedo-Bayas et al. (2026), who found that video content generates higher engagement and visibility. Additionally, Musthofa and Istiyanto (2024) emphasized the importance of features such as Reels and Stories for expanding online reach. Overall, the uneven visibility among local photographers reflects the challenges described by Belen and Punzalan (2025), who noted that improving online presence in the Philippines requires multiple coordinated digital strategies rather than relying on a single metric.

Table 3: Descriptive Statistics of Engagement Indicators among Wedding Photographers (n = 8)

Metric	Mean	SD	CV	Interpretation
Average Likes	42.4	10.8	25.4%	Moderate Variability
Average Shares	14.3	2.7	19.2%	Low Variability
Average Comments	2.1	1.0	46.7%	High Variability
Average Interaction per post	58.7	12.1	20.6%	Low Variability

Figure 2: Online Engagement of Wedding Photographers



The data revealed that Average likes recorded the highest mean of 42.4, while Average comments yielded the lowest mean of 2.1. Average shares are the most consistent metric across the group, with a CV of 19.2%, whereas Average comments have the highest variability, with a CV of 46.7%. The overall engagement interaction shows a moderate consistency with a CV of 20.6%. The individual cases in Figure 2 show that P4 achieved the highest overall engagement with 80 interactions per post. This peak was largely driven by having the highest number of likes (59) and shares (20) in the group, while P7 recorded the lowest overall engagement at 46 interactions. While P4 led in volume, P8 achieved the highest average number of comments per post (4), even though their overall interaction (59) was near the group mean.

This suggests that the audience for wedding photography prefers low-effort, visual appreciation over text-based interaction. This may be attributed to the scrolling nature of social media platforms, where users are more likely to double-tap a high-quality image than pause to type a response. Average Comments exhibited the highest variability. This suggests the specific content of the posts; for instance, posts that ask direct questions or share emotional stories likely trigger the peak seen in P8 (4 Comments), while standard portfolio shots receive the group's lowest. Average shares have the most stable metric with the lowest variability. This

indicates that wedding photography naturally produces shareable content, or that followers frequently save or share these images with others for wedding inspiration or vendor recommendations. Suggesting that sample photographers are reaching a similar referral-heavy audience that views their work as a resource to be shared. The data for individual performance shows that P4 leads with 80 interactions, particularly in shares (20) and likes (59), suggesting a more effective use of hashtags or posting times that maximize reach. In contrast, P7's lower ranking might be attributed to a smaller follower base or a less frequent posting schedule, limiting the overall opportunity for interaction. Therefore, it can be concluded that maximizing engagement requires a balanced digital marketing approach that strengthens not only reach and visibility but also interactive communication to convert passive viewers into active participants.

The findings align with prior studies, including Srivastava et al. (2017), who observed that visually appealing content tends to generate higher interaction rates, predominantly through passive engagement metrics such as likes. This pattern is further supported by Oviedo-Bayas et al. (2026), who reported that audiovisual content, particularly relevant in photography-based industries, produces high levels of quick-response interactions, especially likes and views. Moreover, Ogechi (2017) emphasizes that while platforms enable interactive dialogue, sustaining consistent and meaningful conversations requires deliberate engagement strategies beyond visual presentation. The relatively low variability in Average Shares supports the assertion by Musthofa and Istiyanto (2024) that platform features such as Instagram feeds and reels are effectively optimized to enhance visibility and reach. This finding is reinforced by Belen and Punzalan (2025), who demonstrated that coordinated digital touchpoints significantly enhance online visibility in the Philippine context, suggesting that sharing behavior functions as a practical visibility mechanism within localized markets. Finally, Yendra et al. (2024) emphasized that enterprise performance is strongly influenced by strategic platform integration and continuous digital capability development. Collectively, these studies substantiate that while aesthetic content drives visibility, sustained and balanced engagement outcomes depend on strategic digital marketing execution.

Table 4: SWOT Analysis of Wedding Photographers' Online Marketing Performance

SWOT Analysis	
<p>Strengths</p> <ul style="list-style-type: none"> (S1) Established Facebook Use (S2) Combined Photo + Video Services (S3) Long-Term Online Presence (S4) High Follower Counts (S5) Effective Video Use (S6) Consistent Shareable Content (S7) High Audience Engagement 	<p>Weaknesses</p> <ul style="list-style-type: none"> (W1) Limited Platform Diversification (W2) Low Utilization of Advanced Features (W3) Uneven Visibility Across Photographers (W4) Follower Count Does Not Guarantee Reach (W5) Limited Interactive Engagement (W6) Engagement Disparity Among Photographers
<p>Opportunities</p> <ul style="list-style-type: none"> (O1) Expand to Instagram, TikTok, YouTube, Pinterest, and Website (O2) Skill Development & Training (O3) Video-First Strategy (O4) Local SEO & Geotagging (O5) Introduce CTA & Interactive Posts (O6) Benchmark High-Performing Photographers (O7) Diversify Platforms for Engagement 	<p>Threats</p> <ul style="list-style-type: none"> (T1) Dependence on Facebook (T2) Rapidly Changing Social Media Trends (T3) High Variability in Visibility (T4) Market Competitiveness in Urban Areas (T5) Low Engagement in Comments (T6) High Variability in Engagement

Table 5 presents the SWOT Analysis derived from triangulating content analysis and interview data. The study findings highlight the internal and external factors affecting digital marketing practices among wedding photographers in Camarines Sur.

Based on the content analysis result and interview responses, Facebook emerged as the primary platform used by wedding photographers in Camarines Sur, serving as a main strength in their digital marketing practices. This preference emerged from the content analysis, which showed that 62.5% of respondents use Facebook as their primary platform. In the interview responses, P1 explained, *“It is easier and more convenient since it is the platform that most people use.”* P8 added, *“Facebook has been the most accessible social media platform there is, and it is the easiest one to navigate. Also, most of the people, including our clients, are users of the said platform.”* These responses suggest competence and familiarity with a widely used platform. As prior studies have shown, Facebook is the most widely used social media platform in the Philippines, underscoring its effectiveness in reaching a broad audience. (Inquiro, 2025), Facebook also has strong promotional capabilities and targeted marketing features (Kristanti & Mukhlis, 2023; Binuluan et al., 2024).

However, the analysis also revealed weaknesses in uneven visibility across photographers and limited use of other platforms, such as Instagram and the website, which limit digital diversification. As shown in Table 2, both followers and video views show high variability, indicating that there is no consistent standard for online visibility in the local market. P8 mentioned that *“the few numbers of clients make it hard for me to post my work consistently.”* Likewise, P2 shared, *“When the schedule is tight and loses time to update the page, it is hard to catch up; sometimes the engagement of the page decreases.”* Showing struggle in managing and maintaining consistent content updates and limited client outputs. Another weakness is limited digital diversification, as shown in Table 1: only a few photographers use other platforms. This weakness also indicates time constraints in managing multiple platforms and limited technical skills. P2 shows awareness of limited diversification, as mentioned in the interview, *“I think the website is a good platform to explore. Since Facebook is already functioning well, a good website will give support and strengthen the engagement with the audience at different market levels.”* This is supported by prior studies showing that combining social media with websites improves online visibility and expands market reach (Chan, 2025; Orias & Borbon, 2022; Yosep et al., 2021).

In terms of opportunities, the findings suggest that expanding to other visual platforms and developing a simple portfolio website may further enhance online visibility and engagement. As shown in Table 1, only 37.5% use additional platforms, which indicates room for expansion. Expanding to Instagram, TikTok, and websites aligns with studies emphasizing multi-platform integration as a driver of improved visibility and market reach (Chan, 2025; Rachmawati, 2024). Research confirms that Instagram features such as Reels, Stories, and paid advertisements significantly enhance engagement and discoverability, particularly for visually driven services like wedding photography (Musthofa & Istiyanto, 2024; Alfiani et al., 2023). Moreover, Skills development and training are another opportunity for wedding photographers. Some photographers, based on content analysis, are underperforming, which suggests an opportunity to improve digital marketing effectiveness through training and support. This might be due to limited knowledge of analytics and algorithm management. In response to the interview question about what type of training would enhance their digital marketing skills, P1 shared, *“training on understanding market analytics and algorithms.”* P2 mentioned *“Participating in seminars,”* while P8 stated the need to *“learn to micromanage my business page, and have someone help me manage it.”* This is supported by studies showing that limited technical knowledge constrains SME performance, while continuous learning improves digital marketing effectiveness (Hidayat et al., 2025).

Meanwhile, several threats were identified, including rapidly changing social media Trends and Low video use among some photographers, as evident in the data, which suggests that failing to adapt to trends risks a loss of engagement and visibility. This suggests trends evolve quickly and require continuous content adjustment. Two photographers shared, *“focus on your style coz trends fade, style lasts.”* P1 also mentioned, *“I am not in control of its update, like what features it will add or remove,”* indicating uncertainty in platform developments. This threat is supported by Dwivedi et al. (2021), who further emphasized that digital platforms are subject to regulatory and technological changes that may affect business performance. Mirzaev and

Tergembai (2025) also noted that emerging platforms and evolving content formats reshape audience behavior, requiring businesses to adapt continuously.

Table 5: TOWS Matrix of Wedding Photographers

TOWS Matrix	
<p>Strengths/Opportunities (SO)</p> <p>SO1: Leverage established Facebook use and high follower counts to drive traffic and cross-promote an expansion to Instagram, TikTok, YouTube, Pinterest, and the website.</p> <p>SO2: Use the existing strength in combined photo/video services and effective video use to implement a Video-First Strategy.</p> <p>SO3: Utilize the ability to produce consistent shareable content and high audience engagement to introduce CTA & interactive posts to convert passive viewers into active leads.</p>	<p>Weaknesses/Opportunities (WO)</p> <p>WO1: Overcome limited platform diversification by executing the plan to expand to Instagram, TikTok, YouTube, Pinterest, websites, and diversify platforms for engagement.</p> <p>WO2: Address the low utilization of advanced features through targeted skill development & training.</p> <p>WO3: Reduce uneven visibility across photographers by implementing local SEO & geotagging and benchmarking against high-performing photographers.</p>
<p>Strengths/Threats (ST)</p> <p>ST1: Use the long-term online presence and established Facebook use to maintain stability while slowly mitigating the dependence on Facebook.</p> <p>ST2: Counteract rapidly changing social media trends and market competitiveness by consistently leaning into the strength of consistent shareable content.</p> <p>ST3: Use specialized combined photo and video services as a competitive edge to stand out against market competitiveness in urban areas.</p>	<p>Weaknesses/ Threats (WT)</p> <p>WT1: Urgently diversify platforms to reduce the high risk associated with total dependence on Facebook.</p> <p>WT2: Address the combination of limited interactive engagement and low comment counts by moving away from passive strategies to stabilize engagement variability.</p> <p>WT3: Acknowledge that follower counts do not guarantee reach; focus on improving content quality to mitigate high variability in visibility.</p>

The TOWS matrix was developed through the triangulation of findings from the SWOT analysis, integrating results from both content analysis and interview responses. Ensuring that the internal factors and external factors were grounded in empirical data rather than assumptions. Table 5 provides strategic recommendations for wedding photographers to help enhance their online presence and overall business performance.

Strengths/Opportunities (SO)

The SO strategies use existing strengths to capture market opportunities. Wedding photographers in Camarines Sur are encouraged to use their established Facebook dominance and high follower counts as a launchpad for platform diversification. Prioritizing a Video-First Strategy using combined photo/video services and effective video can reduce the high variability in their visibility. Lastly, their ability to produce consistent shareable content and high audience engagement serves as a bridge to convert their viewers into active leads by introducing CTAs and interactive posts.

Strengths/Threats (ST)

This strategy uses strengths to minimize threats. The findings of the study suggest that Wedding photographers can leverage their long-term online presence and established Facebook use to maintain well-established strategies while gradually mitigating their dependence on Facebook. They are also encouraging in their ability to counter rapidly changing social media trends and market competitiveness by consistently leaning into the

power of shareable, consistent content. It also suggests using their specialized photo and video services to gain a competitive edge in urban markets.

Weaknesses/Opportunities (WO)

This strategy is about overcoming weaknesses to take advantage of opportunities. By overcoming the weakness faced by wedding photographer such as the limited platforms diversification, low utilization of advanced features, and uneven visibility, this can open a room for opportunities to enhance their online engagement through expanding to other platforms, develop skills in digital marketing through targeted skill development and training, as well as an opportunity to be more visible online by implementing local SEO, geotagging and benchmarking against high-performing photographers.

Weaknesses/ Threats (WT)

This strategy aimed to minimize weaknesses and avoid threats. Given the challenges wedding photographers face, it is advisable to take steps to mitigate them. They are encouraged to diversify platforms urgently, address the combination of limited interactive engagement and low comment counts, and acknowledge that follower counts do not guarantee reach. By doing this, they can prevent potential threats such as total dependence on Facebook and high variability in both visibility and engagement.

Figure 3: Strategic Digital Marketing Framework



Based on a SWOT analysis, which identified internal and external factors, and a TOWS analysis, which organized factors for the development of the strategic recommendation, the study develops a strategic digital marketing framework to improve the adoption and use of digital marketing platforms, enhancing their online presence and business performance. The Framework translates into three strategic core pillars: Pillar A: Platform Synergy (The Multi-Channel Approach), focused on reducing reliance on Facebook by establishing a well-organized multi-channel digital presence. Pillar B: Engagement Dynamics (From Monologue to Multilogue), focuses on converting passive followers into active participants by shifting from one-way posting to interactive and relationship-driven communication, and Pillar C: Data-driven Optimization (Analytic

Growth), aims to eliminate guesswork in marketing decisions by systematically monitoring analytics using tools such as Meta Business Suite. This Three-Pillar Strategic Digital Marketing Framework is designed to address gaps in platform use, online visibility, engagement practices, and performance growth among wedding photographers.

The SNAP (Showcase, Nurture, Amplify, Promote) digital marketing strategy is proposed to enhance the online visibility and engagement of wedding photographers. This marketing strategy emphasizes showcasing high-quality portfolios across multiple platforms, nurturing an online presence through consistent content and profile optimization, amplifying audience engagement with interactive and video-based content, and promoting services through targeted, strategic campaigns. The SNAP strategy provides a structured yet flexible approach that aligns with current digital trends and addresses the identified gaps in platforms diversification and engagement.

CONCLUSIONS

This study concludes that Wedding photographers in Camarines Sur have experienced both success and difficulties in implementing digital marketing strategies. Data analysis shows that wedding photographers in Camarines Sur relied mostly on Facebook as their primary digital platform, indicating limited diversification to other digital channels. The findings further reveal that online visibility among photographers reveals high variability, indicating inconsistent levels of digital reach across respondents. In contrast, engagement levels reveal a low to moderate variability, suggesting that while some photographers achieve visibility, this does not consistently translate into audience interactions.

The SWOT analysis further indicates that while wedding photographers possess strengths in strong platform utilization, particularly on Facebook, limited diversification across other platforms and engagement strategies remains a challenge for them. Opportunities exist to expand into visual-oriented platforms and enhance content strategies through skill development and training. External challenges, such as increasing competition and algorithm changes, may affect long-term visibility and performance.

Although the results offer significant insights, various limitations must be recognized. First, the small sample size of eight wedding photographers, with only four interviewed, limits the generalizability of the findings. Second, the research is limited to Camarines Sur, which may not accurately reflect digital marketing practices in other areas. Third, the analysis primarily focuses on Facebook as the main platform, limiting broader comparisons with other digital channels. The study also uses descriptive statistics, which might limit the ability to gain deeper insights. Finally, the quantitative data are derived from a restricted set of interview responses, which may not comprehensively reflect the diversity of experiences among wedding photographers.

RECOMMENDATIONS

According to this study's findings, it is recommended that wedding photographers should not limit themselves to Facebook but also venture into other visual social media platforms, such as Instagram and TikTok, to improve engagement. Improving content strategies by incorporating interactive and video content may help address the disparity in visibility and engagement among photographers. Creating simple portfolios of their work on personal websites can boost their credibility online. To assist in these recommendations, the proposed SNAP strategy can be considered.

In future research, a larger sample should be considered to facilitate greater generalizability of results. It is also recommended to test several digital platforms, such as Instagram, TikTok, and a website, to provide a comparative analysis of their effectiveness. Moreover, using advanced analytical tools to further analyze digital marketing practices.

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