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## APPLICATION OF TECHNOLOGY IN MODERN MARKETING STRATEGIES IN SALON BUSINESS

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### ABSTRACT

This study aimed to apply Technology in Modern Marketing Strategies in Salon Business. The respondents of the study were 30 Salon business owners/managers of Nasugbu, Batangas. 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 that The Application of Technology in Modern Marketing Strategies in Salon Business includes Branding at its Best, Loyalty Programs or Punch Card, Social Media, and Feedback and Reviews. A Marketing Plan must be drawn based on the findings of the study.

**Keywords:** *Application of Technology in Modern Marketing Strategies in Salon Business, Branding at its Best, Loyalty Programs or Punch Card, Social Media, and Feedback and Reviews*

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