



EVALUATING THE SUCCESS OF MARKETING CAMPAIGNS AMONG BUSINESS IN LIAN, BATANGAS

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ABSTRACT

This study aimed to evaluate the success of marketing campaigns among businesses in Lian, Batangas. It focuses on how marketing campaigns contribute to business growth and customer engagement.

The participants in the study were thirty (30) business owners and marketing personnel using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. Must be operating in Lian, Batangas. 2. Must have been in operation for at least six (6) months to ensure sufficient experience with marketing campaigns.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the business type, length of operation and number of employees, the significance of success of marketing campaigns in terms of Communication on platforms, Customer Engagement and Adoption of Innovations.

The study yielded the following findings: it shows that most of the respondents belong to retail and service businesses, the majority of the businesses have been operating for 1-3 years and most businesses employ 1-5 workers. The three significance of peer recommendation in consumer purchasing decision are not significant variables. Despite this, a marketing plan crafted, it can be developed to address these areas by focusing on evaluating

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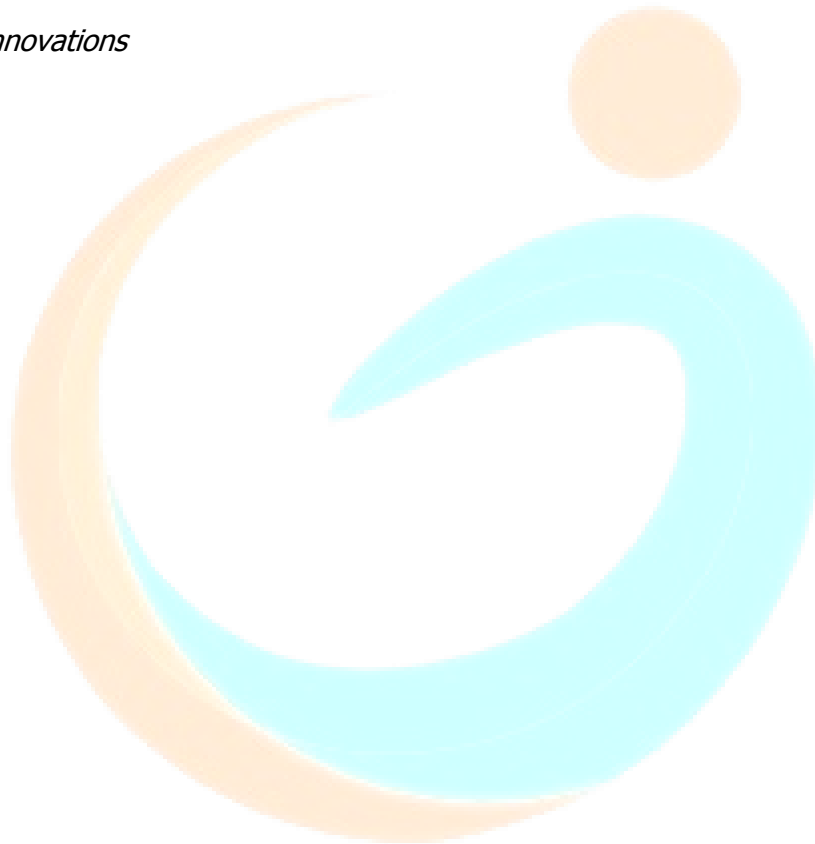
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the success of marketing campaigns through strategies that measure effectiveness, enhance consumer response, and strengthen the overall competitiveness of businesses in Lian, Batangas.

Keywords: *Marketing Campaigns, Communication on platforms, Customer Engagement, Adoption of Innovations*



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