



SOCIAL MEDIA AS PROFITABLE PLATFORMS AND EFFECTIVE MARKETING STRATEGIES TO LIAN BUSINESS OWNERS

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ABSTRACT

This study aimed to analyze Social Media as Profitable Platforms and Effective Marketing Strategies to Lian Business Owners. The study utilized the descriptive method. The respondents of the study were 50 census lian business owners of Lian, 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 Social Media as Profitable Platforms and Effective Marketing Strategies to Lian Business Owners includes Email Marketing Strategy, Content Marketing Strategy, and Influencer Marketing Strategy. A Marketing Plan must be drawn based on the findings of the study.

Keywords: *Social Media as Profitable Platforms and Effective Marketing Strategies. Email, Content, and Influencer Marketing Strategy*

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