



EVALUATING THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES ON BUSINESS REVENUE AND GROWTH

ROSELLE F. PASNO

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

This study aimed to evaluate the effectiveness of digital marketing strategies on business revenue and growth. It focuses on how digital marketing contributes to improving financial performance and business expansion.

The participants in the study were thirty (30) business owners and managers using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. the business must be actively operating in Nasugbu, Batangas. 2. The business must have been in operation for at least one years.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the Business Type and Years of Operation, the significance of effectiveness of digital marketing strategies in terms of Digital Marketing Strategies, Online influence by Peers and Attention, Interest, Desire, and Action (AIDA).

The study yielded the following findings: it shows that Most of the respondents are engaged in the retail business and have 1 to 3 years of business experience. The three significance of peer recommendation in consumer purchasing decision are not significant variables. Despite of this, a Marketing Plan crafted and developed to address these areas by

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focusing on digital strategies that enhance business revenue and sustain growth across
various market segments.

Keywords: *Digital Marketing Strategies, Online influence by Peers, Attention, Interest, Desire, and Action (AIDA)*



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