

# Digital Marketing Strategies and Revenue Growth Among Small and Medium Enterprises (Smes) in Barangay Canlubang, Calamba City

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## Abstract

This descriptive study investigates the relationship between digital marketing strategies and revenue growth among small and medium enterprises (SMEs) in Barangay Canlubang, Calamba City, Philippines. The research assesses the level of digital marketing strategy adoption in terms of social media marketing, search engine optimization (SEO), content marketing, email marketing, pay-per-click (PPC) advertising, and mobile marketing. It also evaluates the level of revenue growth based on total revenue and profit margin. Data was collected via survey. The findings indicate that SMEs in the area exhibit a fair, but limited, adoption of digital marketing strategies, primarily due to financial constraints, lack of expertise, and insufficient resources. Revenue growth among SMEs is moderately influenced by their digital marketing efforts, with slight improvements in total revenue and profit margins attributed to inconsistent and under-optimized use of digital tools. The study reveals a significant gap in the execution of advanced digital marketing strategies, suggesting that SMEs are not fully capitalizing on available opportunities. Based on these findings, the study recommends in-depth training programs, financial assistance from policymakers, tailored consulting services from industry experts, and a robust feedback and monitoring mechanism to enhance digital marketing capabilities and improve financial outcomes for SMEs. Future research should investigate additional factors influencing SME revenue growth and conduct industry-specific longitudinal studies to provide more tailored insights.

**Keywords:** Small and Medium Enterprises (SMEs), Marketing Strategy, Revenue Growth

## INTRODUCTION

Digital marketing is the promotion of businesses or products through electronic media. This technique will measure its influence on website visibility, organic traffic, and search rankings. In e-commerce, the increase in players indicates that a firm must develop effective marketing strategies to improve conversion rates and gain an advantage. By including numerous techniques and methods in business approaches, traffic, engagement, and eventually, sales conversion on any kind of e-commerce platform can be remarkably improved. High agricultural costs, low margin of profit for families, rising costs for the family, and higher rates of unemployment are those high threats standing against millions of those living in rural areas in the Philippines. In this context, SMEs play a very important role in the generation of jobs and income. Besides, these enterprises enormously contribute to the industrialization of rural areas. A number of factors directly affect the sector, such as lack of infrastructure, uneven demand, availability of

qualitative raw materials, shortage of labor, and limited capital. This study looks to expound on the growth trajectory, importance, and main issues facing the MSME sector in the Philippines. SMEs are one of the significant producers of employment, production, exports, and growth of GDP as mentioned by D. Amutha (2022). Even though nurturing and developing this sector is most important, such efforts alone are not enough. Achieving technological effectiveness necessitates a collaborative approach between the government and small enterprises. This development brings in both opportunities and challenges for digital marketing among SMEs in Calamba City. In this research study, an attempt is made to delve into the relationship between the adoption of appropriate strategies about digital marketing and revenue generated by such businesses, giving much attention to how tailored approaches can help address their specific needs and contexts. Digital tools and platforms will offer SMEs better and more optimistic chances of increasing their visibility, creating customer engagement opportunities, and ultimately selling their products. This research thus puts the shared responsibility and collaborative effort at the hands of the government and SMEs in building an enabling environment to foster innovation and competitiveness. I hope that from this thesis comes very enlightening notions that will empower the SMEs to regain the initiative at the rapidly changing digital face of economic globalization in participating nations such as the Philippines.

**Objectives:**

- To understand how digital marketing strategies relate to revenue growth of micro, small, and medium-sized businesses (SMEs) in Calamba City, Philippines.
- to add to the body of knowledge regarding SMEs' revenue development and digital marketing methods

**Theoretical Framework**

Social Media Marketing Theory as mentioned by Ruangkanjanases (2020), firms or individuals aiming to use social media as a marketing tool must integrate social responsibility and adhere to community standards when providing marketing services, strategies, and concepts. Social media marketing not only serves commercial objectives but also fosters a social dimension by encouraging user participation and engagement (Ko, 2018). This interaction between businesses and consumers creates deeper communication and more meaningful relationships, leading to positive brand associations (Wang, 2016). In the context of this theory, businesses need to carefully tailor their social media content to resonate with specific consumer or community preferences. This requires flexibility and cultural sensitivity in marketing strategies. The success of social media marketing lies in selecting content that not only promotes products but also aligns with the values and behaviors of the target audience, ultimately enhancing consumer loyalty and driving revenue growth.

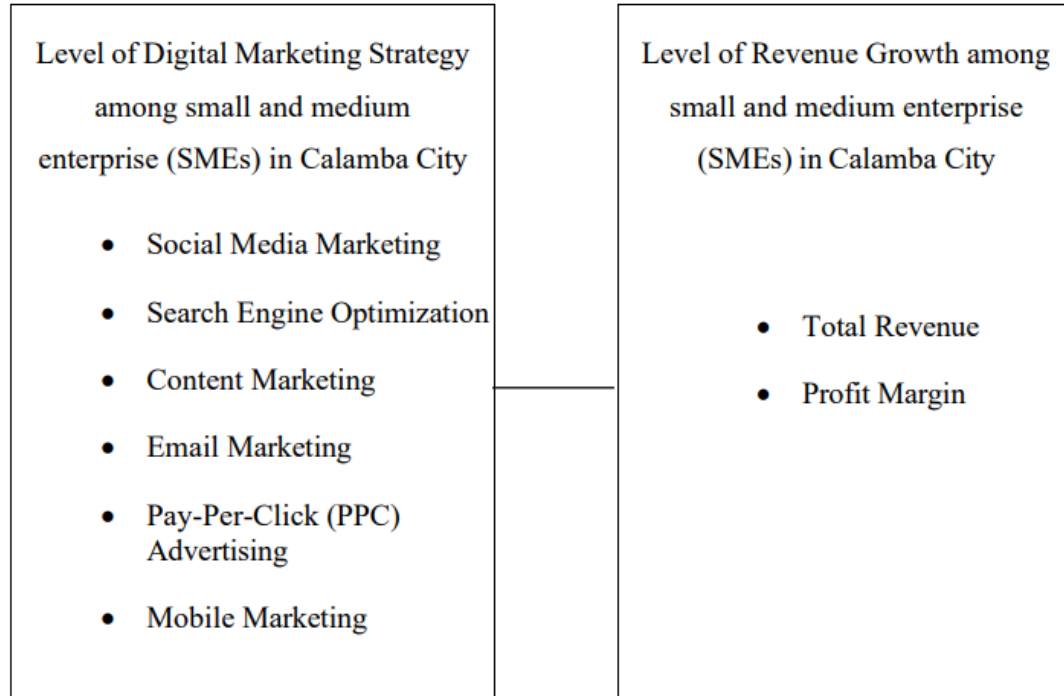
The Revenue Growth Pole Theory, on the other hand emphasizes the need for focused economic growth in specific industries that exhibit the greatest potential. As proposed, this theory will guide the surrounding areas' development to achieve the rapid regional economic development. The growth pole theory has a certain guiding effect on the economic development model of developing regions, but the theory itself has demerits mainly in two aspects. In other words, the growth pole may gather too many resources around without effective diffusion, resulting in other regions or industries' resource shortage and ineffective economic growth.

**Conceptual Framework**

This study will utilize those above-mentioned theories to highlight guidelines on Digital Marketing

Strategies and Revenue Growth among small and medium enterprise (SMEs) in Calamba City.

**Figure 1: Research Paradigm**



The figure presents the conceptual framework for the proposed study. The independent variable represents the level of digital marketing strategies while the dependent variable includes the level of revenue growth. The line illustrates the direct influence of one variable to another

## Statement of the Problem

The purpose of this study is to understand how digital marketing strategies relate to revenue growth of micro, small, and medium-sized businesses (SMEs) in Calamba City, Philippines. Specifically, this research is undertaken to acknowledge the following:

1. What is the level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of:
  - Social Media Marketing
  - Search Engine Optimization
  - Content Marketing
  - Email Marketing
  - Pay-Per-Click (PPC) Advertising
  - Mobile Marketing
2. What is the level of revenue growth among small and medium enterprise (SMEs) in Calamba City in terms of:
  - Total Revenue
  - Profit Margin

3. Is there a significant relationship between digital marketing strategies and revenue growth among SMEs in Calamba City?
4. Based on the findings of the study, what output may be proposed?

### Scope and Limitation of the Study

This study aims to investigate the relationship between digital marketing and the development in revenue of micro, small, and medium-sized enterprises (SMEs) in Calamba City. The effectiveness of the numerous digital advertising strategies employed by these enterprises and the relationship between those strategies and their financial performance will be the primary focus of this study.

The study's main focus will be on SMEs in Calamba City, which operate in a variety of sectors including manufacturing, services, and retail. Through this method, person will be able to fully understand the influence of digital marketing on numerous industries. Data about social media usage, email marketing, search engine optimization, and online advertising, among other aspects of digital marketing, will be gathered via structured questionnaires or surveys.

It is essential to emphasize that the information collected will be derived from the self-reported experiences and opinions of managers and owners of MSME's. Due to respondents' potential to sufficiently emphasize or underestimate the impact of digital marketing on their income, this dependence could result in bias.

### Significance of the Study

The purpose of this study is to add to the body of knowledge regarding SMEs' revenue development and digital marketing methods. This study will benefit the following:

**To the SMEs.** The study will offer helpful recommendations on how to develop and conduct effective digital advertising strategies that will assist SMEs in improving their revenue. They will be better able to thrive in the market and make well-informed judgments regarding their investments in digital marketing as a result.

**To the Policymakers.** The study will help policymakers understand both the opportunities and challenges SMEs encounter when implementing digital marketing tactics and increasing income. They will be able to create focused policies and programs as a result, assisting SMEs in expanding inside the digital economy.

**To the Funder and Investors.** Funders and investors will be able to make more educated investment decisions according to the study's findings, which offer insights into the possible returns on investment for SMEs that use digital marketing techniques.

**To the City of Calamba.** The study will shed light on how digital marketing could promote employment development and economic expansion in the community. This will make it possible for decision-makers in government and business to create focused plans that will encourage the expansion of SMEs and advance the city's economic development.

**To the Future Researchers.** Establish a framework for upcoming studies so that investigators can expand on current work and investigate novel research issues. Provide an analysis of SMEs' present digital marketing strategies so that future research on entrepreneurship and digital marketing can be better informed. Assist in the accumulation of information about entrepreneurship and digital marketing, laying the groundwork for upcoming investigations. Provide researchers with chances to work together and exchange expertise so they can expand on this work and look into other research topics.

## Definition of Terms

The following words were defined conceptually and operationally to aid in understanding the study:

- **Content Marketing** well-defined audience can be drawn in and kept by using content marketing, a strategic marketing technique that centers on producing and disseminating worthwhile, timely, and consistent content. Motivating profitable consumer action is the aim of content marketing.
- **Digital Marketing Strategies** Also known as online marketing or internet marketing, digital marketing communicates messages through digital channels accessed through electronic devices, including phones, computers and tablets.
- **Email Marketing** or digital marketing is a technique that include sending customized emails to a list of subscribers. It's an affordable method of connecting with and interacting with both current and new clients. Market Share is a business's share of the overall income or sales in a specific market. A percentage is frequently used to express it.
- **Mobile Marketing** is primarily directed at mobile devices, including tablets and smartphones, is known as mobile marketing. It includes a range of approaches and plans designed to connect and interact with customers while they're on the go. Pay
- **Per-Click (PPC)** Advertising or online advertising is the way of promoting that requires you to pay a fee each time a user clicks on one of your adverts is known as pay-per-click, or PPC, advertising. On social networking sites like Facebook and Instagram as well as search engines like Google, this advertising approach is frequently utilized.
- **Profit Margin** is a financial ratio used to assess a company's profitability. It shows the portion of revenue that is left over after all costs have been paid. Two primary categories of profit margin exist.
- **Search Engine Optimization** is the way of enhancing a website's visibility in search engine results pages (SERPs) such as Google, Bing, and Yahoo is known as search
- **Small, and Medium Enterprises (SMEs)** are a broad set of firms defined by the size of their operations and investment amount. These businesses play an essential role in economic development by creating jobs and supporting inclusive growth.
- **Social Media Marketing** is a type of digital marketing where target audiences are reached and engaged through the creation and sharing of content on social media sites. It's an effective technique for creating leads, expanding website traffic, raising brand exposure, and eventually boosting revenue.
- **Total Revenue** is the overall income of a business that generates from the sales of goods or services. It is computed by multiplying the price per unit by the quantity of products or services sold

## Literature Review

This section of the research examines several publications and analyses of diverse writers on topics about the current projects. It offers synthesis and research literature. These review materials, which provided the researcher with knowledge and ideas, were important and helpful in finishing this study. They are discussed and presented in a thematic manner below.

## Social Media Marketing

According to Gamundoy et al., 2020 in the rapidly changing digital environment of the 21st century, the rise of social media has transformed how businesses interact with their target audiences. Social media marketing has become a crucial element of modern marketing strategies, allowing organizations to



leverage online communities and platforms to advertise products, services, and brands.

According to Smith 2020 a vibrant and continuously evolving domain, social media marketing necessitates ongoing innovation and adaptability to effectively engage audiences in a landscape marked by swift changes.

According to Anderson, 2021 SMEs find themselves at a crossroads of both opportunities and challenges. These agile and creative enterprises, often limited by resources, have found a distinct pathway for growth and market development through social media marketing. As SMEs navigate the intricate terrain of contemporary commerce, utilizing social media platforms has emerged as a critical strategy.

According to Jamil et al. 2022 noted that social media can be a powerful promotional tool for driving traffic to business pages.

Additionally, a study by Cheung et al. (2021) highlighted that employing social listening technologies allows for the tracking of online reach by analyzing a business's connections, fans, and followers.

Furthermore, a recent study by Farivar and Richardson (2021) found that customers' likelihood to continue using a product or service is greatly influenced by their satisfaction levels after the experience. Research in social media indicates that satisfaction plays a vital role in shaping individuals' intentions to keep using these platforms. Therefore, after utilizing a service, consumers assess their satisfaction levels.

According to Mahendra 2021 pointed out, consumer satisfaction significantly affects their propensity for repeat purchases. The author emphasizes that a customer's contentment with a product or service directly impacts their likelihood of making repeat purchases.

According to McKinsey, 2020 the retail sector experienced substantial changes due to the rapid growth of online shopping, which compelled traditional brick-and-mortar businesses to adapt to remain competitive in the evolving retail landscape. By April 2020, online sales were rising, and it became clear that this trend would continue into the postquarantine period.

While online shopping was convenient and straightforward, companies needed motivation to thrive, especially in eCommerce. Businesses had to focus on their target audience, utilize social media platforms, and build consumer trust through high-quality content and excellent customer service to succeed in the online marketplace. E-commerce, often referred to as "electronic commerce," encompasses the buying and selling of goods and services over the internet. Its popularity has grown as more individuals use the Internet for business and shopping.

According to Mason et al., 2020 corporations may find novel ways to acquire a creating a competitive advantage with successful social media marketing techniques. Because of the global reach of social media platforms such as Facebook, Twitter, Instagram, and YouTube, recent technological advancements have aided entrepreneurship by spreading information about products and services offered via social networking sites, mobile marketing, and the Internet. The massive development of the ICT sector allows for the global spread of information, which encourages the growth of newly developed businesses and advances communication between social media users by providing convenient ways to use social media for more than just advertising, publicizing, or showcasing goods, products, and services.

### **Search Engine Optimization**

According to Yousef, 2021 the internet emerges, search engines have become a crucial route for broadening the global reach of e-commerce sites (Shopee, Lazada, Shein, Zalora, and others) and compete with more established businesses. It is intended to carry out Web searches can be performed at any time and from any location via the internet. Ecommerce platforms like Zalora's marketing strategy is primarily

reliant on search engine optimization and the quality of service they provide.

The study of Statista, 2023 Zalora's monthly visit rate of 1.77 million in Quarter 2 of 2022 demonstrates its significance and adds relevance to our study. However, web traffic and customer click-through rates do not always lead to purchase intention because customers consider aspects such as quality content, website usability, and ranking algorithm when deciding whether to execute a transaction online. Thus, forming a perception influences their decision to buy a thing. Search engine optimization focuses on improving the browsing experience of clients and increasing online presence from those who are actively seeking the brand's services and products. Nowadays, most clients have access to the internet. Search engine optimization is a standard marketing technique these days. All companies want to be more visible online, and one of the most important ways to do this is through search engine optimization, or SEO, which helps companies' online listings rank higher in search results. Commercial businesses must score highly in search engine results because consumers now look up keywords rather than brand names. Thus, the primary goals of this research are to investigate search engine optimization from a managerial perspective and ascertain the role and importance of SEO in increasing firm profitability. It also looks at search engine optimization's current status and its possibilities for digital marketing in the future. The study's data came from secondary sources. Additionally, it examines the state of search engine optimization today and its potential in the future for digital marketing. The data used in the study was gathered from secondary sources. The study's conclusions support the significance of SEO and advise including it in mobile marketing as smartphones currently account for the majority of internet usage. White Hat SEO techniques are another recommendation made by the study to boost business profitability.

### **Content Marketing**

According to Battha & Zina, 2022 social networking platforms like Facebook and Instagram have become incredibly commonplace. various days, companies may effectively market their goods and services via various digital channels in accordance with consumer preferences (Dolega et al., 2021).

In Sweden, it was found that consumers who engage with online product reviews are more inclined to make informed purchase decisions, often swayed by positive reviews that shape their expectations.

According to Sokolova & Kefi, 2020 Social media influencers have become key brand ambassadors and opinion leaders playing an essential role in electronic word-of-mouth (e-WoM) as they impact many online users.

According to Schouten et al., 2020, Erkli 2022 brands have begun to recognize this trend, actively seeking influencers for marketing campaigns further explained this as advertising via trusted public figures who can shape consumer perceptions of products or services.

According to Mason et al. (2021) noted that the influence of social media influencers on consumer decision-making is felt globally, even in developing markets like India. Their research highlighted the increasing reliance on social media for purchasing decisions, a trend that is likely to be seen across many countries, indicating influencers' significant impact on global consumer behavior. The authors suggested that the COVID19 pandemic altered how businesses leverage social media for consumer engagement, emphasizing that Indian companies operating internationally must account for cultural differences in their social media strategies. Such differences can affect consumers' platform preferences and communication styles.

According to Nacar, 2022 the Philippines is an emerging market for influencer marketing, driven by its socially active population that heavily engages with smartphones and social media. As the acceptance of

influencer marketing grows among Filipinos, the globalization of digital technology has enabled a greater number of individuals to create and share content online, resulting in a rise in Filipino influencers. This type of marketing has become vital for businesses, as word-of-mouth is recognized as one of the most effective strategies for influencing consumer behavior.

According to Taslaud, 2023 influencer marketing is still nascent in the Philippines, marketers believe this period will be pivotal for the business sector. However, there remains a knowledge gap regarding influencer marketing's impact on Filipino consumers' purchase intentions and brand attitudes. Thus, this study aims to provide insights from current literature on how persuasive messages from social media opinion leaders affect consumer behavior.

It was cited by Statista Research Department, 202, social media usage in the Philippines has surged, with 86.24 million users h across various platforms, presenting significant opportunities for brands to connect with their audiences. For instance, Anne Clutz, a successful influencer in the Philippines, exemplifies the importance of creating relatable content. Data indicates that Instagram is increasingly popular, with around 72% of users engaging with the platform regularly. During this time, Filipinos were averaging 9.14 hours daily on social media. Instagram is among the most utilized social media platforms in the Philippines, and it is expected that influencers from various popular sectors will continue to thrive there. As of January 15, 2023, Anne Clutz became the leading beauty influencer with 504.9 thousand followers on Instagram, having built her following through beauty-related content such as product reviews and tutorials.

According to Ooi et al., 2023 This research aims to explore the impact of influencer marketing on the purchase intentions and brand attitudes of Filipino consumers. As more companies adopt this marketing approach, understanding how influencer marketing affects consumer behavior is increasingly important. This study addresses the gap in research regarding Filipino consumers' attitudes toward brands in the context of influencer marketing. Focusing on Instagram, Facebook, and YouTube—widely used platforms—the study aims to examine how the credibility of social media influencers, defined by their attractiveness, trustworthiness, and expertise, influences consumer purchase intentions and brand attitudes. The study will analyze survey results using various econometric tools to identify consumer behavior patterns. Understanding which factors most significantly influence purchase intentions and brand attitudes will aid marketers in effectively reaching their target audiences. The findings will also contribute to the limited literature on influencer marketing in the Philippines. Ultimately, the study aims to provide a thorough understanding of the elements that affect consumer decisions and brand perceptions through social media. It seeks to answer the research question: how do the perceived attractiveness, trustworthiness, and expertise of social media influencers impact consumers' purchase intentions and brand attitudes? This understanding is vital for modern advertising professionals

### **Email Marketing**

The study of Alreany et al., 2022 Digital Marketing A robust online presence is essential for business success. Companies must adopt an integrated strategy that meets client needs through digital marketing channels. Understanding customer lifestyles is crucial for effectively entering this market, particularly for cut flower businesses aiming to remain competitive.

According to Gubhaju 2020 study highlighted that start-ups primarily use digital marketing for brand recognition and consumer engagement. The researcher found that digital marketing effectively attracts and retains customers while fostering loyalty. It plays a significant role in building a strong brand image for start-ups, with its dynamic nature allowing it to adapt to market trends. As more businesses transition from



traditional to digital marketing, companies like Coca-Cola have made substantial investments in these strategies for quicker customer outreach.

According to Bodoine, 2020 Digital marketing is a critical topic attracting attention from researchers, managers, and investors due to its importance in modern business. Many global companies utilize digital marketing for advertising, sales, and promoting their brands. The effectiveness of social media marketing has also been scrutinized, as researchers seek solutions to its challenges. When effectively employed, social media can significantly enhance marketing efforts.

According to Samsudeen and Mubarak, 2020 Effectiveness of Digital Marketing in Customer Engagement Research indicates that digital marketing strongly influences customer engagement and purchase intentions.

According to Astoriano et al., 2022 Today's businesses need to be innovative and adaptable to succeed, with many Indonesians favoring creative marketing strategies via email and social media.

According to Awosoji, 2021 This marketing approach transcends geographical barriers, allowing companies to reach broader audiences and build strong customer relationships. Particularly, email and social media marketing have proven effective in encouraging buying intentions among Filipino consumers, with Facebook and email ads enhancing engagement. Additionally, effective digital marketing management leads to higher customer satisfaction, especially when product quality is high.

According to Alexander, 2022 Monitoring campaign performance enables marketers to optimize spending for better ROI, contrasting with traditional advertising methods that may not yield the same efficiency.

According to Gubhaju, 2020 digital marketing attracts and retains customers while positively impacting loyalty and brand image.

According to Hassan Ali Al-Ababneh, 2020 Investing in digital marketing is viewed as a future-oriented strategy aimed at maximizing service digitalization and offering tailored customer experiences. Comprehensive digital marketing strategies are essential for sustainable growth and reduced market risks

### **Pay-Per-Click (PPC) Advertising**

According to Manala-O and Atienza, 2020 Advertising has evolved into a multibillion-peso industry, with Nielsen reporting that the top ten sectors in the Philippines spent nearly PHP 93 billion on ads in 2018, accounting for 2.52% of the GDP's service value.

By 2023, digital advertising spending is projected to reach PHP 101.45 billion, with online search (33%) and digital banners (24%) leading the way (Balita, 2024). The internet has transformed the advertising landscape, dramatically increasing ad expenditures since the 1990s. With over 85 million internet users in the Philippines, businesses can effectively target their audience through digital advertising. Digital advertising encompasses marketing through online platforms such as websites and streaming services, utilizing various formats like text, images, audio, and video. It enhances brand awareness, customer engagement, and repeat sales. These advancements have led to the rise of programmatic advertising, which automates media buying through specialized software and complex algorithms. This approach uses various user data categories (e.g., behavioral and demographic) to buy and sell ad inventory within seconds, eliminating traditional negotiation processes (OECD, 2020). This shift has facilitated electronic trading of digital ad space, characterized by real-time bidding.

Despite the growth and technical innovations in digital advertising, concerns have arisen about the practices of some market players (OECD, 2020). Issues include self-preferencing due to conflicts of interest and the collection of user data, which may enhance a player's market power in targeted advertising.

## Mobile Marketing

Mobile marketing has become an essential strategy for businesses in the Philippines, fueled by the rapid uptake of smartphones and improved internet access. With over 85 million mobile users nationwide, companies are increasingly recognizing the effectiveness of mobile marketing in reaching and engaging their target audiences. Since 2020, mobile marketing in the Philippines has seen significant growth. A report from Statista (2021) indicates that mobile advertising expenditures reached PHP 20 billion in 2020, with expectations for continued growth as companies pivot to digital channels. The pandemic further accelerated this shift, prompting many businesses to refine their mobile marketing strategies to align with evolving consumer habits.

Research by Reyes et al. (2022) reveals that Filipinos spend an average of 4 hours per day on their mobile devices, mainly on social media and messaging platforms. This extensive usage presents brands with opportunities to engage consumers through targeted mobile marketing initiatives. Studies have demonstrated that mobile marketing tactics, especially those employing SMS, social media, and mobile applications, greatly enhance customer engagement and retention (Gonzales & Dela Cruz, 2023).

A study by Cruz et al. (2021) found that mobile marketing methods, such as push notifications and location-based advertising, positively affect the purchasing decisions of Filipino consumers. The research highlights that personalized mobile ads achieve higher conversion rates, as consumers are more likely to engage with content tailored to their interests.

Despite its benefits, mobile marketing in the Philippines faces challenges, particularly regarding data privacy and consumer skepticism toward unsolicited communications. Lazaro (2023) notes that many consumers express distrust toward brands that utilize intrusive mobile marketing techniques. Consequently, businesses must emphasize transparency and respect for privacy to cultivate trust and loyalty among their customers.

According to by Manalo & Atienza (2024) mobile marketing is anticipated to evolve further with the incorporation of technologies like artificial intelligence and augmented reality. indicates that AI-driven analytics will allow brands to optimize their mobile marketing efforts in real-time, improving user experiences and campaign effectiveness. Additionally, the growth of e-commerce in the Philippines is expected to prompt more businesses to develop mobile-optimized websites and applications to meet the demand for seamless shopping experiences.

## Total Revenue

The novel coronavirus disease, COVID-19, has profoundly impacted lives and business operations at national, regional, and global scales. In response, the Philippine government acted swiftly by enforcing an enhanced community quarantine (ECQ) to limit the virus's spread and launching an emergency subsidy program involving significant public expenditure to assist severely affected households and businesses. The lockdown, which mandated strict stay-at-home measures, began on March 16, 2020, initially affecting the national capital region and high-risk provinces, and was extended three times until the end of May 2020. During this period, the Philippine economy faced a rapid decline in both domestic and international demand, international trade, national production, and consumer confidence. Coupled with financial constraints for businesses, this marked the onset of substantial economic losses (ADB 2020c, 2020d).

According to the Philippine Institute for Development Studies Abrigo et al., (2020), the Philippines could incur economic losses ranging from P276.3 billion to P2.5 trillion due to the pandemic. The manufacturing sector is projected to be the most impacted, with losses estimated between P82.1 billion and P855.2 billion,

while the wholesale and retail trade could see losses from P93.2 billion to P724.8 billion. Additionally, the transport, storage, and communication sectors may face losses between P11.7 billion and P124.3 billion. also projected that if the ECQ persisted until May 2020, the economic cost could exceed P150 billion due to a decline in household consumption.

The COVID-19 pandemic had a significant impact on the MSME sector in the Philippines, resulting in notable declines in revenue. The Philippine Statistics Authority (PSA) indicated that in 2020, approximately 26% of SMEs temporarily halted operations, leading to a substantial drop in total revenue (PSA, 2021). Many businesses faced challenges due to decreased consumer demand and operational difficulties.

In 2021, initiatives like the CARE program and the Small Business Wage Subsidy were introduced to assist SMEs. According to the Department of Trade and Industry (DTI, 2021), these initiatives helped stabilize revenue, with numerous SMEs reporting a rebound in sales as they transitioned to new business models, especially digital platforms.

According to Cruz et al., 2022 The transition to digitalization had a marked effect on MSME revenue starting in 2021. Research from the Asian Development Bank showed that e-commerce revenues for SMEs grew by about 20% in 2021, as many businesses took advantage of online sales channels. By 2022, e-commerce had become a crucial source of income, with further growth noted in several sectors, particularly in food and retail.

According to Garcia, 2022 Different sectors displayed varying rates of recovery. For example, food service and retail SMEs experienced an average revenue increase of 15% in 2022 compared to 2021, primarily due to a rise in consumer demand for takeout and online shopping. In contrast, sectors dependent on tourism, such as hospitality, found it difficult to recover to pre-pandemic revenue levels. Despite the recovery, access to funding continued to pose a significant challenge for SMEs. pointed out that many small businesses struggled to secure loans, limiting their ability to invest in growth. The importance of financial literacy and support for formalizing businesses was highlighted as essential for improving revenue stability.

## Revenue Growth

Rate Since 2020, the revenue growth rate in the Philippines has seen considerable fluctuations, largely due to the effects of the COVID-19 pandemic. The economy shrank by 9.6% in 2020, marking the most severe recession since World War II (World Bank, 2021). As recovery commenced, various sectors adapted to the new conditions, impacting revenue growth across different industries.

In 2021, the economy experienced a rebound, achieving a growth rate of 5.7%, fueled by increased domestic consumption and government spending (Philippine Statistics Authority, 2022). The Asian Development Bank (2022) noted that the government's revenue growth rate also improved as economic activities picked up, particularly in retail, manufacturing, and services sectors.

The retail sector, a vital component of the Philippine economy, experienced a significant revenue drop during the early months of the pandemic. However, by 2021, revenues began to recover, with e-commerce emerging as a key growth factor. A Statista report (2022) indicated that e-commerce revenue increased by about 20% in 2021 compared to 2020 as consumers turned to online shopping.

The tourism industry, which was severely affected by travel restrictions, saw a drastic revenue decline in 2020. However, with the easing of restrictions in 2022, domestic tourism began to rebound, positively impacting revenue growth. The Department of Tourism (2023) reported a 30% rise in domestic tourist

arrivals in the first half of 2023 compared to 2022.

The manufacturing sector played a crucial role in the recovery of revenues. According to a report by the Philippine Institute for Development Studies (2023), manufacturing revenues increased by 7% in 2022, bolstered by rising exports of electronic goods and agricultural products.

The Philippine government has introduced several initiatives to promote economic recovery and boost revenue growth. The Bayanihan to Recover as One Act, enacted in 2020, offered financial assistance to businesses, helping to stabilize revenues (Department of Finance, 2021). Additionally, tax reforms under the Tax Reform for Acceleration and Inclusion (TRAIN) law have aimed to enhance government revenues while fostering economic growth.

Looking ahead to 2023, forecasts indicate a continued upward trajectory in revenue growth, supported by a recovering economy and increasing consumer confidence. The International Monetary Fund (2023) predicts that the Philippine economy will expand by 6% in 2023, driven by strong domestic consumption and greater investment in infrastructure.

### **Profit Margin**

On May 22, 2020, the IATF issued Omnibus Guidelines regarding the implementation of community quarantine in the Philippines, which permitted priority public and private construction projects to continue operations under the enhanced community quarantine (ECQ) (Official Gazette, 2020). This allowed construction firms to function as long as they adhered strictly to the guidelines established by the IATF, which qualified SPWI to operate due to the construction services it provides to factory and industrial companies under PEZA.

The pandemic led to the closure of numerous small and medium enterprise (SMEs). Some businesses turned to social media to sell products, adapt, and even thrive during the mandatory lockdown. The wave of business closures had a devastating impact not only on the country's Gross Domestic Product (GDP) but also on a global scale. The economic repercussions of the pandemic resulted in a severe recession in 2020, marked by a 9.6% year-on-year decline in GDP. According to collected data, this represented the largest annual drop recorded since the Philippines began compiling national accounts data in 1946 (S&P Global, 2021).

During the period of strict restrictions, both the Gross Fixed Capital Formation (GFCF) and Gross Value Added (GVA) in the construction sector fell from the first to the third quarter of 2020, but began to recover in the fourth quarter of 2020 and continued to improve until the end of 2022 (National Accounts, Philippines Statistics Authority, 2023). A survey of employers and employees in private companies with internet access revealed that business viability was the "greatest challenge of the immediate crisis period" during the COVID-19 pandemic, highlighting significant economic consequences such as job losses among the respondents (Hill, Baird, & Seetahul, July 2020).

In this study, the researchers aim to analyze the profitability ratios from 2020 to 2021, specifically the Gross Profit Margin, Operating Profit Margin, and Return on Assets (ROA) of three construction firms: Stande Phils Worker's Inc. (SPWI), Conex Plus Inc. (CPI), and Mobilia Products Inc. (MPI). These companies are registered with the Securities and Exchange Commission (SEC) and are classified as medium-sized under Republic Act Number 9501, the Magna Carta for small and medium enterprise (SMEs).

## Market Share

Market share refers to the segment of a market that a specific company or product occupies. It serves as a vital measure of a company's competitiveness and overall performance within its industry. In the Philippines, the relevance of market share has increased across various sectors, particularly in the wake of the economic disruptions caused by the COVID-19 pandemic. Since 2021, the Philippine economy has been steadily recovering from the pandemic, which has influenced market share in numerous sectors. The Philippine Statistics Authority (PSA) reported a rebound in GDP growth, which has led to higher consumer spending and investment, affecting market dynamics (PSA, 2022).

The retail environment in the Philippines has transformed, with e-commerce capturing a significant portion of the market. A report by Statista (2023) noted substantial growth in online retail sales, with major platforms like Lazada and Shopee leading the market. The pandemic accelerated the shift toward digital shopping, altering consumer preferences.

The telecommunications sector experienced intensified competition, particularly among key players such as PLDT, Globe Telecom, and Dito Telecommunity. Research by Alvarez et al. (2022) indicated that Dito's market entry has disrupted established competitors, resulting in increased market shares for those that adapted swiftly to new technologies.

The food and beverage industry has also seen notable shifts, with local brands making significant gains against multinational firms. According to Mercado (2023), there has been a growing preference among Filipino consumers for local products, enhancing the market share of domestic companies.

The pandemic has altered consumer behavior, leading to a preference for online shopping and local goods (Cruz, 2022). Companies that adopted digital transformation strategies have gained a competitive advantage, improving their market shares through enhanced customer engagement and operational efficiency (Santos, 2023). Government initiatives aimed at bolstering local businesses and fostering competition have influenced market shares across various sectors. For instance, the "Bayanihan to Recover as One Act" provided financial support to local enterprises, impacting their market presence (Department of Trade and Industry, 2021).

Since 2021, the market share landscape in the Philippines has been marked by rapid changes due to economic recovery, evolving consumer preferences, and technological advancements. As companies continue to navigate these shifts, ongoing research will be crucial for understanding and predicting market share trends across different industries.

## Research Design

The study used descriptive-correlational method to understand the relationship between the digital marketing strategy and revenue growth among small and medium-sized businesses (SMEs) in Barangay Canlubang, Calamba City, Laguna. Some of the primary objectives will include the effectiveness of email marketing, content marketing, SEO, and social media marketing.

The research study will also reflect the relation of these techniques to revenue growth in the last two years, in addition to identifying the challenges that SMEs face in using this kind of digital marketing strategy (AlFarraj, O., et al, 2021).

## Respondents of the Study

The respondents of this study were 138 small and medium enterprises. The Barangay Canlubang City of Calamba Laguna has 174 Small Enterprises and 110 Medium Enterprises with a total of 284 registered



SMEs for the year 2024. Using a sampling technique, the respondents were chosen so that the sample would represent a variety of SMEs from different sectors, such as: To gather data on the characteristics, challenges, and opportunities of Micro, Small, and Medium-sized Enterprises (SMEs) in City of Calamba, with a focus on their meaningful insights into their needs, challenges, and opportunities for growth and development. Targeting small and medium enterprise (SMEs) for digital marketing initiatives is crucial as these businesses represent a significant portion of the economy and rely heavily on effective marketing strategies to drive revenue growth. SMEs are crucial for understanding digital marketing and revenue growth due to their significant role in the global economy, unique challenges like limited budgets and marketing expertise, and their adoption of digital marketing practices in response to changing consumer preferences and online shopping. Studying SMEs can identify best practices and successful case studies.

**Table A: Distribution of Samples**

CLASSIFICATION	POPULATION	SAMPLE	PERCENT DISTRIBUTION
SMALL ENTERPRISES	174	87	63%
MEDIUM ENTERPRISES	110	51	37%
<b>TOTAL:</b>	284	138	100%

### Population and Sampling

According to the Business Permit and Licensing Office (BPLO) of Calamba City, there were a total of 284 registered Small and Medium Enterprises (SMEs) relevant to this study. To determine an appropriate sample size, the researchers initially intended to use the G\*Power app. However, the final study sample was determined using the total of 284 SMEs as per the records of BPLO with proportional allocation and is depicted in Table 1 with 138 SMEs as the final sample.

The study employed multistage sampling to select participants. This involved dividing the total population into groups or clusters, and then randomly selecting one or more clusters. All businesses within the chosen clusters were then included in the sample. The study participants consisted of owners of SMEs located in Calamba, Laguna. The distribution of these participants, according to employment group and sector, is detailed in Table 1. The initial intention using the G\*Power app was to have a sample size determined with a 5% margin of error, but the final sample size is 138

### Research Instrument

The researchers developed and utilized self-made survey questionnaires as the primary research tool for gathering data. These questionnaires were designed specifically to address the research objectives and included questions focused on both revenue growth and the implementation of digital marketing strategies. An instrument was administered to small and medium-sized businesses in Barangay Canlubang, Calamba City, Laguna. This instrument was used to gauge the rate of revenue growth experienced by these businesses and their extent of usage of various digital marketing techniques. The scoring and interpretation for each question followed a scale of poor, fair, good, and very good, allowing for a nuanced understanding

of responses.

**Table B: Scoring and Interpretation for MSME Digital Marketing Strategies**

Response Scale	Range	Categorical Response	Verbal Interpretation
1	1.00 – 1.75	Strongly Disagree	Poor
2	1.76 – 2.50	Disagree	Fair
3	2.51 – 3.25	Agree	Good
4	3.26 – 4.00	Strongly Agree	Very Good

Lastly, A self-made questionnaire was used, This instrument aimed to describe the revenue growth rate of small and medium enterprises in Barangay Canlubang, Calamba City, Laguna. The scoring and interpretation followed the format presented in Table C.

**Table C: Scoring and Interpretation for MSME Revenue Growth Rate**

Response Scale	Range	Categorical Response	Verbal Interpretation
1	1.00 – 1.75	Strongly Disagree	Poor
2	1.76 – 2.50	Disagree	Fair
3	2.51 – 3.25	Agree	Good
4	3.26 – 4.00	Strongly Agree	Very Good

## Validation Instrument

The validation process involved expert review of the self-made survey questionnaires using a structured validation instrument. Experts assessed content validity, clarity, scoring appropriateness, and overall suitability. Both quantitative ratings and qualitative feedback were gathered to refine the questionnaires before administration. This process ensured the research instruments were reliable and valid for data collection.

## Data Gathering Procedure

Before conducting the study, the thesis adviser signed a statement of intent, which was attached to the survey form. The researchers also sent a letter to the Business Permit and Licensing Office (BPLO) in Calamba City, asking for details about the total number of registered SMEs. Once the study instrument had been approved, data collection took two weeks. Furthermore, the researchers collected and documented information from both primary and secondary sources. Primary data was derived from survey findings, while secondary data was sourced from previously published journals and literature on the study

topic.

## Statistical Treatment of Data

For the analysis of the quantitative data collected from the SME respondents, the following statistical treatments were applied:

1. Frequency and Percentage Distribution. This was used to describe the demographic profile in terms of digital marketing strategy and revenue growth of small and medium enterprises.
2. Weighted mean. This method was used to average the responses to various sections of the questionnaires, which are commonly used in research and information gathering. This was used to demonstrate the assessment of "Digital Marketing Strategies and Revenue Growth among small and medium enterprises (SMEs) in Calamba City." The formula disclosed the sum of all responses divided by the total number of respondents.
3. Pearson Moment Correlation. This was used to test the significant relationship between Digital Marketing Strategies and Revenue Growth among small and medium enterprises (SMEs) in Calamba City.

## Analysis

This section outlines the process of presenting, analyzing, and interpreting the collected data. It includes both textual and tabular displays of the data, followed by an interpretation of these findings in relation to existing research, ultimately addressing the study's objectives.

**Problem Number 1.** What is the level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of:

### 1.1 Social Media Marketing Practices

**Table 1.1: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Social Media Marketing Practices**

Indicators		Weighted Mean	Interpretations
1	The business actively uses social media for marketing.	2.34	Fair
2	The social media marketing is effective in reaching our target audience.	2.71	Good
3	The social media marketing efforts have shown a positive impact on sales.	2.57	Good
4	The business allocates a specific budget for social media marketing.	2.25	Fair
Composite Mean		2.47	Fair

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.1 indicates that the overall level of social media marketing practices among SMEs in Calamba City is rated as 'Fair,' with a composite mean of 2.47. While the SMEs acknowledge the effectiveness of their social media efforts in reaching their target audience (mean of 2.71, 'Good'), the allocation of a specific budget for social media marketing received the lowest score (mean of 2.25, 'Fair'). This finding suggests that SMEs recognize the potential benefits of social media marketing but may not be investing

in it adequately. The low mean for budget allocation implies a hesitance to commit financial resources, which can hinder the overall effectiveness of their marketing plans.

This inability to assign a specific budget could stem from several factors. It is possible that these businesses lack experience in marketing, and they may not fully understand the importance of having a budget. They might also be relying on informal, low-cost methods, or they may be facing financial constraints that limit their marketing expenditures. This finding underscores that while the potential of social media is acknowledged, the commitment to planning, resource allocation, and execution is insufficient.

According to Gamundoy et al. (2020) and Smith (2020), social media has transformed the way businesses interact with their target audience. Similarly, Anderson (2021) notes that social media offers a path for growth and market development for SMEs despite facing resource limitations. Jamil et al. (2022) also highlighted social media as a powerful tool for promotion, while Cheung et al. (2021) added that social listening technologies allow businesses to track their online reach.

Additionally, Farivar and Richardson (2021) noted that customer satisfaction significantly influences the continued use of a product or service, and Mahendra (2021) further supports this by highlighting the impact of customer satisfaction on repeat purchases. McKinsey (2020) also noted the transformative effect of online shopping on retail, with digital platforms being a requirement for businesses to succeed in the market. Finally, Mason et al. (2020) mentioned how social media can provide companies with a competitive edge.

These findings emphasize the necessity for SMEs to adapt to the digital landscape with a strategic and well-funded approach. They also suggest that while these businesses recognize the potential of social media, the implementation will be difficult without proper resource allocation

## 1.2 Search Engine Optimization Practices

**Table 1.2: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Search Engine Optimization**

Indicators		Weighted Mean	Interpretations
1	The business has implemented SEO strategies	2.21	Fair
2	The team believes SEO is crucial for improving our online visibility.	2.28	Fair
3	The website traffic has increased due to our SEO efforts. Have you experienced similar results.	2.32	Fair
4	The collaboration with an SEO specialist or agency has been essential. If applicable, can you specify the agency or individual.	2.46	Fair
<b>Composite Mean</b>		<b>2.32</b>	<b>Fair</b>

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.2 demonstrates a consistently low level of Search Engine Optimization (SEO) implementation among SMEs in Barangay Canlubang, Calamba City, Laguna, with a composite mean of 2.32, categorized as 'Fair.' The findings indicate the lowest engagement with SEO strategy implementation (mean of 2.21) and the highest score for collaboration with SEO specialists (mean of 2.46, though still within the "Fair" range). This consistent 'Fair' rating across the board suggests a limited SEO adoption among these SMEs, and while collaboration with SEO specialists was rated higher, it is still in the Fair category.

These results suggest that these businesses may not be reaching their full potential to improve their visibility because they don't fully grasp the benefits, lack the resources, skills, or knowledge to properly implement SEO. The underutilization of SEO can severely hinder a business's competitiveness in the digital market. Furthermore, these businesses might have a website, but it might not be helping them reach their target audience because of this low implementation.

According to Yousef (2021), search engines have become a critical method for e-commerce sites to grow globally and compete with larger businesses, and that e-commerce platforms rely heavily on SEO as a marketing strategy. Statista (2023) also further highlights the importance of SEO by noting that platforms with higher web traffic do not guarantee conversions, but that SEO allows for businesses to focus on enhancing the experience of their customers and increasing online visibility for the correct target market. They also noted that a strong online presence through SEO can improve rankings and reach more customers online

## 1.3 Content Marketing Practices

**Table 1.3: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Content Marketing**

Indicators		Weighed Mean	Interpretations
1	The business effectively uses content marketing strategies to engage customers, contributing to total revenue.	2.09	Fair
2	The business has a defined content marketing strategy in place that enhances revenue growth rate.	2.17	Fair
3	The content marketing efforts have contributed to increased customer engagement, positively impacting our profit margins.	2.12	Fair
4	The content marketing strategy has positively influenced revenue growth and increased our market share.	2.17	Fair
<b>Composite Mean</b>		2.14	Fair

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.3, examining 'Content Marketing' practices, reveals a low level of adoption among the surveyed SMEs in Calamba City, with a composite mean of 2.14, categorized as 'Fair.' The highest scores, both at 2.17, were for 'Our business has a defined content marketing strategy in place that enhances revenue growth rate' and 'Our content marketing strategy has positively influenced revenue growth and increased our market share,' while the lowest score was 2.09 for 'Our business effectively uses content marketing strategies to engage customers, contributing to total revenue.' These consistently low scores suggest that SMEs struggle across various areas of content marketing, especially in the implementation and creation of a strong engagement strategy. It seems that while they understand the potential of having a content strategy, their current efforts and knowledge are still insufficient in order to produce results.

The consistent 'Fair' scores also highlight a considerable gap in content marketing knowledge and implementation among the local SMEs, indicating that they are struggling with strategy, engagement, and measurement, which leads to missed opportunities for growth by building stronger customer relationships, better brand awareness, and more revenue. This limited implementation also indicates a lack of proper knowledge or resources necessary for effective strategies.



According to Battha & Zina (2022), social networking platforms like Facebook and Instagram are effective tools for marketing because these platforms allow businesses to connect with their consumers based on their preferences. These platforms also provide avenues for content to be published and consumed by their target markets, and this can be a great tool for brands when used properly. The use of these platforms provides a more personalized experience for consumers, as they can choose what they see and engage with on their own time.

Sokolova & Kefi (2020) also noted that social media influencers play a critical role in electronic word-of-mouth (e-WoM), and this gives these individuals great power in swaying their audiences' opinions. Because of this, the use of social media influencers can be a great tool for brands to amplify their message and reach more people, as their followers tend to value their opinion, which also affects their purchase intentions. The use of content by these individuals helps promote brands, while also showing credibility because of their authenticity. Schouten et al. (2020) and Erkli (2022) further supported this observation, by stating that brands are now actively seeking out influencers for their marketing campaigns. This partnership with influencers has emerged as a valuable way for businesses to promote their products, and the use of content makes it more personalized and authentic. The rise of influencer marketing shows the ever-changing dynamic of the digital landscape, and businesses need to adapt with the changes or be left behind.

Nacar (2022) highlighted the Philippines as a growing market for influencer marketing, mainly due to its high social media usage, coupled with a socially active population. The high usage of social media means that Filipinos are online for a long period of time, and this provides opportunities for brands to connect with them, and create content tailored to their specific needs. This provides a great opportunity for brands to implement their marketing strategies and reach their specific audiences through influencers that they trust.

Taslaud (2023) emphasized the importance of influencer marketing for businesses in the Philippines, while also pointing out that there is still a knowledge gap on how persuasive messages coming from influencers influence consumer behavior and purchase intentions. While influencer marketing has been proven effective, it is also imperative to understand its impact and how consumers perceive their messages.

These findings emphasize that SMEs in Calamba are not fully utilizing the benefits of content marketing and may be missing opportunities to build their brands, engage with customers, and increase revenue due to improper strategies and implementation. It also highlights the importance of having a well-structured strategy coupled with resources in order for them to effectively use content marketing as a tool for growth and expansion

## 1.4 Email Marketing Practices

**Table 1.4: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Email Marketing**

Indicators	Weighted Mean	Interpretations
1 The email marketing efforts have helped grow customer loyalty, contributing to our total revenue.	2.07	Fair
2 The Brand awareness has increased due to effective email marketing campaigns that enhances revenue growth rate.	2.11	Fair
3 The email marketing campaigns have enhanced customer engagement with our brand, positively impacting our profit margins.	2.23	Fair
4 The email marketing efforts have helped us reach the right audience effectively leading to an increase in market share	2.10	Fair
<b>Composite Mean</b>	<b>2.13</b>	<b>Fair</b>

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.4, focusing on 'Email Marketing' practices, indicates a low level of utilization among SMEs in Calamba City, with a composite mean of 2.13, classified as 'Fair.' The highest score, with a mean of 2.23, was for 'Our email marketing campaigns have enhanced customer engagement with our brand, positively impacting our profit margins,' while the lowest score, at 2.07, was for 'Our email marketing efforts have helped grow customer loyalty, contributing to our total revenue.' These findings suggest that while SMEs recognize that email marketing can enhance customer engagement, they struggle with using it to build customer loyalty and increase revenue. This also indicates that these businesses are possibly missing out on opportunities to improve their relationships with customers through a strategy that they are currently not optimizing.

The consistent 'Fair' scores across all indicators demonstrate that the SMEs are struggling in all aspects of email marketing, and while the higher scores show a possible understanding of the potential of email marketing to create engagement, they may still be missing key knowledge in implementation and strategies. This lack of proper implementation and strategy could be stemming from different issues such as limited technical skills, poor customer database management, and the lack of understanding of the overall benefits of email marketing to build customer relationships.

According to Alreany et al. (2022), a robust online presence is essential for business success, and that businesses should integrate different digital strategies in order to cater to their clients' needs. They also emphasized that understanding customer lifestyles is critical for businesses, as it can help them target their audience and compete more effectively. The use of these strategies is important for brands to position themselves in the market, and to also engage with their target market.

Gubhaju's (2020) study highlighted that startups primarily use digital marketing for brand recognition and consumer engagement, and that digital marketing can effectively attract and retain customers while also promoting brand loyalty. By creating a strong brand image, businesses can adapt better to the ever-changing market trends and also improve their connection with their audience. This use of digital marketing also allows for brands to connect to their market quicker.

Bodoine (2020) mentioned that digital marketing is a key area of study and that global companies are using digital marketing strategies to promote their brands, increase sales, and connect with their consumers. Social media has also been under the scrutiny of different researchers as they are finding ways to better improve the implementation of strategies and maximize its potential. When social media is properly implemented, it can also greatly improve the marketing strategies of brands.

Awosoji (2021) emphasized that digital marketing, specifically email and social media marketing, can transcend geographical barriers, allowing businesses to reach a wider audience. These strategies have also proven to be effective in improving customer engagement, and enhancing buying intentions among Filipino consumers. Effective digital marketing, when combined with high product quality, can result to greater customer satisfaction, which should be a priority for any business.

Alexander (2022) noted that digital marketing strategies also allow for easier monitoring of the campaign performances, which means that marketers can optimize their spending to obtain a better return on investment. Digital marketing can be a great investment for companies as they can be flexible in allocating their funds and also track how it is performing, making it a great tool when compared to traditional marketing methods.

## 1.5 Pay-Per-Click (PPC) Advertising Practices

**Table 1.5: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Pay-Per-Click (PPC) Advertising**

Indicators		Weighted Mean	Interpretations
1	The belief is that PPC advertising is essential to our marketing strategy, significantly contributing to our total revenue.	2.07	Fair
2	The business benefits from the targeting options available in PPC advertising, enhancing our revenue growth rate.	2.13	Fair
3	The PPC advertising efforts have enabled us to compete for industry keywords, positively impacting our revenue growth rate.	2.31	Fair
4	The business has received positive feedback from customer due to PPC ads leading to an increase in market share.	2.14	Fair
<b>Composite Mean</b>		<b>2.16</b>	<b>Fair</b>

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.5, examining 'Pay-Per-Click (PPC) Advertising,' reveals a low level of implementation among surveyed SMEs in Calamba City, with a composite mean of 2.16, categorized as 'Fair'. The highest score was 2.31 for 'Our PPC advertising efforts have enabled us to compete for industry keywords, positively impacting our revenue growth rate,' and the lowest score was 2.07 for 'Our belief is that PPC advertising is essential to our marketing strategy, significantly contributing to our total revenue.' This demonstrates that while SMEs acknowledge PPC's potential for competing in the digital space, their overall implementation is weak and their belief in it as an essential tool for their marketing strategy is low. This further suggests that these companies might be missing on opportunities to grow and reach their specific audience.

The consistently low 'Fair' scores across the indicators also highlight the gap between the potential and the actual implementation of PPC. While the companies believe that it is important to compete using PPC ads, it is not being implemented effectively. This low utilization suggests that SMEs are possibly missing opportunities to reach their specific target audience and to properly compete in the digital space. Their potential in the market might be limited by different issues such as a lack of resources, a lack of technical knowledge, and an insufficient understanding of its overall return of investment.

According to Manala-O and Atienza (2020), the advertising sector in the Philippines has experienced substantial growth and that it is now a multi-billion-peso industry. The digital advertising space has evolved significantly over the years, and they note the importance of implementing proper marketing strategies in order to gain more traction in the market. This is because the market is always evolving, and businesses need to adapt in order to stay relevant.

By 2023, Balita (2024) projected that digital advertising spending will reach PHP 101.45 billion, with online search and digital banners as the leading formats. It was also noted that the internet has transformed the advertising landscape, and that digital channels are becoming more important for companies to promote their brands, which has increased digital ad spending. This also emphasized the importance of digital advertising for brand awareness, customer engagement, and repeat sales.

## 1.6 Mobile Marketing Practices

**Table 1.6: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Mobile Marketing**

Indicators		Weighed Mean	Interpretations
1	The mobile marketing efforts have improved personal engagement with customers, contributing to our total revenue.	2.35	Fair
2	The brand has become stronger due to our mobile marketing efforts enhancing revenue growth rate.	2.31	Fair
3	The business has experienced enhanced personal interactions with customers through mobile marketing, positively impacting our profit margins.	2.30	Fair
4	The mobile marketing strategies have helped us reach a wider customer base, leading to an increased market share.	2.20	Fair
<b>Composite Mean</b>		<b>2.29</b>	<b>Fair</b>

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.6, examining 'Mobile Marketing,' indicates a low level of adoption among the surveyed SMEs in Calamba City, with a composite mean of 2.29, categorized as 'Fair.' The highest score, with a mean of 2.35, was for 'Our mobile marketing efforts have improved personal engagement with customers, contributing to our total revenue,' while the lowest score, at 2.20, was for 'Our mobile marketing strategies have helped us reach a wider customer base, leading to an increased market share.' These findings suggest that while SMEs are somewhat effective at using mobile marketing to enhance customer engagement, they are facing significant challenges in expanding their overall customer reach using the same platform. These results show the need to properly use a marketing strategy to make the implementation effective for customer engagement and growth. The consistent 'Fair' scores also reveal that these local SMEs are not implementing mobile strategies effectively. While there is recognition that it can be used for customer engagement, businesses are not optimizing its potential to reach a broader audience. This suggests that they may have limited knowledge, technical capabilities or lack the resources to fully maximize their marketing initiatives in mobile platforms. This means that they may be missing out on a great chance to connect with customers through their phones, which are devices that they use daily.

As noted by Statista (2021), mobile advertising expenditures in the Philippines reached PHP 20 billion in 2020, indicating the growing importance of mobile marketing and how brands are shifting their focus to connect with consumers in their preferred platforms. This shift indicates that companies are adapting to the growing mobile trend and are focusing on using this marketing tool to reach a wider audience and effectively engage with them. This growth also highlights the importance of mobile marketing in the digital landscape and its potential for growth in the coming years.

Reyes et al. (2022) highlighted that Filipinos spend an average of 4 hours per day on their mobile devices, further emphasizing the great potential of mobile marketing for businesses. The amount of time that Filipinos spend on their mobile phones highlights its importance as a platform for brands to reach their audience. This also serves to show how vital it is for businesses to adapt their marketing to these platforms and understand how they can maximize their time to better engage with their consumers, while also highlighting their brands.

Finally, Lazaro (2023) mentioned that data privacy is an important issue for consumers and that brands need to be transparent and respectful to gain their loyalty, especially when implementing mobile marketing

strategies. The potential of mobile marketing is hindered by ethical issues such as data privacy, and companies need to make sure that they are implementing strategies ethically to gain their customer's trust. Mobile marketing is powerful, and it should always be implemented with an ethical approach to ensure that customers are not exploited in any way.

This literature demonstrates the importance of mobile marketing as well as the importance of having ethical practices, which further underscores the findings of this research and the gaps in the implementation of mobile strategies in the sampled areas. It is important for companies to be up-to-date with current trends, and also be aware of the limitations of different platforms to create an ethical marketing plan.

## 1.7 Summary of Particular Variables

**Table 1.7: Summary of particular variables strategy among small and medium enterprise (SMEs) in Calamba City in terms of Total Revenue**

<i>Level</i>	<i>Weighed Mean</i>	<i>Interpretation</i>
<i>Social Media Marketing</i>	2.47	Fair
<i>Search Engine Optimization</i>	2.32	Fair
<i>Content Marketing</i>	2.14	Fair
<i>Email Marketing</i>	2.13	Fair
<i>Pay-per-click (PPC) Advertising</i>	2.16	Fair
<i>Mobile Marketing</i>	2.29	Fair

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 1.7 presents a snapshot of how SMEs in Calamba City are performing in various digital marketing areas, specifically in relation to their impact on total revenue. While the table reveals a consistent "Fair" rating across all six strategies—Social Media Marketing, Search Engine Optimization, Content Marketing, Email Marketing, Pay-per-click (PPC) Advertising, and Mobile Marketing—Social Media Marketing stands out with the highest weighted mean of 2.47. This indicates that, among all the digital marketing strategies used by the surveyed businesses, social media holds the highest relative engagement and is seen to be the most contributing factor to their total revenue, even though it's still only rated as "Fair".

The weighted mean of 2.47 for Social Media Marketing suggests that SMEs in Calamba City are more active and present on social media platforms compared to other digital channels. However, the "Fair" interpretation underscores a critical limitation: their social media efforts are not being optimized to their full potential for revenue generation. While SMEs may have a decent level of activity and engagement, their current strategies don't sufficiently translate into concrete sales and income increases. This highlights the considerable untapped potential within social media if SMEs can learn to convert their social media efforts into actual returns.

In contrast to Social Media Marketing, other strategies such as Content Marketing (2.14), Email Marketing (2.13), and Pay-per-click (PPC) Advertising (2.16) exhibit lower weighted means, all also rated as "Fair." These findings reveal significant missed opportunities as content marketing, email marketing, and PPC advertising are often powerful tools to boost customer engagement, nurture relationships, and drive sales



and should be a greater focus in the overall marketing strategy. Their low scores underscore a clear need for substantial improvement in these areas among SMEs in the city.

Search Engine Optimization (SEO) and Mobile Marketing show moderate levels of adoption, with weighted means of 2.32 and 2.29 respectively, but still with a "Fair" rating. This shows that businesses have at least a basic understanding or implementation of these techniques, but they are also not optimized enough to yield the kind of results needed to grow revenue. Though better than content, email, and PPC, there's clearly a need for more education and better implementation.

In conclusion, while Social Media Marketing demonstrates the highest level of engagement among SMEs in Calamba City, the overall "Fair" interpretation across all digital marketing channels indicates a need for significant improvement. The data suggests that while SMEs are participating in the digital space, they are not doing it effectively. To fully leverage the potential of digital marketing, SMEs in Calamba City need targeted support, training, and resources, with a particular emphasis on optimizing their social media strategies and improving their adoption and execution of strategies such as content marketing, email marketing, and PPC advertising. This comprehensive approach, rather than focusing on one aspect alone, is necessary for a sustained and significant increase in total revenue.

**Problem Number 2.** What is the level of revenue growth among Small and Medium Enterprises (SMEs) in Brgy, Canlubang, Calamba City, Laguna in terms of:

## 2.1 Total Revenue Performance

**Table 2.1: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Total Revenue**

Indicators	Weighted Mean	Interpretations
1 The business has experienced higher total revenue due to effective social media marketing.	2.22	Fair
2 The online advertising efforts have increased customer traffic, positively affecting our total revenue.	2.22	Fair
3 The online advertising efforts have increased customer traffic, positively affecting our total revenue.	2.25	Fair
4 The investment in digital marketing has resulted in a positive return on investment concerning total revenue.	2.26	Fair
<b>Composite Mean</b>	<b>2.24</b>	<b>Fair</b>

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 2.1, examining 'Total Revenue,' indicates a generally low level of revenue performance related to digital marketing efforts among surveyed SMEs in Calamba City, with a composite mean of 2.24, falling within the 'Fair' range. The highest score, with a mean of 2.26, was for 'Our investment in digital marketing has resulted in a positive return on investment concerning total revenue,' while the lowest scores, both at 2.22, were for 'Our business has experienced higher total revenue due to effective social media marketing' and 'Our online advertising efforts have increased customer traffic, positively affecting our total revenue.' These consistently low scores suggest that SMEs are struggling to translate their digital marketing investments and activities into a significant increase in revenue, and that their return on investment is still not as high as they had hoped. This also shows how ineffective their digital strategies are in helping boost their revenue.

The consistent 'Fair' scores across all the indicators demonstrate that there is a considerable gap between digital marketing implementation and its actual measurable effect on revenue generation. This implies that there is a lack of implementation or that the strategies are not effective. These results also show that SMEs are having difficulty turning their digital marketing into actual financial gains, which may be a consequence of implementing ineffective strategies, not connecting their overall goals with their marketing plan, and a lack of ability to track where their revenue is actually coming from, especially through digital.

According to Abrigo et al. (2020), the economic effects of COVID-19 negatively impacted various industries, which resulted to the overall decline of domestic and international demand, which also affected production and consumer confidence. It was also projected that the economic losses could range from P276.3 billion to P2.5 trillion as a result of the pandemic, showing the wide impact of the economic disruption on different businesses, especially those that were operating through traditional strategies. This shows how essential it was for businesses to adapt and change their strategies to continue operating.

According to the Department of Trade and Industry (DTI, 2021), government initiatives like the CARE program and the Small Business Wage Subsidy were introduced in 2021 to assist SMEs, and that these initiatives helped to stabilize revenue as businesses started implementing new business models through digital platforms. These findings highlight how the government was actively providing aid to help companies shift to more modern practices during the crisis. This also underscores the potential of digital marketing in helping companies recover from crises.

Finally, Cruz et al. (2022) added that the transition into digitalization has significantly impacted MSME revenue, as they noted that e-commerce revenue grew by 20% in 2021. This significant growth emphasizes how important it is for companies to adapt and invest in digital marketing strategies to gain more sales and to connect with their audiences online. The digitalization of business is important for growth and expansion.

This literature shows how significant digital marketing is to revenue generation and the importance of having a strategy that can help the business grow, however the low implementation indicates the gap between this awareness and the effective translation to financial gains. It is clear that while SMEs are acknowledging the importance of digital marketing, their inability to convert their efforts into tangible gains is evident in their lack of financial growth.

## 2.2 Profit Margin

**Table 2.1: Level of digital marketing strategy among small and medium enterprise (SMEs) in Calamba City in terms of Profit Margin**

Indicators		Weighed Mean	Interpretations
1	The implementation of digital marketing strategies has positively impacted our business's profit margin.	2.33	Fair
2	The online advertising efforts have helped reduce costs while increasing our profit margins.	2.18	Fair
3	The digital marketing strategies have attracted higher-value customers, positively affecting our profit margins.	2.21	Fair
4	The investment in digital marketing has led to better profit margins for our business.	2.17	Fair
<b>Composite Mean</b>		<b>2.22</b>	<b>Fair</b>

Legend: 3.26-4.00 = Very Good; 2.51-3.25 = Good; 1.76-2.50 = Fair; 1.00-1.75 = Poor

Table 2.2, examining 'Profit Margin,' indicates a low level of performance in relation to digital marketing efforts among surveyed SMEs in Calamba City, with a composite mean of 2.22, falling within the 'Fair' range. The highest score, with a mean of 2.33, was for 'Our implementation of digital marketing strategies has positively impacted our business's profit margin,' while the lowest score, at 2.17, was for 'Our investment in digital marketing has led to better profit margins for our business.' These scores suggest that while businesses perceive that the implementation of digital marketing has improved their overall profit margin, they are not able to see a good return on their investments. This shows that while the overall profit might have increased due to digital marketing, the SMEs may be missing out on maximizing their overall profit and financial standing.

The consistent 'Fair' scores also highlight a gap between digital marketing implementation and its actual impact on profit margins. While the higher score may indicate the recognition of the importance of digital marketing, SMEs are still struggling to translate these efforts into better financial gains, specifically through strategies that reduce cost. There is also a struggle in generating a good return on investment, as the scores for this were also low. Overall, the results suggest that SMEs are not optimizing their digital marketing investments, and they might be struggling in translating their efforts into actual financial gains. The Official Gazette (2020) released guidelines that allowed the continuation of public and private construction projects under the enhanced community quarantine, which provided relief for these companies as it allowed them to continue operating during strict restrictions. This action highlights the importance of government support during economic crises, and how these actions impact different businesses. This also showcases the importance of flexibility during times of change and restrictions.

However, S&P Global (2021) noted that the pandemic led to numerous SMEs closing down, which had a severely negative effect on the global GDP, causing a 9.6% year on year decline. This highlights the overall negative effects of the pandemic on different businesses, particularly SMEs, and the great impact that this had in both local and global economies. The severe effects of the pandemic also meant that brands had to adapt to the different restrictions and also learn to continue operations while meeting the overall needs of their market.

Hill, Baird, and Seetahul (2020) highlighted that business viability was the greatest challenge for companies during the pandemic and mentioned that economic difficulties such as job losses were also evident during that time. This shows how the economic crisis had both financial implications and also impacted those employed by the companies, showing how important it was for businesses to strive to continue operating in order to keep providing for the overall workforce. They also highlighted the need for businesses to adapt to ensure their viability and survival.

This literature highlights the economic challenges faced by businesses and how they had to adapt their strategies in order to survive, while also showing how they are not able to translate all of their efforts into tangible financial gains. The findings of this study also show the great need for SMEs to not only implement strategies but to also ensure that they are actually improving their overall profit margin.

**Problem Number 3.** Is there a significant relationship between digital marketing strategies and revenue growth among SMEs in Brgy, Canlubang, Calamba City, Laguna?

**Table 3.1: Correlation between digital marketing strategies and revenue growth among SMEs in barangay Canlubang, Calamba City, Caguna in terms of social media marketing**

Factors	Pearson r	Qualitative Value	Sig. (2-tailed)	Decision	Interpretation
A <-> A0	0.469**	moderate positive correlation	0.000	H0 Rejected	Significant
A <-> B0	0.475**	moderate positive correlation	0.000	H0 Rejected	Significant

0 = No Correlation;  $\pm 0.1$  to  $\pm 0.3$  = Weak Correlation;  $\pm 0.4$  to  $\pm 0.6$  = Moderate Correlation;  $\pm 0.7$  to  $\pm 0.9$  = Strong Correlation;  $\pm 1$  = Perfect Correlation;  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

This section of the table examines the relationship between Social Media Marketing (A) and both Total Revenue (A0) and Profit Margin (B0), presenting two correlations: A <-> A0 and A <-> B0.

Both correlations demonstrate a moderate positive relationship and are statistically significant. This indicates that Social Media Marketing, while impactful, isn't fully maximizing its potential. The moderate correlation implies that while SMEs in Brgy. Canlubang are likely utilizing social media platforms, their engagement is not translating to a substantial increase in either their total revenue or their profit margins. There's a clear indication that simply having a social media presence is not enough. There must be a greater focus on optimization, quality of content, and better targeting of marketing efforts in social media to further improve their financial performance.

The data suggests a need for SMEs to adopt a more strategic approach to social media. They need to move beyond simple posting and explore methods to engage their target audience more effectively and convert social media engagement into actual sales. This could include experimenting with various social media strategies like targeted advertising, influencer marketing, or running interactive campaigns. This shows that a targeted approach to social media is critical in increasing revenue and profits for the SMEs

**Table 3.2: Correlation between digital marketing strategies and revenue growth among SMEs in barangay Canlubang, Calamba City, Caguna in terms of search engine optimization**

Factors	Pearson r	Qualitative Value	Sig. (2-tailed)	Decision	Interpretation
B <-> A0	0.362**	weak positive correlation	0.000	H0 Rejected	Significant
B <-> B0	0.384**	weak positive correlation	0.000	H0 Rejected	Significant

0 = No Correlation;  $\pm 0.1$  to  $\pm 0.3$  = Weak Correlation;  $\pm 0.4$  to  $\pm 0.6$  = Moderate Correlation;  $\pm 0.7$  to  $\pm 0.9$  = Strong Correlation;  $\pm 1$  = Perfect Correlation;  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

This section of the table shows the correlation of Search Engine Optimization (SEO) (B) with Total Revenue (A0) and Profit Margin (B0), through the correlations B <-> A0 and B <-> B0.

Both correlations reveal a weak positive relationship and are statistically significant, suggesting that SEO, though contributing positively, has a lesser direct impact on revenue and profit margins than other strategies. This weak correlation indicates that the strategies may have a limited effect, possibly due to improper execution, a lack of resources, or limited SEO understanding by SMEs. While SEO is still

important, the data suggests it may not be a primary focus to drive business growth without significant improvements.

SMEs in Brgy. Canlubang may be struggling with the more technical aspects of SEO, such as keyword optimization, website structure, and content strategy. There is a clear need for resources and skills to improve the implementation of SEO. There might be a need to focus on training, mentorship, or tools to understand and better execute effective SEO practices to improve the revenue and profit margins for the SMEs.

**Table 3.3: Correlation between digital marketing strategies and revenue growth among SMEs in barangay Canlubang, Calamba City, Caguna in terms of content marketing**

Factors	Pearson r	Qualitative Value	Sig. (2-tailed)	Decision	Interpretation
C <-> A0	0.488**	moderate positive correlation	0.000	H0 Rejected	Significant
C <-> B0	0.456**	moderate positive correlation	0.000	H0 Rejected	Significant

0 = No Correlation;  $\pm 0.1$  to  $\pm 0.3$  = Weak Correlation;  $\pm 0.4$  to  $\pm 0.6$  = Moderate Correlation;  $\pm 0.7$  to  $\pm 0.9$  = Strong Correlation;  $\pm 1$  = Perfect Correlation;  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

This section of the table evaluates the correlations between Content Marketing (C) and both Total Revenue (A0) and Profit Margin (B0), utilizing the correlations C <-> A0 and C <-> B0.

The table demonstrates a moderate positive relationship for content marketing with both total revenue and profit margin and that these relationships are statistically significant. This implies that content marketing can indeed drive positive financial results. However, the moderate correlation also indicates that SMEs in Brgy. Canlubang are not fully maximizing its potential. There is an opportunity for businesses to elevate the quality, relevance, and consistency of their content to enhance their revenue and profit margins further. The data emphasizes the need for SMEs to refine their content strategy and to focus on producing high-quality, engaging material. They should consider a diverse range of content like blog posts, articles, videos, and infographics, tailored to their target audience. With better implementation, Content Marketing can be a great channel to improve business performance.

**Table 3.4: Correlation between digital marketing strategies and revenue growth among SMEs in barangay Canlubang, Calamba City, Caguna in terms of email marketing**

Factors	Pearson r	Qualitative Value	Sig. (2-tailed)	Decision	Interpretation
D <-> A0	0.346**	weak positive correlation	0.000	H0 Rejected	Significant
D <-> B0	0.256**	weak positive correlation	0.002	H0 Rejected	Significant

0 = No Correlation;  $\pm 0.1$  to  $\pm 0.3$  = Weak Correlation;  $\pm 0.4$  to  $\pm 0.6$  = Moderate Correlation;  $\pm 0.7$  to  $\pm 0.9$  = Strong Correlation;  $\pm 1$  = Perfect Correlation;  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).



This section of the table presents the correlation of Email Marketing (D) with both Total Revenue (A0) and Profit Margin (B0) via the correlations  $D \leftrightarrow A0$  and  $D \leftrightarrow B0$ .

The table shows a weak positive relationship for both total revenue and profit margins, with the relationship with profit margins being the weakest amongst all digital strategies, while still being statistically significant. This suggests that while email marketing does have a positive impact, it is not a primary driver of revenue or profit for SMEs in the area. It implies that SMEs may not be using email marketing effectively or strategically, or that email is simply not as impactful of a channel for their business as others.

The findings indicate a need for SMEs to reevaluate how they approach email marketing. They may need to revise their content strategy, improve segmentation, or focus on building better email lists. This can help them realize a greater financial return from their email marketing efforts. Without any changes, email marketing will continue to have a limited impact on their businesses.

**Table 3.5: Correlation between digital marketing strategies and revenue growth among SMEs in barangay Canlubang, Calamba City, Caguna in terms of pay-per-click advertising**

Factors	Pearson r	Qualitative Value	Sig. (2-tailed)	Decision	Interpretation
$E \leftrightarrow A0$	0.556**	moderate positive correlation	0.000	H0 Rejected	Significant
$E \leftrightarrow B0$	0.571**	moderate positive correlation	0.000	H0 Rejected	Significant

0 = No Correlation;  $\pm 0.1$  to  $\pm 0.3$  = Weak Correlation;  $\pm 0.4$  to  $\pm 0.6$  = Moderate Correlation;  $\pm 0.7$  to  $\pm 0.9$  = Strong Correlation;  $\pm 1$  = Perfect Correlation;  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

This section presents the correlations of Pay-Per-Click Advertising (PPC) (E) with both Total Revenue (A0) and Profit Margin (B0) via the correlations  $E \leftrightarrow A0$  and  $E \leftrightarrow B0$ .

The results demonstrate a moderate positive relationship between PPC advertising and both revenue and profit margin, while also being statistically significant. This implies that PPC advertising does provide a tangible and valuable impact on business performance and can lead to substantial financial results, but also that there is still room for optimization in its implementation. This means the SMEs are not fully leveraging PPC to its potential.

SMEs should consider more in-depth training, tools, and strategies to better utilize PPC. They may need to focus more on keyword research, ad optimization, and conversion tracking. By optimizing their PPC campaigns, they can better leverage this strategy and enhance its impact on their businesses.

**Table 3.6: Correlation between digital marketing strategies and revenue growth among SMEs in barangay Canlubang, Calamba City, Caguna in terms of mobile marketing**

Factors	Pearson r	Qualitative Value	Sig. (2-tailed)	Decision	Interpretation
$F \leftrightarrow A0$	0.805**	strong positive correlation	0.000	H0 Rejected	Significant
$F \leftrightarrow B0$	0.756**	strong positive correlation	0.000	H0 Rejected	Significant

0 = No Correlation;  $\pm 0.1$  to  $\pm 0.3$  = Weak Correlation;  $\pm 0.4$  to  $\pm 0.6$  = Moderate Correlation;  $\pm 0.7$  to  $\pm 0.9$  = Strong Correlation;  $\pm 1$  = Perfect Correlation;  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

This section of the table displays the correlations of Mobile Marketing (F) with Total Revenue (A0) and Profit Margin (B0) via the correlations  $F \leftrightarrow A0$  and  $F \leftrightarrow B0$ .

The data reveals a strong positive relationship between mobile marketing and both revenue and profit margins, and that these relationships are statistically significant, demonstrating the strongest correlation of all strategies. The results strongly suggest that mobile marketing is a key driver of financial success for SMEs in Brgy. Canlubang and should be prioritized over other strategies. This implies that businesses that invest in mobile marketing can expect a substantial impact on both their total revenue and profit margins. SMEs should prioritize mobile marketing. This could include optimizing their website for mobile devices, developing mobile-friendly content, or making use of SMS marketing and other app-based advertising strategies. Given its strong impact, SMEs should invest their time and resources here for the greatest return

**Problem Number 4.** Based on the findings of the study, what output may be proposed?

**Table 4: The Proposed Action Plan**

KEY AREAS	OBJECTIVES	STRATEGIES /ACTIVITIES	TIME FRAME	PERSON INVOLVED	SOURCE OF FUNDS	SUCCESS INDICATORS
<b>A. Mobile Marketing</b>	Enhance mobile marketing capabilities and revenue impact for SMEs.	1. Conduct workshops on optimizing websites for mobile. 2. Train SMEs on mobile-friendly content creation (SMS, mobile apps). 3. Provide support in mobile analytics to track user behavior and effectiveness of campaigns.	6 Months	Local Marketing Trainers, SME Mentors, Digital Consultants	Local Government Grants, DTI Programs.	Increase in revenue attributed to mobile marketing campaigns, improved mobile website traffic, higher customer engagement through mobile platforms.
<b>B. Pay-Per-Click (PPC) Advertising</b>	Improve PPC advertising effectiveness for increased customer reach and ROI.	1. Provide training on PPC campaign management, keyword research, and ad optimization 2. Offer hands-on sessions on managing and tracking PPC campaigns. 3. Provide access to affordable PPC advertising tools and resources.	6 Months	Digital Marketing Experts, Online Advertising Specialists	DTI Programs, Local Chamber of Commerce Funding.	Increase in website traffic through PPC campaigns, improved conversion rates, higher return on investment for PPC campaigns.
<b>C. Content Marketing</b>	Enhance SMEs ability to create and utilize engaging content for stronger customer engagement.	1. Conduct workshops on creating high-quality, relevant content (blog posts, videos, infographics) 2. Train SMEs on content planning and scheduling using a content calendar. 3. Provide access to resources and templates for different content formats.	6 months	Content Creation Specialists, Marketing Mentors, Digital Strategists	Local Business Sponsorships, Training Program Fees	Increase in website engagement (time spent on page), improved content reach, higher customer engagement with online content.

<b>D. Social Media Marketing</b>	Optimize social media presence for brand awareness and improved customer engagement.	1. Provide training on social media strategy development, targeting, and community engagement. 2. Offer workshops on content creation for social media (text, images, videos). 3. Provide guidance on social media analytics tools and best practices.	4-6 months	Social Media Experts, Marketing Mentors, Digital Marketing Trainers	Local Business Sponsorships, DTI Programs	Increase in brand awareness metrics, higher engagement rates, greater conversion rates through social media, improved customer interactions.
<b>E. Search Engine Optimization (SEO)</b>	Enhance website visibility and organic traffic through effective SEO implementation.	1. Provide training on SEO fundamentals, keyword research, and on-page optimization. 2. Offer workshops on using free SEO tools and analytics platforms. 3. Offer individualized SEO support and consulting to interested SMEs.	6 months	SEO Specialists, Digital Marketing Consultants	Local Government Grants, Training Program Fees	Increase in organic website traffic, higher website ranking for relevant keywords, improved online visibility.
<b>F. Email Marketing</b>	Improve the effectiveness of email marketing strategies for customer communication.	1. Provide workshops on building effective email lists and segmentation. 2. Provide training on creating engaging emails, and newsletters. 3. Offer support on how to measure and improve email campaign performance.	4 Months	Email Marketing Specialists, Digital Communication Trainers	Local Government Grants, Training Program Fees	Increase in email open rates, higher click-through rates, greater conversion rates from email marketing campaigns, and improved customer relationships.

This study proposes a targeted action plan aimed at enhancing digital marketing effectiveness and financial performance among SMEs in Brgy. Canlubang, Calamba City, Laguna. The action plan addresses key areas revealed by the study, including mobile marketing, pay-per-click (PPC) advertising, content marketing, social media marketing, search engine optimization (SEO), and email marketing. Each area has specific objectives, strategies, a defined timeframe, identified personnel, potential funding sources, and measurable success indicators. The plan is rooted in the data, which reveals a strong correlation between overall digital marketing strategies and revenue growth. Mobile marketing was found to have the strongest impact, emphasizing the need for SMEs to prioritize mobile-first approaches. The key goal is to assist SMEs in leveraging these digital tools strategically and sustainably.

The proposed budget for this action plan is PHP 750,000. This budget encompasses various elements such as personnel costs for a core team of highly effective consultants and trainers, resources for conducting workshops and training sessions using free or low-cost tools, minimal expenses related to developing resources and templates, a modest budget for marketing and outreach initiatives, and a contingency fund for unforeseen circumstances. The focus is on using resources strategically, maximizing impact, and

minimizing unnecessary expenditure.

To ensure this plan is financially accessible for smaller enterprises, the approach will be tiered and phased to optimize impact while managing costs. This includes starting by focusing on mobile marketing, which the study revealed to be the most impactful strategy, and then expand to other areas based on initial success and budget availability. The strategies will leverage low-cost options, free resources, and open-source tools to reduce software costs. The training will be delivered via a hybrid model, optimizing venue expenses by using online platforms and low-cost facilities. The plan also seeks to create partnerships with local educational institutions and non-profits to share resources and facilities, and will emphasize the use of volunteers and university alumni to provide mentorship at a reduced cost. It is also expected to seek partnerships with non-profits and funding opportunities through government agencies, and community sponsorships to further reduce the burden on participating SMEs.

The funding for the plan will be sourced through a mix of grants from local government, DTI programs, the local chamber of commerce, and local business sponsorships, combined with minimal training program fees to provide some self-sufficiency to the project and improve dedication from SMEs. We will prioritize strategies that are high impact, cost-effective, and most likely to be beneficial for the businesses. The goal is not just to train, but to empower. This way the proposed plan ensures that even smaller businesses can benefit from the digital marketing action plan. The goal is for SMEs to not just learn these skills, but implement them to improve their businesses long after the plan has concluded.

The successful implementation of this action plan will be evaluated based on measurable indicators for each strategy. This includes improvements in website traffic, higher engagement rates, greater brand awareness, an increase in sales, and a better return on investment. The effectiveness will be measured through data tracking, surveys, and performance analysis, which will be used to adapt the program to meet the SMEs' needs over time. This comprehensive plan with strategic budget management aims to address the diverse needs of SMEs in Brgy. Canlubang and set them on a path for sustainable growth in the digital economy, while ensuring financial responsibility.

## **Conclusions**

Based on the findings, the following conclusions were drawn, each corresponding to the Statement of the Problem:

1. SMEs in Barangay Canlubang, Calamba City, exhibit a limited adoption of digital marketing strategies, with their overall implementation rated as "Fair." Although basic practices such as social media marketing and email marketing are in use, the advanced strategies like SEO, PPC, and data analytics remain underdeveloped. This limited adoption is primarily due to financial constraints, lack of expertise, and insufficient resources.
2. Revenue growth among SMEs is moderately influenced by their digital marketing efforts. While digital marketing strategies contributed to slight improvements in total revenue and profit margins, their overall impact remains minimal due to the inconsistent and under-optimized use of these tools. The inability to integrate digital marketing with broader business objectives further limits their effectiveness.
3. The gaps in the execution of digital marketing strategies, particularly in areas like content marketing, email campaigns, and mobile marketing, suggest that SMEs are not fully capitalizing on the opportunities presented by the digital landscape. Addressing these gaps is critical to improving customer acquisition, retention, and overall revenue growth.

4. The action plan proposed in Chapter 3 offers practical interventions to address these shortcomings. By focusing on training programs, access to digital tools, and strategic, SMEs can enhance their digital marketing capabilities and achieve more substantial financial outcomes.

## Recommendations

### To address the study's conclusions, detailed recommendations are provided:

1. SMEs should attend in-depth training programs to address skill gaps in digital marketing. Workshops on SEO, conducted by organizations like the Department of Trade and Industry (DTI), could cover keyword optimization, website structuring, and analytics tools such as Google Search Console. Training on PPC advertising should focus on designing and managing ad campaigns using platforms like Google Ads and Meta Ads Manager. A dedicated email marketing course should include lessons on email list building, crafting effective email copy, and utilizing tools like Mailchimp for automation.
2. Policymakers should provide financial assistance to support SMEs in adopting advanced digital marketing practices. This could involve establishing grant programs to fund the purchase of essential tools like Canva for graphic design, Hootsuite for social media management, and SEMrush for SEO strategy development. Subsidized training programs offered through DTI or local business organizations could also be expanded. Additionally, tax incentives should be implemented for SMEs that consistently invest in their digital marketing strategies.
3. Industry experts should offer tailored consulting services to SMEs, addressing specific gaps in their marketing efforts. For example, experts could assist SMEs in developing customized content marketing plans, optimizing social media campaigns, and analyzing customer data to refine marketing strategies. Mentorship programs pairing experienced business owners with SME operators would further enhance their ability to overcome digital marketing challenges.
4. A robust feedback and monitoring mechanism should be established to assess the effectiveness of digital marketing strategies implemented by SMEs. Training sessions on using analytics tools such as Google Analytics, SEMrush, and Facebook Insights should be provided to help SMEs measure their campaign performance. Feedback from SMEs should be gathered through regular surveys and interviews, and this data should be used to refine existing support programs.
5. Future research should investigate additional factors influencing SME revenue growth, such as customer retention, brand loyalty, and market competition. Industry-specific studies focusing on sectors like food service, retail, and hospitality would provide tailored insights and strategies. Longitudinal studies examining the long-term impact of digital marketing practices on revenue growth would also offer valuable guidance for SMEs seeking sustainable financial success.

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