

OPTIMIZING MARKETING STRATEGIES FOR MORE EFFECTIVE TARGETED ADVERTISING CAMPAIGNS

ABSTRACT

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This study aims to optimize marketing strategies to improve the effectiveness of targeted advertising campaigns. As digital marketing continues to evolve, businesses increasingly depend on targeted approaches to efficiently reach specific audiences. The focus is on refining strategic efforts to enhance reach, engagement, and return on investment, especially in competitive environments. This research investigates the experiences and perceptions of sellers and business owners in Novaliches, Quezon City, concerning digital advertising and its influence on customer engagement. A descriptive-quantitative research design was employed, with data gathered through an online survey using Google Forms. A purposive sampling technique was used to select 30 participants actively involved in digital marketing. The survey collected demographic information, identified marketing challenges, and gathered insights on potential improvements and recommendations for better-targeted advertising. The findings showed that the current marketing strategies were consistently rated as highly effective, efficient, and credible, each aspect receiving a total weighted mean of 3.7. This uniformity indicates a well-balanced marketing approach that addresses campaign goals while efficiently utilizing resources and maintaining brand trust. The alignment across effectiveness, efficiency, and credibility demonstrates the strategy's robustness in achieving marketing objectives. Overall, the study affirms that the applied marketing strategies have positively impacted the target audience and market reach. The consistency in evaluation results supports the continued application and enhancement of these strategies. The findings underscore the importance of adapting to technological changes and shifting consumer preferences to maintain the success of advertising campaigns in a highly dynamic and competitive digital landscape.

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