**Effects of Online Freelancing Strategies to the Success of the Selected Digital Microbusinesses in General Tiburcio De Leon, Valenzuela city**

**A Quantitative Research Presented To**

**The Senior High School Faculty**

**In Partial Fulfillment Of**

**The Requirements in The Subject**

**Practical Research II**

**Bacali, Kimberly**

**Carlos, Mikaella**

**Dinglasan, Louiz Eldrich Dr.**

**Melchor, Fiona T.**

**Quirao, Angelie June D.**

**Tabontabon, Abigael D.**

**JANUARY 2023**

I.

**APPROVAL SHEET**

This research entitled **“Effects of Online Freelancing Strategies to the Success of the Selected Digital Microbusinesses”** prepared and submitted by Kimberly Bacali, Mikaella D. Carlos, Louiz Eldrich Dr. Dinglasan, Fiona T. Melchor, Angelie June D. Quirao, Abigail D. Tabontabon in partial fulfillment of the requirements for the Inquiry, Investigation, and Immersion has been examined and is recommend for approval and acceptance.

Dr. Ramona A. Villanueva, Ed Jaime Boy A. Alegre

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SHS Focal Person Research Adviser

**PANEL EXAMINERS**

Approved by the committee on Final Defense with a grade of \_\_\_\_ on February 2023.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Darryl G. Bayona Analyn DG. Fabian Shirbelyn Y. Garcia

Teacher III Master Teacher 1 Master Teacher 1

Accepted and approved in partial fulfillment of the requirements for the Practical Research 2 of Senior High School Department. II.

**ABSTRACT**

This study is entitled "Effects of Online Freelancing Strategies on the Success of Selected Digital Microbusinesses in General Tiburcio De Leon, Valenzuela City." We asked legitimate questions to aid us in comprehending the effects of online freelancing strategies on the success of selected digital microbusinesses. The researchers distributed the researcher-made questionnaire to the 100 selected digital microbusiness owners who hired online freelancers, and it will be the primary data collection instrument used in the research. The first section of the questionnaire will include the online freelancing strategies devised by the online freelancers and will consist of 25 questions. The second section will inquire about the digital microbusiness's projected net income, initial net income, and third-month net income in order to see if there has been any notable change after the online freelancers' strategies were applied to the digital microbusiness. In computing, analyzing, summarizing, and interpreting data, the researchers found that there is a significant effect of using online freelancing strategies on the success of selected digital microbusinesses. The null hypothesis is rejected.

Keywords: Online Freelancing Strategies, Online Freelancers,

Digital Microbusinesses, Digital Microbusiness owners. III.

**ACKNOWLEDGEMENT**

First and foremost, the researchers would like to express their gratitude to God for providing them with blessings and direction while they carried out the objectives of this study. The researchers would like to thank their parents for always being there for them and providing them with both emotional support and financial support as they carried out their study.

The senior high school instructors who gave their time and helped with this study's completion are also appreciated by the researchers. Researchers would also want to thank 12-ABM Ayala, the class adviser, for giving them the time they needed to complete each chapter and submit it on time. We appreciate her inspiring words of wisdom.

To our dear respondents, who willingly participated on answering the distributed survey questionnaire.

The researchers are expressing their gratitude to the panelists who have been part of the study. We appreciate you spending some of your valuable time with us even though we are aware of how important it is to you. I'd like to thank you for making this defense a huge success.

Again, the reserchers acknowledge everyone who made this research study possible. Thank and God bless!

IV.

**TABLE OF CONTENTS**

**Title Page………………………………………………………………. I.**

**Approval Sheet…………………………………………………………II.**

**Acknowledgment……………………………………………………... III.**

**Abstract……………………………………………………………….. IV.**

**Table of Contents………………………………………………………V.**

**List of Tables…………………………………………………………VII.**

**List of Figures……………………………………….………………VIII.**

**Chapter**

**I. The Problem and its Background**

* Introduction………………………………………….…………..1
* Background of the Study………………………….……………..3
* Significance of the Study………………….……………………..6
* Statement of the Problem ………………………………….…….8
* Hypothesis……………………………………….……….………8
* Scope and Delimitations…………………………………....…….9

**II. Review of Related Literature and Studies**

* Review of Related Literature……………………………...……..10

V.

* Theoretical Framework…………………………………….…20
* Conceptual Framework.………………………………………22
* Synthesis of the Review of Related Literature…………….….24
* Definition of Terms…………...………………………………25

**III. Research Design and Methodologies**

* Research Design…………………………………..…………..29
* Respondents of the Study……………………………………..31
* Research Instrument…………………………………………..33
* Data Gathering Procedure…………...………………………..34
* Statistical Analysis……………………………………………35

**IV. Presentation, Analysis, and Interpretation of Data……...……38**

**V. Summary of Findings, Conclusions, and Recommendations**

* Summary of Findings…………………………………………57
* Conclusions……………………………………………….…..61
* Recommendations…………………………………………….63
* Bibliography/References………,,……………………………64

**Appendices**

* Appendix A………………………….……………………….70
* Appendix B………………...………………………………...75

**Curriculum Vitae…………………………………………...………76**

VI.

**LIST OF TABLES**

* Table 1. Profile of the respondents as to online freelancing strategies. (page 32)
* Table 2. Content creation as applied strategy to selected digital microbusinesses. (page 39)
* Table 3. Copywriting as applied strategy to selected digital microbusinesses. (page 42)
* Table 4. Content marketing as applied strategy to selected digital microbusinesses. (page 44)
* Table 5. Social media marketing as applied strategy to selected digital microbusinesses. (page 47)
* Table 6. Social media management as applied strategy to selected digital microbusinesses. (page 50)
* Table 7. Chi-square result for cross tabulation of the effects of online freelancing strategies to the success of selected digital microbusinesses as measured by projected net income, initial month net income, and third-month net income. (page 52)
* Table 8. Significant effect of online freelancing strategies towards

the success of selected digital microbusinesses. (page 54)

**LIST OF FIGURES**

* Figure 1. Paradigm of the study. (page 22)

**CHAPTER I**

This chapter presents the introduction, background of the study, significance of the study, statement of the problem, hypothesis, and the scope and delimitations.

**INTRODUCTION**

Throughout the years, we can really notice the substantial change of the freelancing field. With the advancement of technology, online freelancing has been implemented and that developed a many online freelancing strategies for digital microbusinesses. Online freelancing strategies are strategies that can be used in order to give service and market online. It varies considerably depending on the online freelance job. However, it is most likely to focus on marketing, making sales and profit online as the online freelancer is giving its services to the client. Online freelancing strategy starts with freelance research, in which needs and digital microbusinesses are assessed and continues through into advertising, promotion, marketing, client servicing, managing business accounts and websites, analytics and keeping up with the trend.

Online freelancing strategies must focus on providing greater value to clients and digital microbusiness owners at a relatively low cost. However, it is still dependent on the online freelancer as well as the client. Online freelancing performance in business world is one of the central to success in today’s fast-paced competitive markets, and assessing marketing’s performance is essential for efficient management.

A digital microbusiness is a subtype of a small business in digital world that is distinguished by its few employees. Digital microbusinesses are frequently run by solopreneurs, online freelancers, and part-timers who start a business with very low operational and financial requirements. Digital microbusiness owners who market online rely on online freelancers whereas they know these individuals have expertise in social media algorithm and social media marketing that can assist their digital microbusinesses in achieving their concrete objectives. Online freelancing strategies such as content creation, copywriting, content marketing, social media marketing, and social media management can be of great assistance in improving and aiming for success for a microbusiness since they focus on marketing the business and targeting its prospective consumers. Success in business can't happen only once since having a goal isn't just for once, but it should be ongoing as long as you're running a digital microbusiness since the business world is constantly changing, therefore in order to keep up, the digital microbusiness should be adaptable and pertain those online freelancing strategies for short- and long-term success.

As a result, the main objective of our study is to distinguish the online freelancing strategies to the success of selected digital microbusinesses around Gen. T. De Leon, Valenzuela City, as freelancers can contribute to making digital microbusiness management easier and more efficient while also delivering exceptional work to the satisfaction of the digital microbusiness owners. Furthermore, this research will provide enough ideas and financial freedom for anyone interested in starting their online freelancing journey, as well as digital microbusiness owners interested in learning how to improve their digital microbusiness through hiring online freelancers.

**BACKGROUND OF THE STUDY**

In digital era, most digital microbusiness owners hire online freelancers to assist them with their digital microbusinesses as well as apply essential online freelancing strategies. Typically, digital microbusinesses engage freelancers for jobs like web and mobile app development, content creation, and online marketing, although hiring freelancers for tasks ranging from making spreadsheets to putting together a video to acting as a virtual assistant. typically, online freelancers are innovating compared way back 1990's and early 2000s due to the reason that there's no so much technology as well as internet. Hence, now as they entered the new world for freelancing, it opened them to new and fresh ideas which can be applied to their abilities to improve in.

There's a massive growth in the freelancing sector before the dawn of the digital era. It all began in the Middle Ages, where freelancers were soldiers who offered their services to kings who paid them. However, the meaning has not changed over the centuries, yet the freelancers that we know today are professionals and experts who offer their skills and services to specific individuals, firms, companies, organizations, macro businesses, and, most notably, digital microbusinesses. Even so, a significant advancement since the advent of the digital era is that online freelancing can now be implemented to the internet, and they are now more well-known and reliable. As the businesses and companies are now hiring online freelancers because of their expertise and their online freelancing strategies that make a significant difference to their businesses.

According to Canning (2022), Online freelancers owned their time and making their skills as a service business to apply it to the digital microbusinesses making the business to be more known and gain more profits. Online freelancers can use different techniques in order to determine what is proper methods which can lead to the success of social media business account of a digital microbusiness owner. Online freelancers can often complete websites for digital microbusinesses faster than their agency counterparts. An experienced freelance web developer is going to be able to get your website live faster. This is because they don’t have to wait for different departments to produce assets, and they require less coordination in general. They can also have a much more streamlined design process due to being a one-person business.

Online freelancers can use their time quite flexibly, and once they begin to work, they are very productive. They are the ideal choice for digital microbusiness owners who require assistance with their business and for those who are unsure of how to promote online or how social media algorithms relate to digitally marketing their enterprises. Online freelancers typically use a variety of online freelancing strategies to finish one task at a time, and they can even work on large projects for temporarily purposes for digital microbusinesses. Despite this, it is a significant experience for online freelancers because they can gain experience and further develop their skills, and the business being handled can benefit from online freelancing strategies in the long run.

Digital microbusinesses are clearly shifting toward new hybrid models for staffing. More outsourcing to smaller enterprises that can be agile and cost-effective is being merged by legions of online freelancers waiting to be hired with the skills businesses require right now (Howell, 2020).

Digital Microbusiness owners do not need to hire a substantial number of employees to develop their small business into a large firm. They only really need one technologically savvy online freelancer who is worth numerous employees and is reasonably priced whose expertise is marketing their business online using online freelancing strategies in order to accomplish success in meeting goals and profiting as promptly as possible.

**SIGNIFICANCE OF THE STUDY**

The generalization of this study would constitute a significant contribution to the extensive knowledge in the field of online freelancing strategies towards the success of selected digital microbusinesses in Gen. T. De Leon, Valenzuela City. Furthermore, the outcomes of this study may be crucial and beneficial to the following:

**Online Freelancers**

Online freelancers will obtain more proficiency in online freelancing strategies in the field of digital marketing. For those online freelancers operating a social media business account, this will serve as basis on how to optimize and drive revenue, which will lead in the accomplishment of the digital microbusiness.

**Digital microbusiness owners**

Digital microbusiness owners will acquire more online freelancing strategies for improving their digital microbusinesses and obtain potential customers. Also, they can hire online freelancers as it will assist them to devise and apply online freelancing strategies to their digital microbusiness.

**ABM Students**

The results will provide the ABM students with some knowledge of online freelancing strategies and how it helps to the success of digital microbusinesses. This will also serve as a guide if they want to begin assisting microbusinesses through online freelancing strategies to generate additional income from their business skills.

**Future Researchers**

This will serve as an instrument that will guide and navigate the future researchers in discovering credible, accurate, and tantamount tactics referred to as online freelancing strategies for further understanding on the topic. Indeed, this research will be the main source of enlightenment that they will undoubtedly require in their future studies.

**STATEMENT OF THE PROBLEM**

The study was directed towards its main objective of determining the effects of online freelancing strategies to the success of digital microbusinesses. Specifically, it seeks to answer the following questions:

1. What are the online freelancing strategies utilized by the online freelancers as to;

1.1 Content Creation,

1.2 Copywriting

1.3 Content Marketing

1.4 Social Media Marketing, and

1.5 Social Media Management

2. What is the effect of online freelancing strategies to the success of selected digital microbusinesses as to;

2.1 Projected net income

2.2 Initial month net income

2.3 Third-month net income

3. Is there a significant effect of utilizing online freelancing strategies towards the success of the selected digital microbusinesses?

**HYPOTHESIS**

From the problem stated above, the following hypothesis is formulated:

This hypothesis has 0.05 significant level of accuracy:

Hypothesis: There is no significant relationship between online freelancing strategies towards the success of a digital microbusiness.

**SCOPE AND DELIMITATIONS**

The study will cover the determination of the online freelancing strategies to the success of selected digital microbusiness in Gen. T. De Leon, Valenzuela City. The primary subjects of this study will consist of at least 100 microbusiness owners who hired online freelancers that will devise and apply the online freelancing strategies to the digital microbusinesses. The respondents will be purposively selected. This study will start at October 2022 and end to February 2023.

**CHAPTER II**

**REVIEW OF RELATED LITERATURE AND STUDIES**

This chapter primarily presents the different researches and other literatures form both foreign and local researchers, which have significant bearings on the variables included in the research. It focuses on several aspects that will help in the development of this study. The study is generally concentrating on the online freelancing strategies to the success of selected digital microbusinesses in General Tiburcio De Leon, Valenzuela City. The literatures of this study come from books, journals, articles, electronic materials such as PDF or websites, and other existing theses and dissertations, foreign and local that are believed to be useful in the advancement of awareness concerning the study.

**Review of Related Literature**

Dating back to ancient times, the phenomenon "Freelancer," which has roots in antiquity, was widely used to describe a hired lance or mercenary who offered to battle for the highest bidder. With time, the phrase lost its military connotations and began to be used in business to indicate, broadly speaking, to someone who is willing to sell their special and in-demand skills to those who are willing to pay. Online freelancing has grown exponentially thanks to the Internet. Independent professionals found it substantially simpler to post their qualifications, while a looking for a service could now do it through the Internet with a significantly better detailed and efficient search. (Kathuria et al.,2017)

As the world moves into digital, ordinary freelancers have evolved into online freelancers who provide services online. In order to offer a variety of services alongside them, numerous online freelancing strategies have been developed. Online freelancers' expertise grows as they obtain more and more tasks and clients from multiple businesses. Digital microbusiness owners are the most likely clients as the online freelancers tend to assist digital microbusinesses by providing as many services as possible along with profit-generating strategies.

Online freelancers diverge from the traditional 9-5 employment paradigm by allowing employers to publish one-time jobs online for employees to complete. In the logistics chain, the employer publishes a job specification online for freelancers to submit proposals on, implying the requisite minimum hourly wage for the job's full implementation. The anointed bidder then accomplishes the work and is paid by the employer. According to the notion, if there is a substantial base of businesses and employees, everyone will gain financially from flexible work schedules, specialized workers, and less costly employment (Holt et al., 2019). Online freelancers quite often generate revenue by charging clients on an hourly or daily basis for their services and strategies. The majority of online freelance labor is transitory. Even though an online freelancer is not theoretically an employee of another digital business, other digital microbusinesses can hire them (Kaur et al.,2021).

Online freelancers can be very flexible with their time and they will be the one who will decide on when will the project and task has to be made. It is beneficial since it gives more time for the freelancers to think of an ideas and makes them to be more productive as well once they gained enough rest. even though online freelancers are only temporary yet the online freelancing strategies they applied for the digital microbusinesses for long-term success.

Online Freelancers certainly assist digital microbusinesses cut costs while gaining access to experts in their field. Based on the literature, online freelancers have made substantial contributions to the economy (Zeenny, 2018; Lesonsky, 2019). As the world is constantly changing the growing number of digital microbusinesses rely on the expertise of individuals who can provide urgent but necessary services. These requirements are easily handled by online freelancers. As a result, online freelancers appear to be able to find work that matches their abilities, and the economy benefits.

As the internet became quite integrated into our daily lives, freelancing found a home inside computer monitors. People started looking for clients and working on projects as they came up. A number of professionals began to take advantage of the opportunities, and now almost anyone can work as an online freelancer as long as you have the skills and services that you can offer.

According to Amod (2019), Individual entrepreneurs or online freelancers, whom were flexible and self-driven, consequently triumph over bloated organizations. It's correct to conclude that the Internet has contributed in a "new and enhanced" edition of autonomous microbusinesses. Improved version seeing as microbusinesses can now obtain global resources such as information, skills, and financing that were previously only accessible to large corporations. Most digital microbusiness owners hire freelancers since these individuals have expertise that only macro businesses or large corporations have.

Online freelancers typically assist digital microbusiness owners in achieving something for their digital microbusinesses that is both short and long-term success. To reach the aim, online freelancers typically employ online freelancing strategies that can significantly impact digital microbusiness platforms online. As freelancers do their work for digital microbusinesses, digital microbusiness owners have more free time to spend with themselves and generate new ideas to enhance their microbusiness.

Based on the recent study conducted by Daisyme (2022), the necessity of having an online freelancing strategy is that it enhances the profitability and growth of a business. As these strategies are employed and facilitated by online freelancers, things become much easier. This also enables freelancers to start working right away, guaranteeing that your digital microbusiness's needs are met quickly and within budget. Whenever a digital microbusiness company's growth is rapid, online freelancers help to ensure that the digital microbusiness does not broaden beyond its means. When applied to a digital microbusiness, these online freelancing strategies can propel to success in both the short and long term. Furthermore, it is inexpensive, allowing any digital microbusiness owner to obtain such effective strategies.

Utilizing an online freelancing strategy in digital microbusinesses is indeed a wise decision as it will serve as a guide to make a business meets its work demands. As the online freelance economy continues to grow and there is a significant increase in the number of online freelancers in every domain, more online freelancing strategies will be implemented in the near future, and many businesses will benefit from it as it is executed, and the continuous growth of a business will never cease as long as the online freelancing strategies are still utilized in a particular digital microbusiness. These online freelancing strategies ensure that the process or perhaps the running of a digital microbusiness run smoothly as it has no negative impact when decided to apply to digital microbusiness business but rather focus on enhancing the digital microbusiness. In general, an online freelancing strategy in a digital microbusiness concentrates on marketing, selling goods and products, and managing the social media business platforms owned by the digital microbusiness's legal proprietor.

According to King-Dejardin (2021), the nature of the relationship between the online freelancer and the client and business platforms is that most digital labor platforms portray themselves as offering job prospects for "freelancers," i.e., independent contractors who work when and how much they want. Clients are a term that is frequently and commonly used to refer to digital business platforms or digital business owners who hire and use online freelancers. According to the results of the online poll, clients apply various and difficult-to-define lines of supervision and levels of control through the platform and/or directly over online freelancers who provide them with the services they require.

A good collaboration among the hired online freelancer and the owner of the digital microbusiness is essential, owing to the fact that if both parties have a close bond, the online freelancer is more likely to boost its effort to meet the organizational goal of the specific digital microbusiness, add more innovative solutions and recommendations to enhance the business, and several online freelancing strategies will be executed. The online freelancing strategies that will be utilized in the digital business will be far more efficient as it will exemplify the endeavor of the online freelancer and will direct consequence in the long-term success of the selected digital microbusiness. In the case of the digital microbusiness owner, it is much more likely that they will pay a substantial wage to the online freelancer if it meets the digital microbusiness's outcomes and has a good correlation with them.

Based on the research conducted by Tudy (2020), Online freelance work is intriguing and is gaining prominence among Filipinos, whether professionals or not. Filipinos are accustomed to prioritizing private or public sector jobs. Regardless of the fact that freelancing is becoming progressively popular in the Philippines, little is acknowledged about the experiences of Filipinos who work online rather than in traditional corporate settings.

Online freelancing is increasingly becoming prevalent, which is reassuring as it will serve as a wake-up call for Filipinos who are seeking employment as well as digital microbusinesses in the Philippines that require marketing assistance through the use of online freelancing strategies. Digital microbusiness owners in the Philippines who have insights about online freelancing are more systematic and hire freelancers to run their digital microbusinesses since they perceive that these skills will prove beneficial and enable their digital microbusiness succeed.

According to (Llamas, 2018), a substantial number of Filipinos are considering working as online freelancers. They were already mindful of the potential job openings that matched their knowledge and experience or kinds of employment with simple requirements. As a result, any individual in the digital world can find work and earn a good living. (Baitenizov and Patsalov, 2019). As a consequence of the potential earnings, an increasing number of people are becoming aware of this work arrangement.

Countless Filipinos work remotely these days, and the majority of them are online freelancers in various niches who provide variety of services to microbusiness owners digitally. These setups provide them with the opportunity to use it as a potential income while having the convenience in their career thus putting significant effort and various online freelancing strategies to the projects of the digital microbusinesses they operate.

According to San Antonio (2022), the Philippines ranks sixth in regards to the number of active online freelancers. The Philippines is considered to be the next fastest-growing market for freelance earnings (35%). Filipino independent contractors or freelancers are becoming a new breed as the young sector learns the system as a crucial component of their professional objectives. Consideration should also be given to the internet and developing information technology. Job portals have increased the demand for work in a variety of fields, including graphic and digital design, copywriting, content creation, web development, digital marketing, new media specialists, social media marketing, virtual assistants, hourly office support, financial processing, data analytics, coders and programmers, and so forth.

Numerous Filipino online freelancers are indeed very proactive in any social media platform presently, which is why the concept of online freelancing is starting to take hold and several Filipinos are aware of it. Many Filipinos see this as a good thing considering that it will open up many opportunities for individuals who are uncertain of their career path and are currently unemployed. It will assist them in establishing their purpose while also working to improve their career, as well as the large-scale projects of the digital businesses they handle.

According to Debara (2018), selecting the right mentors and freelancers for a fledgling digital business is crucial even if it costs more, as demonstrated by the success of numerous digital enterprises in the modern period that received significant net income and increased profitability within three months. Although it is a significant expenditure for a start-up business, it is necessary for a business to become more lucrative quickly since these particular contractors will assist the owner of a digital business in achieving business goals.

Nowadays, a lot of digital microbusiness owners are eager to try a million different things to increase their net revenue or profits within three months. Hiring an online freelancer, however, is a shortcut to being profitable within three months since these independent contractors will support the company and apply online freelancing strategies that are crucial for digital microbusinesses. It is preferable if indeed the owner of the digital microbusiness hired an online freelancer during the early stages of the venture in order to stay on track and distinguish the effects of online freelancing strategies to the success of the digital microbusinesses in terms of project. These online freelancers will certainly assist the owners of the digital microbusinesses to stay accountable to on their monthly performance goals until it attains the long-term success of the digital microbusiness.

**THEORETICAL FRAMEWORK**

The theoretical underpinning of this study is the bright future for online freelancers by Howell (2020). In a survey of the current state of digital microbusiness and freelancing, the theory states that as the pandemic enters its second wave, it can be hard to remain optimistic about the future. Thus, the future is bright and prosperous for digital microbusiness owners and online freelancers in all sectors and industries. The sobering reality is that as the economy continues to deteriorate, today's open positions may no longer be required. However, there is still work to be done, so digital microbusinesses are looking for independent talent, which is directed to online freelancers. As online freelancers have expertise in the business sector as well as providing services to digital microbusinesses, they can help them achieve massive success by utilizing online freelancing strategies. These online freelancers are inexpensive, offer specialized skills, and are capable of working remotely. Companies benefit from assistance without risking employee safety, and teams benefit from the addition of experts who can jump into projects and be productive almost immediately. The very nature of how they work is designed for how companies must move quickly and gain flexible access to skills. It is clear that digital microbusinesses are shifting to new hybrid models for staffing. More outsourcing to smaller enterprises that can be agile and cost-effective is being joined by legions of online freelancers ready and waiting with the skills digital microbusinesses require right now. It is also said in the theory, the future looks like it's business as usual, but business through the lens of pandemic. Work has most likely changed forever. As digital microbusinesses build their new hybrid workforces, freelancers, contingent workers, and contractors are all included. Any digital microbusiness that does not evaluate the mass of online freelance talent that is literally on-tap will miss out on commercial, operational, and structural opportunities that are rapidly emerging.

**CONCEPTUAL FRAMEWORK**

**ONLINE FREELANCING STRATEGIES**

**SUCCESS OF SELECTED MICROBUSINESSES**

**1.1 CONTENT CREATION**

**1.2 COPYWRITING**

**1.3 CONTENT MARKETING**

**1.4 SOCIAL MEDIA MARKETING**

**1.5 SOCIAL MEDIA MANAGEMENT**

Figure. 1 Paradigm of the study.

Figure 1 presents the conceptual framework of the study. It consists of two variables. Online freelancing strategies as an independent variable and the success of selected digital microbusinesses as the dependent variable.

In figure 1, Online freelancing strategies as independent variable pertains to the strategies used by the online freelancers in order to achieve something and gain profit based on their niche in the internet. The strategies include content creation, copywriting, content marketing, social media marketing, and social media management. These strategies serve a variety of purposes, but their five major objectives are to provide service, market to potential customers, gain profits, and achieve the goals that have been defined. If the online freelancer niche falls under the digital microbusiness sector, it will be more likely for the online freelancer to provide and apply the strategies to the digital microbusiness while assisting it. It also pertains to a digital microbusiness strategy that can meet the success of selected digital microbusinesses if it will be applied. As this strategy can accelerate the process of attaining goals as well as it will be easier for the digital microbusiness owner to assist the business with the help of these strategies implemented by the hired online freelancer.

Another variable, the success of selected digital microbusinesses refers to the accomplishments of goals. It can be growth of net income and generating more leads. As the digital microbusinesses is running, it will continuously face uncertainties, thus it is urgent to have a consistent goal in order to keep up with the consequences and to attain the success of the digital microbusinesses.

**SYNTHESIS OF THE REVIEW OF RELATED LITERATURE**

The online freelancing strategies have been proven to have a significant impact on the success of digital microbusinesses, and with the study being undertaken, there is a high probability that these strategies will indeed be useful and sustainable in the long run. Even if the digital microbusiness owners are unaware with social media marketing, they can employ an online freelancer to assist them and implement some online freelancing strategies that can be beneficial to digital microbusiness. The online freelancing strategies that will be implemented have the potential to increase the digital microbusiness's efficiency and growth. The strategies used on social media platforms will serve as a blueprint ensuring that a business meets its work demands. More online freelancing strategies will be implemented in the near future as the freelance industry expands and therefore there is a substantial growth in the number of online freelancers across every industry. Countless digital microbusinesses will profit from these strategies as they are put into practice, and a business's ongoing growth will never cease as long as the online freelancing strategies are still applied in a specific digital microbusiness. As these tactics are used and supported by online freelancers, things get considerably simpler. Additionally, it enables online freelancers to get to work immediately, guaranteeing that your digital microbusiness can quickly and affordably meet its demands. Online freelancers help firms ensure that they don't go beyond what they can afford when there is significant business expansion. When used in conjunction with a small business, these online freelancing scan help you achieve both immediate and long-term success. Additionally, strategies it is affordable, any digital microbusiness owner to acquire such efficient strategies that can enhance their digital microbusiness.

**DEFINITION OF TERMS**

The following terms are further defined operationally:

**Content Creation.** It is a strategy that involves emerging topic ideas that are appealing to buyer persona, establishing written or visual content around those ideas, and making that information available to your target audience in the form of a blog, video, infographic, or other content formats.

**Copywriting.** It is a strategy for creating written captions for digital microbusinesses, typically with the objective of selling or promoting a product, service, or brand by utilizing product descriptions, unique selling points (USP), and call-to-actions to effectively approach and reach out to customers.

**Content Marketing.** It is a strategy that entails planning, distributing, sharing, and publishing content through various platforms such as social media, blogs, websites, podcasts, apps, press releases, print publications, and more.

**Digital microbusiness**. It is a small-scale digital business that employs a small number of employees and has a low beginning expenditure.

**Digital microbusiness Owner**. An individual or entity that owns a digital microbusiness in order to profit out of its successful operation. They play a critical role as they are responsible with the big picture and the direction of their digital microbusiness and are not implicated in the day-to-day operations of the digital microbusiness. As a result, they consider hiring an online freelancer to assist their microbusiness digitally as well as sell and boost conversions on a consistent basis.

**Initial month net Income.** It is the net income for the first month of the novice digital microbusinesses. This will reveal whether there is a rise in net income over the projected income after utilizing online freelancing strategies.

**Online Freelancer.** An individual who provides assistance to digital microbusinesses by developing and implementing online freelancing strategies for the digital microbusiness owner's social media business account in a bid to contribute a significant enhancement to the digital microbusiness.

**Online Freelancing.** An individual-run service business that provides significant benefits to its clients.

**Online Freelancing Strategies.** These are the strategies that are more likely applied to digital microbusinesses as it can contribute to generate more leads and boost sales.

**Projected net Income**. It is the estimated net income for the initial month of the novice digital microbusiness.

**Social Media Management.** It is a strategy that includes assessing social media audiences and formulating a tailored strategy for them, creating and distributing content for social media profiles, monitoring online conversations, collaborating with influencers, facilitating community service, and monitoring, gauging, and reporting on social media performance and ROI.

**Social Media Marketing.** It is a strategy that entails building a digital microbusiness's brand, increasing sales, driving website traffic, and analyzing data analytics in order to monitor the digital microbusiness's progress and distinguish new opportunities to engage.

**Success.** The typical indicators of a successful digital microbusiness include a significant growth in net income after three months of utilizing online freelancing strategies.

**Third-month net income.** It is the net income of a digital microbusiness for the third month. This month will determine whether there is a substantial increase in net income from the prior month, indicating that the online freelancing strategies used had an effect on the success of the digital microbusinesses.

**CHAPTER III**

**RESEARCH DESIGN AND METHODOLOGIES**

This chapter of the study presents the various processes and procedures employed by the researchers in order to conduct the study. It starts by discussing the research design, followed by the respondents of the study. Next in the presentation is the research instrument used in the study and the data gathering procedures. The chapter ends by discussing the statistical analysis, which includes the various statistical tools used in the study.

**RESEARCH DESIGN**

According to Hassan (2022), descriptive research design is a methodological approach that deals with the process of systematically describing the qualities of a given phenomenon or population. Descriptive research can be used to investigate phenomena such as social, demographic, and environmental concerns. It can also be used to investigate personal experiences or sentiments. Descriptive research seeks to provide information about the nature and scope of a phenomenon.

The researchers use the descriptive approach in order to precisely and methodically characterize a group of individuals or a circumstance, in this case, the success of selected microbusinesses while utilizing online freelancing strategies.

Ex-post facto research, commonly referred to as causal comparative research, is a research method that examines how an independent variable influences a dependent variable. This comprises specific qualities or traits of a participant that cannot be changed. (Kowalcyzk & Saleh, 2022)

The study utilized ex-post facto or causal-comparative research to determine whether the online freelancing strategies affected the success of selected digital microbusinesses as hypothesized. Furthermore, the major factors influencing the success of selected digital microbusinesses are content creation, copywriting, content marketing, social media management, and social media marketing.

**RESPONDENTS OF THE STUDY**

The researchers in the study selected the online freelancers hired by the digital microbusiness owners in General Tiburcio De Leon, Valenzuela City purposively to be the respondents of the study, who usually utilizes online freelancing strategies. With reference to Social Media Business account records, the researchers will ensure that the online freelancers hired by the digital microbusiness owners will qualify any of the following conditions: First, they do content creation with appealing graphics and videos in order to promote goods and services of their business. Second, they do copywriting to advertise the product in order to convert it into sales. Third, they do content marketing just like doing hashtag research to specific content in order to reach target customers for their business and publishing relevant content to attract new prospect and nurturing them into leads. Fourth, they do social media marketing to sell products and services to a new market that can be an entryway into building a customer base, Interacting and having transactions with clients, and to advertise their business to connect with consumers and boost marketing their campaigns. Lastly, they do social media management, basically managing the business online presence just like having a brand awareness, Auditing existing social media strategy, designing social media business profiles, growing social reach, and monitoring social media performance.

Below are the number of respondents as to online freelancing strategies

**Table 1**

Profile of the respondents as to online freelancing strategies.

|  |  |  |
| --- | --- | --- |
| **Respondents in terms of Online Freelancing Strategies** | **Frequency** | **Percentage (%)** |
| Content Creator | 41 | 41% |
| Copywriter | 15 | 15% |
| Content Marketer | 15 | 15% |
| Social Media Marketer | 6 | 9% |
| Social Media Manager | 20 | 20% |
| Total | 100 | 100% |

*Table 1. Percentage Frequency Distribution*

*Note.* Table 1 shows the distribution of respondents based on the online freelancing strategies they utilized. These five varieties of microbusiness owners who utilize the given online freelancing strategies have a total population of one hundred (100). To wit: Content Creator has a total population of forty-one (41). The copywriter has fifteen (15). Content Marketer has fifteen (15). The social media manager has twenty (20) and the social media marketer has nine (9). The researchers utilize purposive sampling in order to identify and select the respondents that can provide data by virtue of knowledge or experience for the more in-depth follow-up research.

They were the chosen respondents as their niche has to do with the implementation of online freelancing strategies for their digital microbusiness. Moreover, the current digital microbusiness owners are evidently more techno-savvy than before, as they can now also rely on the internet for the marketing and sales of their digital microbusiness, and there are a lot of online freelancing strategies that can help the digital microbusiness owners accomplish their objectives.

**RESEARCH INSTRUMENT**

The instrument utilized was a researcher-made questionnaire to gather the needed data from the respondents. The draft of the questionnaire was drawn out based on the researchers' readings, previous studies, professional literature, and published and unpublished theses relevant to the study. The specifications for creating a good data collection instrument were taken into account when creating the instrument. For instance, to account for the respondents' knowledge readiness, statements detailing the circumstances or concerns in question were toned down. To permit for freely formatted thoughts regarding the topics or issues, open-ended options were offered. The instrument is authorized to acquire legitimate responses from the respondents in this way. The use of a structured questionnaire is preferred as it is less expensive than some other methods of collecting data, eliminates biased opinions, imposes less pressure on respondents to respond straight away, and gives respondents a better sense of security. In particular, it encouraged direct responses to pressing, complex topics.

To validate the researcher-made questionnaire, copies of the questionnaire were provided directly to a professional with expertise in microbusiness digitally, referred to as a person of authority. The authority figure was asked whether all of the items were clear and concise; if the quantity of questions seemed to be sufficient to collect pertinent data for the study; whether each of the items was objective and not biased; and whether each of the items was relevant to the present study. Following that, we tend to reflect the person in authority's suggestion and recommendation in order to modify the items in the questionnaire for better clarity and definiteness. The researchers then personally administered the questionnaires to the respondents.

**DATA GATHERING PROCEDURE**

After figuring out the validity and reliability of the data collection methods, creating study-specific research questions, and making all necessary amendments to the selected respondent, one hundred (100) copies of the questionnaires administered will be adeptly filled out and returned. As a result, their corresponding response to the question is kept in accordance with the respondents' and researchers' agreement.

The data gathered was structured and tabulated based on the statistical treatment conducted. At this point, the assistance of a statistical consultant was required.

**STATISTICAL ANALYSIS**

The following statistical tools were used to present the findings in the study.

**Percentage Frequency Distribution**

This statistical tool is utilize to examine the percentage of respondents in terms of online freelancing strategies.

Formula:

X 100 = Percentage (%)

Where, % = percentage

n = number of observations

N = number of samples

**Weighted Mean**

This statistical tool is utilized to analyze problem 1 which cover the online freelancing strategies of digital microbusiness owners and its effect to their success.

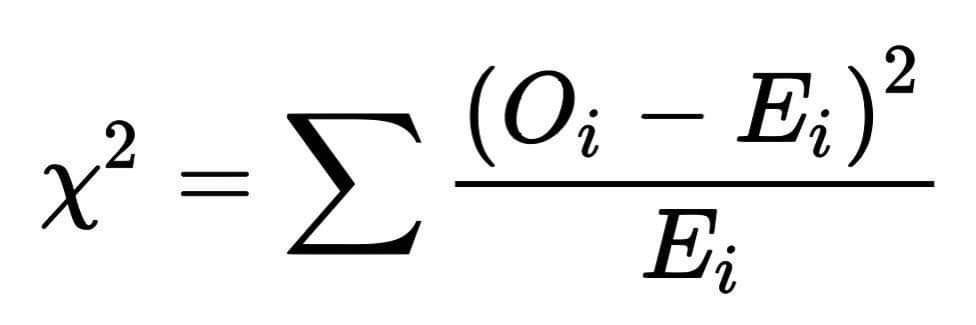
A picture containing letter

Description automatically generated

**Chi-Square**

This statistical tool is utilized to analyzed problem 2 which is to determine the effects of online freelancing strategies to the success of the selected digital microbusinesses in terms of projected net income, initial month income, as well as third-month income.

Formula:



Where,  = chi squared

 = observed value

= expected value

**Multiple Regression**

This statistical tool is utilized to analyzed problem 3 which is to determine the significant effect of using online freelancing strategies towards the success of selected digital microbusinesses.

Formula:

*y = mx1 + mx2+ mx3+ b*

Where,*y* = the dependent variable of the regression

*m* = slope of the regression

*x1* =first independent variable of the regression

*x2* =second independent variable of the regression

*x3* =thirdindependent variable of the regression

*b* = constant

The statistical data was analyzed and computed through the use of Microsoft Excel.

**CHAPTER IV**

**PRESENTATION, ANALYSIS, AND INTERPRETATION**

**OF DATA**

This chapter focused with the presentation, analysis, and interpretation of the data gathered problem as well as to the questionnaire given to the respondents. The data were from the instrument collected. The data were presented in tabular form. The presentation was patterned according to the sequence of problems outlined in the statement of the problem treated using appropriate statistical tools, discussed in Chapter 3, and were analyzed to answer the specific questions in the statement of the problem.

**Content creation as applied strategy to selected digital microbusinesses**

Table 2 shows the weighted mean of content creation as applied strategy to selected digital microbusiness, and it was rated based on how much effort did the online freelancers put into the pictures and videos of their products, the tools they utilize to make graphics, being updated on visual trends, repurposing old-popular contents, and creating contents for buyer personas.

The content creators insist on the necessity of having established strategies when creating content for the digital microbusiness. The

item "I put a lot of effort into taking aesthetically pleasing and high-definition photos and videos of my products." has a weighted mean of 3.8, ranks first, and is interpreted as "strongly agree." It is followed by the item "I utilize tools and graphics from platforms such as Canva and Piktochart to create quality graphics," with a weighted mean of 3.66, ranks second, and is likewise interpreted as "strongly agree." Then, the item "I search for the latest visual trends to generate more content ideas" has a weighted mean of 3.65, and ranks third, not far behind the weighted mean of rank 2. "Strongly agree" is also interpreted in rank 3. While, the item "I repurpose some of my old-popular contents" has a weighted mean of 3.5 and ranks fourth with a verbal interpretation of "agree". The last item, "I generate contents that are exclusive for my customer persona," has a weighted mean of 3.36, it has the lowest rating and is interpreted as "agree."

**Table 2**

*Content creation as applied strategy to selected digital microbusinesses.*

|  |  |  |
| --- | --- | --- |
| **Content creation** | **Weighted Mean** | **Verbal Interpretation** |
| 1. I put a lot of effort into taking aesthetically pleasing and high-definition photos and videos of my products. | 3.8 | Strongly Agree |
| 2. I utilize tools and graphics from platforms like Canva and Piktochart to create quality graphics. | 3.66 | Strongly Agree |
| 3. I search for the latest visual trends to generate more content ideas. | 3.65 | Strongly Agree |
| 4. I repurpose some of my old-popular contents. | 3.50 | Agree |
| 5. I create contents that are just for my buyer persona. | 3.36 | Agree |
| **Average Weighted Mean** | **3.59** | **Strongly Agree** |

*Table 2. Weighted Mean*

0.50-1.50 = Strongly Disagree 1.51-2.50 = Disagree

2.51-3.50 = Agree 3.51-4.50 = Strongly Agree

*Note.* The table illustrates that the cumulative weighted mean of content creation as applied to selected digital microbusinesses is 3.59. This signifies that among the items in the questionnaire, such as putting a lot of effort into taking aesthetically pleasing and high-definition photos of products, utilizing tools and graphics to create quality graphics, and searching for the latest visual trends to generate more content ideas, have indeed been deemed such as the most essential in creating contents by the content creators. As a result, it is vocally taken as "strongly agree," as the strategy shall be fully applied consistently when creating content. Repurposing some of the old-popular materials and generating content specifically for the consumer persona are both compelled, but for content creators, it is interpreted as "agree."

According to Johnson et al. (2022), current research on content creation-based online platform entrepreneurship focuses on how entrepreneurs can use the platforms with which they interact to achieve digital microbusiness success. Approximately 65% of the sample, or 120 respondents, chose to produce content that is appealing to consumers, 25% chose to produce content that is trendy for the new generation, and 10% chose to produce content that is exclusive to their consumers. As a result, we recommend that researchers incorporate content-creation-based online platforms into the entrepreneurship agenda.

**Copywriting as applied strategy to selected digital microbusiness**

Table 3 shows the data of copywriting as an applied strategy to selected digital microbusinesses with the computed mean as it was rated based on how copywriters came up with intriguing hooks, consistently put product description and relevant data on captions, utilizing USP, possessing an evoke emotion to elicit a positive response from customers, and putting a call to action in every caption.

The item "My caption in every content consists of product description and relevant data" has a weighted mean of 3.59 and is ranked first with a verbal interpretation of "strongly agree" given that it is absolutely necessary to include a product description in the caption in order to provide data as well as what advantages the customer will obtain from the good or service. The item "My caption in every piece of content evokes emotion to elicit a positive response" has a weighted mean of 3.57 and ranks second with an interpretation of "strongly agree." It is critical to leave a favorable impression on your target audience in order to provoke interact and build trust. The item "My unique selling point (USP) is utilized to my caption in every content" has an estimated weighted mean of 3.51 and it came in third with a verbal interpretation of "strongly agree". Conversely, the item "My caption in every content has a call to action" has a weighted mean of 3.44 and comes fourth with a verbal interpretation of "agree". Certain copywriters have to include a call to action in their caption since it assures the viewing public what to do and, if handled right, inspires them to do it. The item, "My caption in every content begins with snappy, witty, or intriguing hooks" has a weighted mean of 3.39 and it places last with a verbal interpretation of "agree".

**Table 3**

*Copywriting as applied strategy to selected digital microbusiness*

|  |  |  |
| --- | --- | --- |
| **Copywriting** | **Weighted Mean** | **Verbal Interpretation** |
| 1. My caption in every content begins with snappy, witty, or intriguing hooks. | 3.39 | Agree |
| 2. My caption in every content consists of product description and relevant data. | 3.59 | Strongly Agree |
| 3. My unique selling point (USP) is utilized to my caption in every content. | 3.51 | Strongly Agree |
| 4. My caption in every content evoke emotion to elicit a positive response. | 3.57 | Strongly Agree |
| 5. My caption in every content has a call-to-actions. | 3.44 | Agree |
| **Average Weighted Mean** | **3.50** | **Agree** |

*Table 3. Weighted Mean*

0.50-1.50 = Strongly Disagree 1.51-2.50 = Disagree

2.51-3.50 = Agree 3.51-4.50 = Strongly Agree

*Note.* In general, the computed value of weighted mean is 3.50 and it is verbally interpreted as "agree" based on the copywriter’s perception. As shown in the table three (3) out of five (5) copywriting strategies were interpreted as strongly agree: my captions in every content consists of product description and relevant data (WM=3.59), my caption in every content evoke emotion to elicit a positive response (WM=3.57), and my unique selling point (USP) is utilized to my caption in every content (WM=3.51). whereas the remaining two (2) were interpreted to indicate agree.

According to Maha Putra (2020), freelancers frequently use copywriting such as headlines containing discounts, common business problems (pain), promises to quickly master a competency (promises), limited time and availability of goods (scarcity) to attract consumer interest. According to the data, 76% of the 105 respondents include a call-to-action button that directs netizens to a landing page with complete information such as product profiles, features offered, prices filled with time constraints to indicate scarcity, and a call-to-action button that leads to the purchase process, which is then processed by the seller. While 24% of respondents only include a product description in their digital marketing of goods and commodities.

**Content marketing as applied strategy to selected digital microbusiness**

Table 4 presents the data of content marketing as applied strategy to selected digital microbusinesses. Looking closely at the table per item, it was observed that "After the content marketer created the content of, they share it with prospects and clients through a wide variety of channels including email and social media." has the average weighted mean of 3.59 and it ranks first and it is interpreted as "Strongly agree" followed by the item "Posting at a time of optimal engagement in every post of content marketer helps them gain more engagements" that has a weighted mean of 3.58 which is the second rank and it is still interpreted as "strongly agree". The item "I ensure that their brand voice remains steady across channels." has a weighted mean of 3.56 and it ranks third and it is also interpreted as "Strongly agree". The item "Content marketers aggregate all existing consumer data to see where their audience is spending their online time" has a weighted mean of 3.38 and it ranks fourth and interpreted as "agree". The item "I utilize hashtags before I upload the content of mine" has weighted mean of 3.37 and it is the last rank with the interpretation of "agree".

**Table 4**

*Content marketing as applied strategy to selected digital microbusiness*

|  |  |  |
| --- | --- | --- |
| **Content Marketing** | **Weighted Mean** | **Verbal Interpretation** |
| 1. After I've created the content of mine, I share it with prospects and clients through a wide variety of channels including email and social media. | 3.59 | Strongly Agree |
| 2. I utilize hashtags before I upload the content of mine. | 3.37 | Agree |
| 3. Posting at a time of optimal engagement in every post of mine helps me gain more engagements. | 3.58 | Strongly Agree |
| 4. I aggregate all existing consumer data to see where the audience of mine is spending their online time. | 3.38 | Agree |
| 5. I ensure that the brand voice of mine remains steady across channels | 3.56 | Strongly Agree |
| **Average Weighted Mean** | **3.50** | **Agree** |

*Table 4. Weighted Mean*

0.50-1.50 = Strongly Disagree 1.51-2.50 = Disagree

2.51-3.50 = Agree 3.51-4.50 = Strongly Agree

*Note.* As present in the data, three (3) out of five (5) content marketing strategy were interpreted as strongly agree: After I've created the content of mine. I share it with prospects and clients through a variety of channels including email and social media (WM=3.59), posting at a time of optimal engagement in every post of mine helps me gain more engagements (WM=3.58), and I ensure that the brand voice of mine remains steady across channels (WM=3.56). Generally, the overall weighted mean is 3.50 and it is verbally interpreted as agree as to content marketing being applied to selected digital microbusinesses.

According to Duc Le (2013), all respondents believe that content marketing is extremely beneficial to them and their businesses. The third interviewee even stated that content marketing has increased their hit rate by up to 30%. Furthermore, in comparison to the previous year without content marketing, interviewee number three admitted that their company spent "hundreds of thousands of phone calls and meetings" as well as time at events to generate 1500 leads. None of the 1500 leads were qualified, however. The sales department refused to make any phone calls because they would only instill distrust in the company's customers (approximately 5-8%). In the case of interviewee No. 2, she did not provide a specific figure, instead stating that content marketing has increased their sales.

**Social media marketing as applied strategy to selected digital microbusiness**

Table 5 depicts social media marketing as an applied strategy for selected digital microbusinesses. It demonstrates that the item "Joining community groups on social media helps myself to reach more target customers and increase the sales of my digital microbusiness" has a weighted mean of 3.72 and ranks first with a verbal interpretation of "strongly agree." The item "Interacting and engaging with my customers through DMs or comments helps me to have potential customers and secure a long-term relationship with the current customers" has a weighted mean of 3.70 and ranks second with a verbal interpretation of "agree." Conversely, the item "live streaming online allows me to be more personal with my audience and give them insight into my business and my products to build trust" has a weighted mean of 3.55 and ranks third with a verbal interpretation of "strongly agree." Meanwhile, the item "crafting a social media contest and giveaways helps myself to gain online visibility, followers, and engagement" has a weighted mean of 3.47 and ranks fourth with a verbal interpretation of "agree."

**Table 5**

*Social media marketing as applied strategy to selected digital microbusiness*

|  |  |  |
| --- | --- | --- |
| **Social Media Marketing** | **Weighted**  **Mean** | **Verbal Interpretation** |
| 1. Using Social Media Ads can help myself to reach a wider audience. | 3.43 | Agree |
| 2. Live streaming online allows myself to be more personal with my audience and give them insight into my business and my products to build trust. | 3.55 | Strongly Agree |
| 3. Crafting a social media contest and giveaways helps myself to gain online visibility, followers, and engagement. | 3.47 | Agree |
| 4. Interacting and engaging with my customers through DMs or comments help myself to have potential customers and secure a long-term relationship with the current customers. | 3.70 | Strongly Agree |
| 5. Joining community groups in social media helps myself to reach more target customers and increase the sales of my small business. | 3.72 | Strongly Agree |
| **Average Weighted Mean** | **3.57** | **Strongly Agree** |

*Table 5. Weighted Mean*

0.50-1.50 = Strongly Disagree 1.51-2.50 = Disagree

2.51-3.50 = Agree 3.51-4.50 = Strongly Agree

*Note.* As revealed in the data; three (3) out of five (5) social media marketing strategies were interpreted by the social media marketers as strongly agree. These are: "Joining community groups in social media helps myself to reach more target customers and increase the sales of my small business" (WM=3.72), "Interacting and engaging with my customers through DMs or comments help myself to have potential customers and secure a long-term relationship with the current customers" (WM=3.70), and "Live streaming online allows myself to be more personal with my audience and give them insight into my business and my products to build trust" (WM=3.55). While, the other two (2) were interpreted as agree. These are: "Crafting a social media contest and giveaways helps myself to gain online visibility, followers and engagement" (WM=3.47) and "Using social media ads can help myself to reach a wider audience" (WM=3.43). In broader terms, the overall computed weighted mean of 3.57 were interpreted by the social media marketers as strongly agree as to social media marketing as applied strategy to selected digital microbusiness.

According to Laylo (2018), 47% of the 50 respondents utilize social media to promote and market their respective businesses and products. The responses gathered to test the efficacy of social media as a marketing communication medium revealed that it is truly remarkably efficient, as it scored an Average Weighted Mean of 4.29, 4.31, and 4.46 in Reaching a Large Audience, Promotional Codes, and Customer Reviews, respectively, which according to the Likert Scale were equivalent to highly effective. The majority of respondents believe that the convenience, accessibility, and lower promotion costs are valuable advantages of social media. On the other hand, 3% of 50 respondents reported that the presence of *bogus buyers* was a frequent source of problems.

**Social media management as applied strategy to selected digital microbusiness**

The table 6. shows that the item "For me, I enhance my social media business account profiles to gain trust and visibility" with a weighted mean of 3.75 have ranked first and it is interpreted as "Strongly agree," which implies that social media managers enhance their social media business account profiles to establish trust and visibility from their customers, which will help them bring in revenue on their digital microbusiness. The Item "For me, I utilize the analytics of my social media business accounts to monitor the social media performance of my business" that has a weighted mean of 3.63, came in second, which is also interpreted as "Strongly agree," indicating that the social media manager utilizes the analytics of their social media business accounts to oversee the performance of their digital microbusiness. The Item "For me, I utilize social media automation application to save my time in uploading contents" that has a weighted mean of 3.52, which came in third rank and also interpreted as "Strongly agree," implying that the social media manager associated with using social media automation applications to upload their content. The Item "For me, I audit my existing social media strategy to identify the strength and weaknesses of my social media business accounts" has a weighted mean of 3.44 and it ranks fourth with a verbal interpretation of "agree". The item "For me, I utilize a content calendar in order to have a great visual reminder to save time and avoid social media burn-out" has a weighted mean of 3.41 and it ranks last with a verbal interpretation of "agree.”

**Table 6**

*Social media management as applied strategy to selected digital microbusiness*

|  |  |  |
| --- | --- | --- |
| **Social Media Management** | **Weighted Mean** | **Verbal Interpretation** |
| 1. For me, I enhance my social media business account profiles to gain trust and visibility. | 3.75 | Strongly Agree |
| 2. For me, I utilize the analytics of my social media business accounts to monitor the social media performance of my business. | 3.63 | Strongly Agree |
| 3. For me, I utilize a content calendar in order to have a great visual reminder to save time and avoid social media burn-out. | 3.41 | Agree |
| 4. For me, I utilize social media automation  applications to save time in uploading contents. | 3.52 | Strongly Agree |
| 5. For me, I audit my existing social media strategy to identify the strengths and weaknesses of my social media business accounts. | 3.44 | Agree |
| **Average Weighted Mean** | **3.55** | **Strongly Agree** |

*Table 6. Weighted Mean*

0.50-1.50 = Strongly Disagree 1.51-2.50 = Disagree

2.51-3.50 = Agree 3.51-4.50 = Strongly Agree

*Note.* It can be gleaned from the data that three (3) out of five (5) content marketing strategy were interpreted by content marketers as strongly agree. These are "For me I enhances my social media business account profiles to gain trust and visibility" (WM=3.75), "For me I utilize the analytics of my social media business accounts to monitor the social media performance of my business" (WM=3.63), and "For me, I utilize social media automation application to save time in uploading contents" (WM=3.52). While the other two (2) were interpreted as agree. The content marketers evaluated the weighted average's overall value of 3.55 as indicating a "strongly agree" as to social media management as applied strategy to selected digital microbusinesses.

According to Amado et al. (2015), Social media management can be utilized to maximize the firm's business operations and generate wealth. Since small businesses have fewer financial funds available to compete more effectively in the market, social media capabilities may become more important for digital microbusinesses than for macro businesses. According to the data, 100 digital microbusinesses have been included in the 2013 Forbes America's Best Small Companies ranking, which included the best 100 publicly traded digital businesses in the United States with sales under one billion dollars. This ranking is calculated on return on equity, profit growth, and earnings growth for the 2012 fiscal year as well as the preceding five years. The sample included firms from 30 industries, such as consultancy services (18 firms), IT (16 firms), and food manufacturing (1 firm). 91% of 100 digital microbusinesses chose to enhance their firm's profile and activities in a bid to boost digital microbusiness performance, raise brand awareness, and generate leads. While 9% chose to audit their social media in order to analyze performance for each profile and identify which posts are performing well so that they can be republished to reach target consumers.

**Table 7**

*Chi-square result for cross tabulation of the effects of online freelancing strategies to the success of selected digital microbusinesses as measured by projected net income, initial month net income, and third-month net income.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | Df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 245.29 | 4 | 0.00001 |
| N of Valid Cases | 100 |

*Table 7. Chi-Square Test*

*Note.* The table shows that there is a significant effect of utilizing online freelancing strategies on the success of selected digital microbusinesses as measured by projected net income, initial month net income, and third-month net income. This result signifies that the null hypothesis is rejected; thus, there is a significant effect of online freelancing strategies on the success of selected digital microbusinesses in General Tiburcio De Leon, Valenzuela City. As seen on the table, the results of calculating the Chi-square test are 245.29 at 4 degrees of freedom, and the asymptotic significance is 0.00001, which allows the null hypothesis to be rejected.

According to Shonubi & Taiwo (2013), the effect of informal entrepreneurial management and strategies on the success of digital microbusinesses was significant. Research provides evidence that the nature of entrepreneurial management is shifting in digital microbusinesses. Occasionally entrepreneurial managers, individual contractors, or freelancers make various attempts to innovate in order to acquire new concepts and skills, but more frequently than not, generating tactics and learning is an outcome of a business operation rather than the focus of the process as a whole. As work progresses and ideas and knowledge are accumulated, the interpretations derived are shared among those who participate, forming the distinctive culture of a business that evolves over time. The finding suggests that the chi-square calculated value of 8.83 is higher than the critical value of 7.82, as indicated by the 0.05 level of significance and 3-degree of freedom; thereby, the null hypothesis is rejected. As a result, entrepreneurial management and strategies have a significant effect on the success of digital microbusinesses. For instance, small business has indeed been conceived as a learning organization operating within a network intricately intertwined of others, including members of the family, companions, consulting firms, and other interested parties, which eventually culminated in vastly increased networks and networking and is viewed as a major learning opportunity for micro - enterprises, deriving in the incentive of SMEs through inference of others.

**Table 8**

*Significant effect of online freelancing strategies towards*

*the success of selected digital microbusinesses.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  | | |  | |
|  | **Unstandardized**  **Coefficients** |  | | | **95% Confidence**  **Interval for β** | |
| **Predictors** | **β** | **SE** | ***t*** | ***p-value*** | **Lower**  **Bound** | **Upper**  **Bound** |
| Content Creation | 51244.963 | 16358.097 | -3.13 | .002 | 83719.892 | 18770.033 |
| Copywriting | 4858.103 | 4144.209 | 1.17 | .24 | -3369.194 | 13085.4 |
| Content Marketing | 148.683 | 3619.538 | 0.04 | .97 | 7037.009 | 7334.375 |
| Social Media  Marketing | 7457.02 | 3908.985 | 1.91 | .05 | 303.297 | 15217.337 |
| Social Media  Management | 8934.894 | 4628.654 | 1.93 | .05 | 254.146 | 18123.934 |

a. Dependent Variable: success of selected digital microbusinesses

*Note.* The output (Table 8) showed the results of fitting a multiple linear regression model to describe the effect of online freelancing strategies on the success of the selected digital microbusinesses. The dependent variable (success of selected digital microbusinesses) was regressed on five components of the independent variable, namely content creation, copywriting, content marketing, social media marketing, and social media management. Results indicated that this provides a significant R2 of .547. That is, the independent variables explained approximately 54.7% of the success of the selected digital microbusinesses. The direct effects of five online freelancing strategies on the success of the selected digital microbusinesses were significant (content creation = -51244.9625, p <.002; copywriting = 4858.103, p <.244; content marketing = 148.683, p <.967; social media marketing = 7457, p <.05; social media management = 8934.8937 p <.05). Thus, the null hypothesis is rejected, and there is a significant effect of utilizing online freelancing on the success of the selected digital microbusinesses. These findings implied that content creation, social media marketing, and social media management are the most significant predictors of the success of the selected digital microbusinesses among the five components of the independent variable, followed copywriting and content marketing.

Based on the study of Ammar et al. (2018), Online freelancers who offer high-quality services have a significant impact on a certain digital microbusiness's ability to satisfy customers. The data demonstrate that -0.929 is the constant coefficient. In other words, if all independent variables are 0, the average customer satisfaction will be -0.929. In the actual world, it is inconceivable to ensure that all independent variables equal to zero, hence the meaning of the intercept is absurd. The interpretation of the intercept will not look realistic in the actual world if all independent variables are set to zero. If ease of use, user interface, Information, security and privacy become zero, then it is not possible for customer satisfaction to exist which means that the independent variables cannot be zero. The findings indicate that ease of use is significant at 1% and positively correlates with customer satisfaction, supporting the premise that ease of use is a substantial predictor of customer satisfaction. Customer satisfaction is positively correlated with user interface, which is significant at 5%. It implies that we can accept the null hypothesis that user interface is a key factor in determining customer satisfaction. Similar to how information and security are significant at 1% and have a significant effect on customer satisfaction. Therefore, the null hypothesis is rejected. Considering privacy is not significant at 1, 5, or 10%, we accept the null hypothesis. The coefficient value of P is not particularly low, but its significance in relation to the other independent variables is low. As a result, privacy is a low predictor of customer satisfaction.

**CHAPTER V**

**SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS**

This chapter presents the summary or the research work undertaken, the conclusions drawn and the recommendations made as an outgrowth of this study.

**SUMMARY OF FINDINGS**

This study aimed to know the effects of online freelancing strategies to the success of selected digital microbusinesses in General Tiburcio De Leon, Valenzuela City. Moreover, the study also determined the projected net income, initial month net income, and third-month net income of the digital microbusiness owners to determine the effects of online freelancing strategies to the success of selected digital microbusinesses. The findings are classified according to the result of each factor.

The salient findings of the study are as follows:

1. What are the online freelancing strategies utilized by online freelancers as to;

1.1 Content Creation

The weighted means for content creation are 3.80, 3.66, and 3.65, with interpretations of "strongly agree," and 3.50 and 3.36, with interpretations of "agree."

1.2 Copywriting

Copywriting has the weighted means of 3.59, 3.57, and 3.51, with the interpretation "strongly agree," and 3.44 and 3.39, with the interpretation "agree."

1.3 Content Marketing

The following weighted means apply to content marketing: 3.59, 3.58, and 3.56, with the interpretation "strongly agree," while 3.38 and 3.37 have the interpretation "agree."

1.4 Social Media Management

The weighted means for social media management are 3.75, 3.63, and 3.52, with interpretations of "strongly agree," while 3.44 and 3.41 have interpretations of "agree."

1.5 Social Media Marketing

Social media marketing has the weighted means of 3.72, 3.70, and 3.55, with interpretations of "strongly agree," and 3.47 and 3.43, with interpretations of "agree."

2. What is the effect of online freelancing strategies on the success of selected digital microbusinesses?

2.1 Projected Net Income

The findings reveal that there is sufficient evidence to conclude that the observed distribution is not the same as the expected distribution, as the asymptotic significance (2-sided) is less than 0.05. Hence, the expected distribution of projected net income for the initial month of the selected digital microbusinesses is higher than the observed distribution. Only because of the hired online freelancers who utilize online freelancing strategies for the digital microbusinesses that leads to boost sales and higher net income for a novice digital microbusiness.

2.2 initial month net income

The findings reveal that there is sufficient evidence to conclude that the observed distribution is not the same as the expected distribution, as the asymptotic significance (2-sided) is less than 0.05. Hence, the expected distribution of the initial month net income of the selected digital microbusinesses is higher than the observed distribution. As the online freelancing strategies are applied to the entire first month of the novice digital microbusinesses, it will undoubtedly result in more massive sales and brand awareness, resulting in a higher net income for the initial month.

2.3 third-month net income

The findings reveal that there is sufficient evidence to conclude that the observed distribution is not the same as the expected distribution, as the asymptotic significance (2-sided) is less than 0.05. Thus, the expected distribution for the third-month net income of the selected digital microbusinesses is higher than the observed distribution. The net income grows month after month, and it is due to the online freelancing strategies that are constantly used by the online freelancers that the digital microbusinesses generate more sales, brand awareness, and high net income, which gives rise to the digital microbusinesses' long-term success. The disparity in net income between the first and third months is pretty apparent, leading to the conclusion that online freelancing strategies are resulting in tremendous success for digital microbusinesses given that they are implemented on a frequent basis.

3. Is there a significant effect of utilizing online freelancing strategies towards the success of the selected digital microbusinesses?

The findings revealed that the success of the selected digital microbusinesses was regressed on five online freelancing strategies and this results indicated that this provides a significant R2 of .547.That is, the independent variables explained approximately 54.7% of the success of the selected digital microbusinesses. The direct effects of five online freelancing strategies on the success of the selected digital microbusinesses were significant (content creation = -51244.963, p<.002; copywriting = 4858.103, p<.244; content marketing = 148.683, p<.967; social media marketing = 7457.02, p<.05; social media management = 8934.8937, p<.05). Thus, the null hypothesis is rejected, and there is a significant effect of utilizing online freelancing on the success of the selected digital microbusinesses.

**CONCLUSIONS**

These are the researchers' conclusions based on the data gathered in order for the readers to fully comprehend it; the data is well organized to present it formally.

1. What are the online freelancing strategies utilized by the online freelancers as to;

1.1 Content Creation

The online freelancers strongly agree that content creation can be applied to the social media business account to help the selected digital microbusinesses succeed, with an average weighted mean of 3.59.

1.2 Copywriting

The online freelancers agree that copywriting can be applied to the social media business account to help the selected digital microbusinesses succeed, with an average weighted mean of 3.50.

1.3 Content Marketing

The online freelancers agree that content marking can be applied to the social media business account to help the selected digital microbusinesses succeed, with an average weighted mean of 3.50.

1.4 Social Media Marketing

The online freelancers strongly agree that social media marketing can be applied to the social media business account to help the selected digital microbusinesses succeed, with an average weighted mean of 3.57.

1.5 Social Media Management

The online freelancers strongly agree that social media management can be applied to the social media business account to help the selected digital microbusinesses succeed, with an average weighted mean of 3.55.

2. What is the effect of online freelancing strategies on the success of the selected digital microbusinesses?

2.1 Projected net income

The chi-square statistic is 63.63 in 4 degrees of freedom that lies in an asymptotic significance (2-sided) that is less than 0.05. Hence, the expected projected net income for the initial month of the selected digital microbusinesses is higher than the observed distribution as the online freelancing strategies are being utilized to the digital microbusinesses.

2.2 Initial month net income

The chi-square statistic is 63.63 in 4 degrees of freedom that lies in an asymptotic significance (2-sided) that is less than 0.05. As a result, the net income for the initial month is high because of the online freelancing strategies being utilized for the whole entire month to the digital microbusinesses.

2.3 Third-month net income

The chi-square statistic is 63.63 in 4 degrees of freedom that lies in an asymptotic significance (2-sided) that is less than 0.05. As a result, the third-month net income is increasing as the online freelancing strategies are consistently utilized by the online freelancer and that leads to the long-term success of a digital microbusinesses.

3. Is there a significant effect of utilizing online freelancing strategies on the success of the selected digital microbusinesses?

The effects of five online freelancing strategies on the success of the selected digital microbusinesses were significant, and these results indicated that this provides a significant R2 of.547. That is, the independent variables explained approximately 54.7%% of the success of the selected digital microbusinesses.

**RECOMMENDATIONS**

Based on the findings and conclusion presented, the following recommendations are presented:

1. The digital microbusiness owners can continue to hire online freelancers, or they can utilize online freelancing strategies based on the insights they have obtained from their respective hired online freelancers.

2. Online freelancers and ABM students should use online freelancing strategies if they anticipate starting a digital microbusiness or if they desire to assist a digital microbusiness succeed.

3. Future researchers should investigate more online freelancing strategies from other niches aside from digital marketing that can contribute to the success of the digital microbusinesses.

**BIBLIOGRAPHY/REFERENCES**

Amado, B.G., Arce, R., & Fariña, F. (2015). Undeutsch hypothesis and

Criteria Based. Content Analysis: A meta-analytic review. The

European Journal of Psychology Applied to Legal Context, 7, 3-

12. DOI: 10.1016/j.ejpal.2014.11.002. Retrieved on January 13,

2023.

Ammar, A.R., Muhammad, F.S., Naveed, U.H., & Safia, N. (2018).

Determinants of client satisfaction in web development projects

from freelance marketplaces. DOI: 10.1108/IJMPB-02-2017-

0017. Retrieved on February 10, 2023.

Amod, J. (2019). The Evolution of Online Freelancing.

<https://www.how2freelance.com/evolution-online-freelancing/>...

Retrieved on October 23, 2022.

Baitenizov, D. & Patlasov, O. (2016). Featured of development of

freelance on the russian labor market: Sociological aspect of the

analysis. Science of the Person: Humanitarian Researches.4. 156-

165. doi: 10.17238/issn1998-5320.2016.26.156. Retrieved on

October 23, 2022.

Canning, J. (2022). Good story, bad news: journalistic capital and

occupational injury. Masters thesis, Memorial University of

Newfoundland. doi: 10.48336/3KB5-7341. Retrieved on October

23, 2022.

Daisyme, P. (2022). Gig Economy Retirement Planning.

<https://www.business2community.com/finance/gig-economy->

retirement-planning-02449721...Retrieved on October 23, 2022.

Debara, D. (2018). 5 Tips for Building a Successful Business in 3

Months—From an Entrepreneur Who’s Done It.

https://gusto.com/blog/growth/business-success-tips...Retrieved on

February 10, 2023.

Duc Le, M. (2013). Content Marketing. Bachelor’s Thesis, DP in

International Business.

https://core.ac.uk/download/pdf/38092806...Retrieved on January

13, 2023.

Hassan M. (2022). Descriptive Research Design – Types, Methods.

<https://researchmethod.net/descriptive-research-design...Retrieved>

on November 20, 2022.

Holt, R., Munro I., Nama Y., Vandelannoitte A.L, & Vaujany F. D.

(2019). Control and Surveillance in Work Practice: Cultivating

Paradox in ‘New’ Modes of Organizing. Or- ganization Studies,

2021, 42 (5), pp.675-695. doi: 10.1177/01708406211010988.

Retrieved on October 23, 2022.

Howell, D. (2020). A Bright Future For Small Business

Freelancers.https://www.forbes.com/sites/davidhowell1/2020/10/30/

a-bright-future-for-small-business-freelancers/?sh=63d9ed9c4565...

Retrieved on November 4, 2022.

Johnson, N. E., Short, J. C., & Chandler, J. A., & Jordan, S. L. (2022).

"Introducing the contentpreneur: Making the case for research on

content creation-based online platforms," Journal of Business

Venturing Insights, Elsevier, vol. 18(C).

doi: 10.1016/j.jbvi.2022.e00328. Retrieved on January 13, 2023.

Kathuria, R., Kedia, M., Varma, G., Bagchi, K., & Khullar, S. (2017).

Future of Work in a Digital Era: The Potential and Challenges for

Online Freelancing and Microwork in India.

http://hdl.handle.net/11540/11066... Retrieved on October 23, 2022.

King-Dejardin, A. (2021). Homeworking in the Philippines: Bad job ?

Good job ?, ILO Working Paper 25 (Geneva, ILO).

<https://www.ilo.org/wcmsp5/groups/public/---ed_protect/--->

travail/documents/publication/wcms\_775013.pd...Retrieved on

October 23, 2022.

Kowalczyk, D., & Saleh, Z. (2022). Ex Post Facto

Designs.https://study.com/learn/lesson/ex-post-facto-designs-

research-methodology-examples.html...Retrieved on November 20,

2022.

Laylo, A. (2018). "Macro-level enabling conditions for the formation of

social business enterprises in the Philippines", Asia Pacific Journal

of Innovation and Entrepreneurship, Vol. 12 No. 1, pp. 5-13.

doi: 10.1108/APJIE-12-2017-0044.Retrieved on January 13, 2023.

Lesonsky, R. (2019). The state of freelancing in America. Score.

<https://www.score.org/blog/state-of-freelancing-in-america>...

Retrieved on October 23, 2022.

Llamas, C. (2018). Filipino freelancers on the rise. The Manila

Times.https://www.manilatimes.net/filipino-freelancers-on-the-

rise/483383...Retrieved on October 23, 2022.

Maha Putra, I. K. A. (2020). Visual and copywriting strategies in digital

product marketing through sponsored content and landing pages on

social media for SMES. Proceeding International Conference on

Information Technology, Multimedia, Architecture, Design,

and E-Business, 1, 266-274 https://eprosiding.idbbali.ac.id/index.php/imade/article/view/388...Retrieved on January 13, 2023.

San Antonio J. (2022). REPORT: The 2022 Philippines freelance market.

<https://blog.payoneer.com/freelancers/philippines-freelance->

market-2022-report/amp...Retrieved on October 23, 2022.

Shonubi, O. K., & Taiwo, S. O. (2013). Self-Employed Graduate

Entrepreneurs And Management Of Small And Medium

Enterprises (SMEs) In Lagos State, Nigeria. International

Business & Economics Research Journal (IBER), 12(5), 585–594.

https://doi.org/10.19030/iber.v12i5.7833...Retrieved on February

10, 2023.

Villena, D.D. (2020). The State of Non-traditional Work in the Philippines

Thru 2019 Filipino Online Freelancers: Policies for

Implementation. <https://www.deiville.com/wp->

content/uploads/2021/09/The-State-of-Non-traditional-Work-in-

the-Philippines...Retrieved on October 23, 2022.

Zeenny L. (2018). UK has 2 million freelancers and the number will

continue to rise. <https://www.consultancy.uk/news/18474/uk-has->

2-million-freelancers-and-the-number-will-continue-to-rise...

Retrieved on October 23, 2022.

**APPENDICES**

**APPENDIX A**

**EFFECTS OF ONLINE FREELANCING STRATEGIES TO THE SUCCESS OF SELECTED MICROBUSINESSES IN GENERAL TIBURCIO DE LEON, VALENZUELA CITY**

**SURVEY QUESTIONNAIRE FOR ONLINE FREELANCERS AND MICROBUSINESS OWNERS**

**FIRST PART (exclusive for online freelancers only)**

Instruction: Below is a list of statements about online freelancing strategies. Read each one carefully, then, using the following scale, kindly fill up the following and put a check mark (✓) on the information that it implies to you. Your honest answer to each statement will help the researcher come up with sound results to refine the online freelancing strategies for the success of selected microbusinesses. The confidentiality and anonymity of your responses shall be guaranteed with stringent observance of the Data Privacy Act, R.A. 10173.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Content Creation | Strongly Agree  (4) | Agree  (3) | Disagree  (2) | Strongly Disagree  (1) |
| 1. I put a lot of effort into taking aesthetically pleasing and high-definition photos and videos of my products. |  |  |  |  |
| 2. I utilize tools and graphics from platforms like Canva and Piktochart to create quality graphics. |  |  |  |  |
| 3. I search for the latest visual trends to generate more content ideas. |  |  |  |  |
| 4. I repurpose some of my old-popular contents. |  |  |  |  |
| 5. I create contents that are just for my buyer persona. |  |  |  |  |
| Copywriting | Strongly Agree  (4) | Agree  (3) | Disagree  (2) | Strongly Disagree  (1) |
| 6. My caption in every content begins with snappy, witty, or intriguing hooks. |  |  |  |  |
| 7. My caption in every content consists of product description and relevant data. |  |  |  |  |
| 8. My unique selling point (USP) is utilized to my caption in every content. |  |  |  |  |
| 9. My caption in every content evoke emotion to elicit a positive response. |  |  |  |  |
| 10. My caption in every content has a call-to-actions. |  |  |  |  |
| Content Marketing | Strongly Agree  (4) | Agree  (3) | Disagree  (2) | Strongly Disagree  (1) |
| 11. After I've created the content of mine, I share it with prospects and clients through a wide variety of channels including email and social media. |  |  |  |  |
| 12. I utilize hashtags before I upload the content of mine. |  |  |  |  |
| 13. Posting at a time of optimal engagement in every post of mine helps me gain more engagements. |  |  |  |  |
| 14. I aggregate all existing consumer data to see where the audience of mine is spending their online time. |  |  |  |  |
| 15. I ensure that the brand voice of mine remains steady across channels. |  |  |  |  |
| Social Media Marketing | Strongly Agree  (4) | Agree  (3) | Disagree  (2) | Strongly Disagree  (1) |
| 21. Using Social Media Ads can help myself to reach a wider audience. |  |  |  |  |
| 22. Live streaming online allows myself to be more personal with my audience and give them insight into my business and my products to build trust. |  |  |  |  |
| 23. Crafting a social media contest and giveaways helps myself to gain online visibility, followers, and engagement. |  |  |  |  |
| 24. Interacting and engaging with my customers through DMs or comments help myself to have potential customers and secure a long-term relationship with the current customers. |  |  |  |  |
| 25. Joining community groups in social media helps myself to reach more target customers and increase the sales of my small business. |  |  |  |  |

**SECOND PART (exclusive for microbusiness owners only)**

Direction: Please fill up the personal data given below; your responses will be highly confidential.

**I. PROJECTED NET INCOME**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(Name of digital microbusiness)

Projected Income Statement

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For the month ended \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Revenues

Cost of goods sold \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gross profit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Operating expenses

Salaries expenses

Marketing expenses

Office expenses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total operating expenses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Net Income \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II. INITIAL MONTH NET INCOME**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name of digital microbusiness)

Income Statement – Initial month

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For the month ended \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Revenues

Cost of goods sold \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gross profit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Operating expenses

Salaries expenses

Marketing expenses

Office expenses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total operating expenses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Net Income \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II. THIRD-MONTH NET INCOME**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name of digital microbusiness)

Income Statement – third-month

For the month ended \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Revenues

Cost of goods sold \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gross profit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Operating expenses

Salaries expenses

Marketing expenses

Office expenses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total operating expenses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Net Income \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**APPENDIX B**

**LETTER OF CONSENT**

December 14, 2022

Dear Madam/Sir,

Warmest Greetings!

The researcher is currently conducting a pilot testing for a study entitled

**“Effects of Online Freelancing Strategies to the Success of Selected Microbusinesses in General Tiburcio De Leon, Valenzuela City”** in partial fulfillment of the

requirements of the subject Practical Research 2.

In connection to this, the researcher would like to ask a permission from your

good office to allow me to distribute my survey questionnaire to the students of Gen. T.

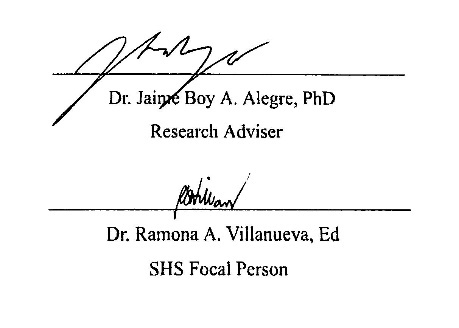
De Leon National High School. I’m anticipating a favorable response with regard to this humble request, thank you and God bless.

Respectfully Yours,

The Researchers: Bacali Kimberly Carlos Mikaella

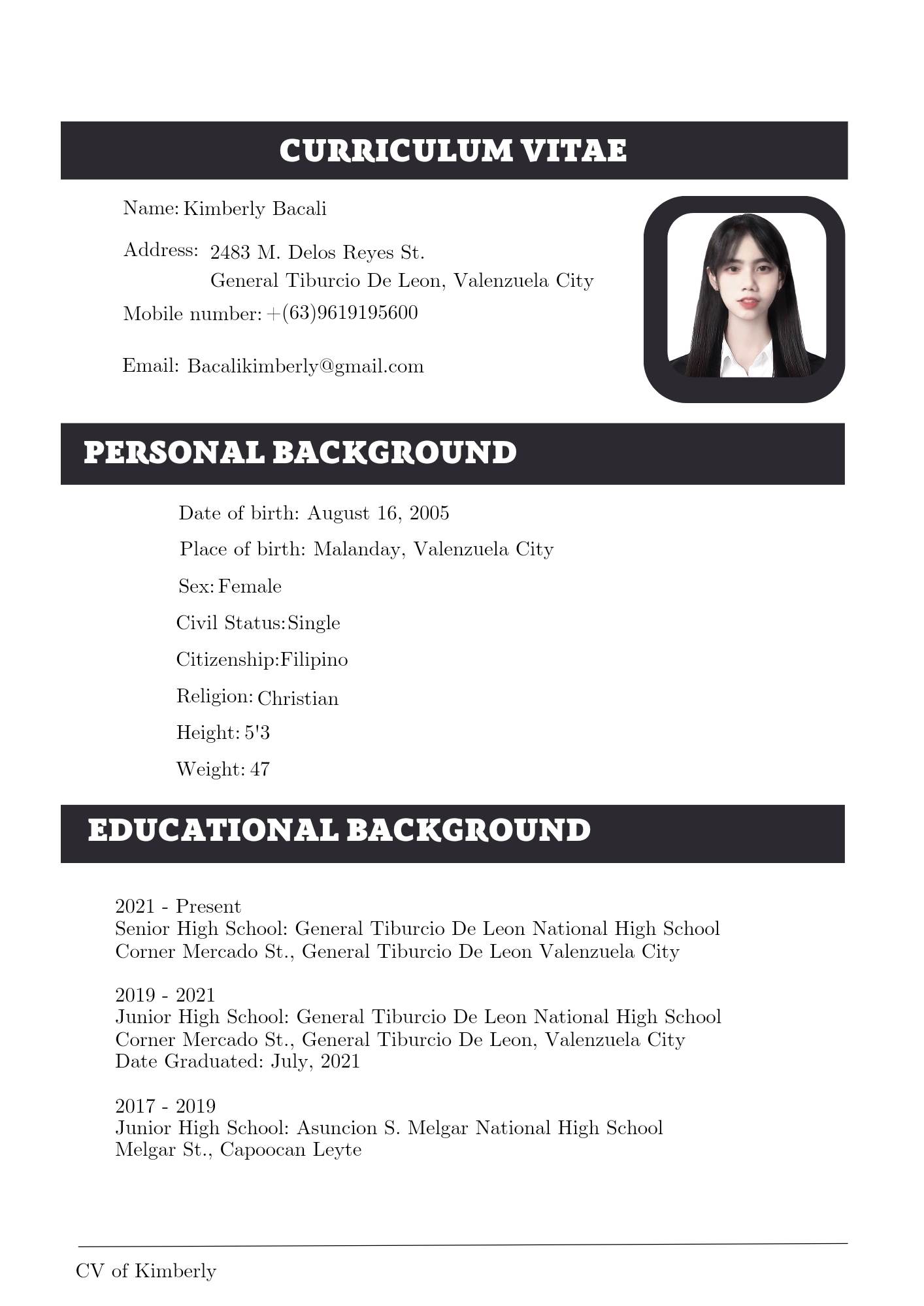
Dinglasan Louiz Eldrich Dr. Melchor Fiona T.

Quirao Angelie June D. Tabontabon Abigail D.



Noted By:

Noted By:

GGGG







