

Resetting Marketing Strategies for the endurance in post pandemic period

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Abstract: *As the world is associated with Covid-19, it is essential to remember how the post- Covid world affects us in the field of digital marketing. The purpose of this paper to examine the expanded disruption of business models through advanced openings and social media. The pandemic has sped up the speed at which we are "going digitalized" and has given new capacity to numerous online businesses. In the study it has observed that during this pandemic our dependency on digital media has increased so much, plenty of new websites and apps have entered into the market and marketing strategy has also been altered a lot. Advanced change and the cycle of digitalization of already simple activities, methods, authoritative assignments, and administrative cycles to drive an incentive for clients, workers and different partners – is the thing to get done. In light of that, this article centers around some advanced business techniques that the marketers can utilize to transform their organizations according to the need an hour.*

Key Words: *Covid-19, digital media, marketing strategies, business techniques.*

1. INTRODUCTION:

As the world wrestles with COVID-19, it is basic to consider what the post-COVID world will mean for those in the digital marketing realm. The pandemic has quickened the speed at which individuals are "going advanced" and has given new capacity to numerous online ventures. Starting now and into the foreseeable future, 2020 will be known as the Covid pandemic year. During this season of social distancing and social isolation, individuals are investing more energy at home, devouring on the web content, web based video, and expanding in general screen time. In this setting of worldwide emergency, organizations are compelled to change their interchanges methodologies and investigate channels they might not have recently organized, such as venturing up their person to person communication destinations by expanding social presence or adjusting the substance methodology. Organizations have been compelled to embrace new administrative rules to adjust to the troublesome conditions and to make due in this "new typical". With regards to a worldwide emergency brought about by the Covid pandemic, associations around the globe had to adjust progressively to the effect of COVID-19, marketers and public relations specialists were compelled to change the correspondence procedures and investigate channels they might not have recently organized. Because of the expanded measure of time individuals spent via web-based media, brands ventured up their informal communication locales, expanded social presence, or adjusted another substance procedure organizations face a remarkable test. Their endurance relies upon the reception of the board methodologies that will permit them to conquer the sharp drop in requests and the weight of expenses stemming from lease, compensation and charges, yet in addition those related with the ascent in the cost of crude materials given the critical decrease in providers (Wen, Wei, and Wang, 2020[1]). Moreover, there have been significant changes in utilization propensities, with individuals endeavoring to dodge actual contact to forestall conceivable virus, prompting a squeezing need for a worldwide change to take on this new climate (Sheth, 2020[2]). The "beginning" market coming about because of the lockdown circumstance requires significant changes in the administration frameworks of the whole gainful organization, with general wellbeing assuming a key job. Distant working has gotten general because of the pandemic, with numerous organizations receiving it on a long haul or even lasting premise. The endurance of organizations will rely upon their capacity to regard this circumstance as a defining moment; enumerated market investigation and the presentation of advancement at all levels will reinforce the establishments of beneficial movement. This is an open door for restoration that must be seized to advance the maintainability of associations, paying little heed to their benefit making reason.

This paper expects to evaluate the manner in which associations adjust to the worldwide emergency and move the general correspondence system to a more social methodology through person to person communication destinations. The motivation behind why the computerized advertising is on the up and will proceed with a continued development, all through this time because of two principle factors, these are:

1.1. Downfall in Offline channels:

The majority of businesses' marketing plans have gone out the window with the continued cancellations of

industry events and offline channels. Organizations are getting less up close and personal time with their current and potential clients which are having a huge impact. Leading it is seen that huge occasions of the biggest scale likewise get dropped, with some changing to a virtual conveyance including the Amazon Web Services (AWS) Summit occasion and Sales force’s World Tour which was conveyed totally on the web. In only a couple weeks, a similar example is seen all through all other little scope occasions which is costing organizations a huge number of dollars in arranging and advertising esteem. For the present, disconnected channels are practically unthinkable, so despite the fact that promoting spending plans are fixing during the Corona virus pandemic, what’s left looks liable to go towards computerized.

1.2. Massive increase in the Online Presence:

With numerous individuals starting to telecommute and remaining at home on evenings and ends of the week, screen time will be beginning to ascend no matter how you look at it. This implies more individuals are more dynamic on their own gadgets getting to web-based media, web indexes, and computerized mediums by and large. Organizations presently have greater occasion to get a handle on clients' consideration across computerized channels.. Pantano, Pizzi, Scarpi, and Dennis (2020[3]) sum up the difficulties looked by retailers, to give rules that can empower them to manage the interruptions brought about by the pandemic in both the short and medium term. In such manner, promoting procedures assume a key job (Kirk and Rifkin, 2020; Wang, Hong, Li, and Gao, 2020[4]). With the lockdowns and travel limitations of the pandemic, it’s nothing unexpected that everything is moving on the web. Scott Jones, the CEO of 123 Internet Group told that they have seen a spike in organizations that need to make or refresh sites, make new online media, focused on home-based workers, and on e-commerce trends and channels and spotlight more on web based business patterns and channels. The current circumstance should be accepted as an open door for organizations to set up corporate social obligation, shopper morals and a showcasing reasoning. Contingent upon your business and client type, various channels will be more beneficial. Advanced change requires a re-assessment of plans of action by assessing whether old cycles, items or administrations are vital and if new computerized choices and choices could supplant or improve them.

2 .OBJECTIVES OF THE STUDY:

- To examine the marketing strategies during and after the Covid -19 era.
- To Analyze the role and importance of social media channels during the Covid-19 Pandemic.

A study conducted by Samantha in 2020, explored that the use of digital media has been increased significantly in the Covid -19, pandemic. The lethal outbreak of COVID-19 has led to frequent disruptions and changes in consumer behavior. To analyze the impacts of covid-19 on consumer behaviour her team conducted a study on Singapore, Hong Kong, Malaysia, Australia and Indonesia by using the data of March 2020. During the study it was observed that the on line screen time of the Hong Kong’s Citizens has been increased enormously. Majority of the individual stayed at home and use their mobiles, laptops and other electronic gadgets to occupy their time. It was observed that total digital consumption continued to rise with an 8% increase in visits and a 10% increase in total minutes spent online in March 2020 (figure 1).



Figure 1. Total Digital Media Consumption

Source- comscore MMX Multi-Platform. Feb 2020-March 2020, Hong Kong

Some online valuable channels in the Era of Covid-19 -Here's the portion of the channels could be valuable to organizations during and after the covid-19 pandemic.

2.1. Social media:

With pockets fixing and clients investing more energy at home before screens, online media presents a gigantic open door for organizations of all types. The best piece is that businesses don't need to spend a fortune. By just keeping steady over their social profiles, giving their supporters customary, pertinent updates and fascinating substance, they can keep on drawing in with their clients on a more close to home and important level. Considering the delicate circumstance of the pandemic, a natural methodology can be more significant than any time in recent memory. Clients will interface and develop trust for brands that adopt an insightful strategy to their substance instead of persistently shooting you with advertisements over all channels.

2.2. Search Engines:

Again, clients are at home and online like never before so if there's consistently an opportunity to investigate your pursuit traffic, it is presently. Search traffic will be unpredictable across various businesses so it is ideal to comprehend your natural hunt execution by means of Google Search Console or whatever reasonable the SEO instrument is. As far as Search Engine Advertising, cost-per-clicks are likewise going to vary as organizations either lessen their promoting spend, or contend to get media space.

2.3. Webinars:

With the conclusion, all things considered, online classes will be the main channel for focused data conveyance and gathering client collaboration, particularly in the B2B industry. Webinars are once in a while restricted in adequacy as they are commonly free and not entirely obvious when clients have occupied regular daily existences. In any case, with more individuals on the web and at home, online courses will be more compelling than any other time. Along these lines, Investing in a decent client relationship management (CRM) programming and Hosting instructive online courses to assemble trust and pull in new clients, or even to representatives to take their abilities up a score. The primary concern is, the more cycles the organization can bring on the web, the more it can remain drew in with their clients and workers, which is pivotal for a business to remain tough and flourish.

2.4. Invest in Face book advertisements:

As more individuals invest energy at home and via online media, the ROI on PPC promotions in numerous businesses has soar. This is a decent method to remind individuals that their business is perfectly healthy and that they mean to be an extremely critical piece of the 'new typical'. Facebook advertisements specifically are very reasonable—in any event, for nearby organizations—and can help the marketers to exhibit any progressions that have made to their business or any COVID-19-selective limits or advancements that may be contributed. Online advertisements have consistently been connecting with, reasonable, and very much focused on, however now like never before previously, they offer the capacity to really scale the business.

2.5. Augmented Reality:

The most broadly acknowledged meaning of AR was proposed by Azuma (1997[5]): AR is defined as any system that has the following three characteristics: combine real and virtual; be interactive in real-time; be registered in three dimensions i.e. 3D real environment in real time. As per Javornik (2016)], AR has arisen as a pertinent intelligent innovation in the advertising legitimate and it is progressively utilized in the retail location setting and regularly created as brilliant gadget applications. For Javornik (2016), AR can possibly change an enormous number of shopper exercises, including data examination and item experimentation. As its utilization builds, there is a developing need to all the more likely comprehend its effect on purchaser conduct and the experience it gives. With this information, advertising experts can all the more likely see how AR can be utilized as an instrument in different shopping channels for explicit purposes. Vilkina and Klimovets (2020)[7] contend that AR extends and boosts business endeavors in advancing its items by giving relevant connections between their proposal to purchasers, online assets, and retail locations. For instance, Kabaq is an application that permits clients envision in AR the dishes offered by an eatery in the client's actual climate, prior to choosing whether or not to order (kabaq.io). In a similar line of thought, Phunsa (2019)[8] contends that retail entrepreneurs are utilizing AR innovation for advertising their internet shopping as an instrument to assist the clients with settling on their purchasing choice later on. For Mowen and Minor (2003, p. 7)[9], shopper investigation should be the establishment of advertising the board. It encourages chiefs to: build up the showcasing blend; portion the market; position and separate items; investigate the climate; create statistical surveying. Following this thinking, it very well may be said that advancements, for example, expanded reality (AR), if appropriately applied to the business and showcasing setting, can create a problematic transformation

in the manner in which items are introduced to the shopper in the shopping environment.

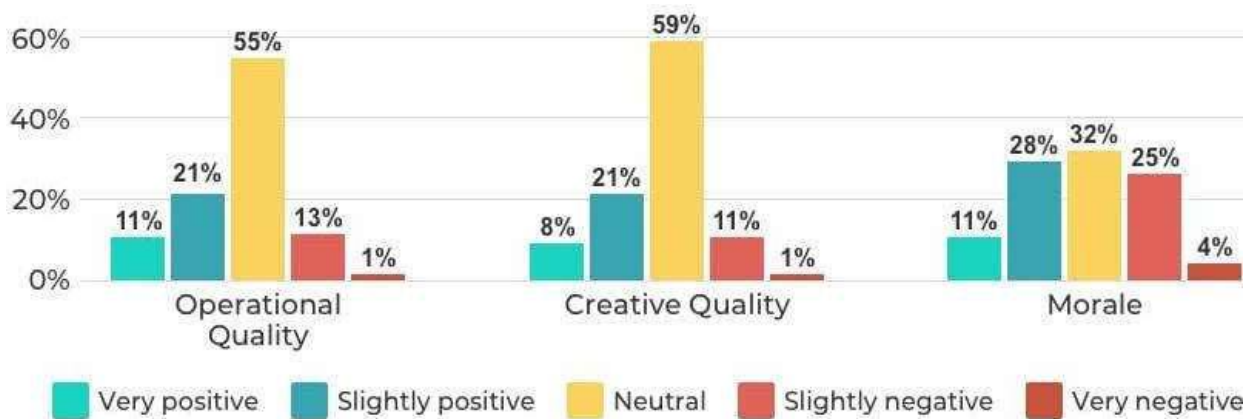


Figure 2: Covid-19 impact on marketing agencies: quality and morale

Source- orbitemedia.com

Figure 2, represented the impact of covid-19 on marketing agencies. The figure has shown that about 60 per cent report has a neutral impact on creative quality while 21 per cent have slightly positive impacts. When we look at operational quality impact it is noticed that, covid-19 has put its very positive impact around 11 per cent, whereas the neutral share of this quality index stands at 55 per cent.

At last, it appears to be that essential changes in the work environment, the emotional expansion in working from the home office specifically, not just lead to an adjustment in shopping conduct, yet in addition brings up issues about what firms may do to encourage telecommuting and improve work execution.

3. CONCLUSION:

Digital Disruption is stirring up the retail business. While some old plans of action will get outdated, others will develop and flourish, while yet others will offer altogether better approaches for fulfilling client needs. Examinations need to continually screen the drawn out patterns to infer utilize full systems for retailers to be effective in the present. Little and medium-sized organizations have been the hardest hit by the pandemic, so they should rehash themselves rapidly on the off chance that they need to make due in this unexpected situation. In this new reality, the fate of business is unsure, so settling on the correct choices is significant to reinforcing organizations.

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