

# A Study on Impact of Covid-19 on Digital Marketing

Nalini

12, Officers Colony, Behind D.C. Residence, Mall Road, Karnal, Haryana

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## ABSTRACT

The pandemic of COVID-19 had impact on different areas, levels, sectors on digital marketing as well as advertisement area. Overall, the impact of COVID-19 was tremendously dangerous. COVID-19 virus created damage among customers, marketers in respect to their mental and physical health, Social and economic environment and inemployment stability. In that period, people adopt click or digital marketing rather than brick marketing. They avoid cowarded areas and increased social media engagement. In this aspect, had an unfavorable impact on marketing and advertising areas. As far, digital marketing or digital platforms increased true and fair opportunities for the digital marketers and brands to make direct relationship with the customers digitally more than ever before. As a result, digital marketing and marketers provided and ample opportunities two customers. This paper is made with the attempt to highlight, focused, analyze and interpret the impact of COVID-19 pandemic on digital marketing and advertising as a whole.

Keywords: COVID-19, Marketers, Digital Marketing, Advertising, Pandemic, etc.

## I. INTRODUCTION

Digital marketing is a platform that promotes and provides products and services. It is a branch of marketing that access click and online transactions through Internet and digital technologies, as say, Websites, Social Media platforms, E-Mails, Computers, Mobile Phones and other application software. By the implementation of various marketing plans, policies and strategies changes into the brand and in the technologies from the development of digital marketing in the 1990's and 2000's. In today's era, Digital Marketing is widespread in marketing plans such as Search Engine Optimization (S.E.O.), Social Media Optimization (S.M.O.), Social Media Marketing (S.M.M.), Micro Video Marketing (M.V.M.), Search Engine Marketing (S.E.M.). In-App P.O.S.

Advertising, Influencers Marketing, E-Mail Marketing, Digital Advertising Displays, E-Commerce marketing. But COVID-19 gave outbreak unexpected boost, by making the people locked down at home as resulted steady growth on advertising and digital marketing because of less of no work hand with respect to fast paced behavior influencing towards digital content, digital media and digital platforms. By the influencing of digital marketing policies and strategies helps to adopt the different platforms of advertising and marketing.

## Objectives

The main objectives of the study are:

1. To study the concept of digital marketing.
2. To analyze the impact of COVID-19 on digital marketing.
3. To analyze the future role of digital marketing post covid-19.

## Scope of the Study

Scope of the study is based to know the impact of COVID-19 and also related to understand the concept of Digital Marketing ,that sudden unpleasantstart of COVID-19 pandemic had on Digital Marketing. Its also understand the future of Digital Marketing postCOVID-19 Pandemic.

## Research Design

The study is focused on the secondary sources of data. Secondary data are collected through published sources like journals, magazines, text books and through the blogs and articles published in websites.

## Limitations of the study

1. This study is based on secondary data.
2. It takes time consuming while collecting the secondary data.
3. Generalization of all the data from this study is impossible.

### Digital Marketing

Digital marketing stated as execution of the marketing plans and strategies by the use of internet and other related digital Technologies. It connects with the target audience through various digital media platforms and channels. Under digital marketing, the marketers use e-mails, websites, social media, internet, video streaming platforms, search engine to reach the consumers.

Digital marketing is based on specific target. It means the marketers and brand can target a specific segment of customer based on many factors, also point out the perfect medium of channel for connecting with customers. Digital marketing is an interactive, two way communication between the customer and the company.

Digital platform is very flexible in nature is specifically in advertising, it relates to the needs and requirements of customer base accordingly without much nudge by various display, products, varieties, sizes and thus eliminating the disadvantage of traditional view of advertising.

### Tools for Digital Marketing

The customers engagement with brands and marketing activities as digital media has increased accordingly. This involvement of consumers in digital platforms has led to the development of various digital marketing tools.

- 1.) **Search Engine Optimization:** It is the process of enhance the visibility and improve the quantity and quality of traffic to the website or webpage accordingly by the optimizing the particular search engine.
- 2.) **Search Engine Marketing:** The search engine is reimburse or paid process, in which the search engine is reimburse by the marketers to show the search list on the top in website link.
- 3.) **Social Media Marketing:** It is the component of digital marketing under which the marketer uses social networking sites such as Facebook, Instagram, Twitter, WhatsApp, Snapchat, etc. to promote their products and services.
- 4.) **Video marketing in and micro video marketing:** The last few years huge customers engaged to gain interest in video marketing and micro video marketing. It is a technique whereby video enhancing platforms like YouTube and micro video enhancing platforms like Tiktok are promoted by the brands to promote their services and products to the customers.

- 5.) **E-mail marketing:** It is a tool mostly used by marketers to focus the customer directly by e-mails. E-mails worked as send promotional and other kind of messages to the customers and create demand for the product or services.
- 6.) **Affiliate marketing:** Affiliate marketing is a process where company provides U.R.L. links (custom links) to the affiliates and whenever a customer surf the company website or purchase the products through the affiliate's link, for this company will pay certain percentage of commission to the affiliate.
- 7.) **Mobile marketing:** At worldwide level, number of smartphone users increasing day-by-day. For this, marketers started to connect with their customers with the help of mobile phones by e-mails, social media, mobile apps, mobile-optimizable app.
- 8.) **Influencer marketing:** This one is the latest tools of digital marketing, in which, social media influencers such as Instagram Stars, YouTube stars etc. are used by the companies to encourage and promote their products on their respectively platforms.

### Impact of covid-19 on digital marketing

- 1.) **Increased Social Media engagement paved way for increased Social Media Marketing:** From the COVID-19 outburst resulting in lockdown and work from home occurs, people have spent mostly time on social media. As an outcome, marketers had opportunity to connect with their customers through various social media sites, as, Instagram, Twitter, Facebook, etc.
- 2.) **Shift from K.P.I expectations to lifetime value:** Analytics and Key Performance Indicators (K.P.I) was used as traditional level for measuring the efficiency and effectiveness of digital marketing platforms. But after the outburst of COVID-19 has deprecate the importance of emphasis on KPI's and growth the importance of customer lifetime value.
- 3.) **Increased demand for Video and Micro Video Content:** The demand for videos in video streaming platforms like YouTube has expanded enormously. As same way, micro video content platforms has been expanded in demand. All these helps to the marketers with an opportunity to promote the contents of video and micro video platforms.
- 4.) **Increased importance of A.I based Chat-bots:** During COVID-19 lockdown, online activities of the people have increased and increased the percentage of people of the workforce was on work from home, in that

case companies adopted to A.I. based Chat-bots, that helps to the customers by the necessary assistance through a pre-programmed chat room.

- 5.) **Emphasis of Experiential Marketing:** During the lockdown period people were spending more time in social media platforms. Then the marketers has to prominence on making the customer online experience engaging those customers can get bored soon, if the virtual existence doesn't provide a good experience. Therefore, the marketers prominent on making the customers online experience by visit the curated content hub, website, landing pages, attend webinar.
- 6.) **Surge in demand for O.T.T. Content Hubs:** COVID-19 lockdown period also saw a surge in viewership and demand of Over-The-Top (O.T.T.) content hubs such as Amazon Prime, Netflix. O.T.T. platforms efflux demand of products and services to the digital marketer with an opportunity.
- 7.) **Increased product research among customers:** People are spending more time in researching about online availability of products and services. From this, brands and marketers organized and managed all online activities effectively and also responsible towards the customer responses and reviews and tried to make avoid possible backlash.

#### **Future of digital marketing post covid-19**

During COVID-19 digital marketing impact was positive for most of the part, but also taken forward in the future. For this, marketers have to well-organized, managed and even improve the current digital marketing opportunities in order to retain the customer base.

- 1.) **Being socially responsible in social media:** The companies focused on increased the customers engagement on many digital media platforms, going forward in the near future for maintain the social media by ensuring that they behave with responsibility.
- 2.) **Maintaining online reputation:** In today's era customers spent maximum time on social media activities, if any negative information would spread lead to drastic backlash from the mistakes of brands on your company's. Therefore, it should maintain online reputation very effectively.
- 3.) **Managing web traffic:** Post COVID, the challenge came in front of company's marketers that they have to maintain or manage the quantity and quality of web traffic on their websites and landing pages. Also they

have to manage virtual environment and digital content even post COVID.

- 4.) **Investment on AI based Chat-bots:** Chat-bots would finding be very useful service during the lockdown period to the consumers. Now it is the responsibility of the company to invest more in A.I. based technology while ensuring the U.I. and U.X. is good and ensure that there are not much and Technical issues.

## **II. CONCLUSION**

In today's world digital marketing becomes the heart of all companies and digital marketing is an important tool in the hands of marketers and brands for followed marketing strategies. The branch of digital marketing has boost enormously. COVID-19 has turned digital marketing on fast track and changes the way for development and enhance the digital marketing activities.