

## IMPACT OF POST-COVID 19 ON DIGITAL MARKETING

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### **Abstract**

The coronavirus pandemic transformed the willingness of how businesses functioned overnight, and this led to the immense popularity of digital marketing all over. It has now been over a year since we were hit by the covid-19 pandemic and the circumstances have yet not been regularized. As speak now, we're dwelling in the second wave of the coronavirus, and lockdowns have revisited us. But businesses continue to activate as we're familiarized with the new normal i.e., everything is everchanging online. When talking about online, the first thing that comes to attention is digital marketing. This paper examines how the entire digital landscape has changed since covid with convincing statistics and how it has positively impacted the digital marketing business. Coronavirus has impacted quite a few domains of business. Most businesses, except for those involved in fundamentals, are at a standstill and enterprises are wounding back on costs. The axe falls on marketing. The virus has carried most listed digital marketing plans to a crashing halt or slowed them down. The impact is felt in digital marketing, with forecast patterns now appearing twisted. This paper is made in an attempt to highlight, analyse and understand the impact of the covid-19 pandemic on digital marketing and advertising as a whole.

**Keywords- Covid-19 pandemic, Advertising Few Domains of Business**

### **INTRODUCTION**

COVID-19 has previously had success in every sector of the economy from building to markets. The pandemic has touched nearly all countries, obliging most of them to remain in lockdown. The economic influence will significantly depend on how the community responds to the current condition. As the virus blowout across the areas, the world is observing a stop in all features of the business. There is a protruding dip in the routine market, and economic experts assume the same if the circumstances continue. Redundancy rates and salary cuts down are affecting the majority of the population, specifically in the United States and the Gulf nations. A portion of the moral news is that even in this inspiring situation, the Internet and digital connectivity have helped some

businesses to preserve their flow continuous. Digital marketing is one of the least precious industries.

The pandemic and the lockdown have affected every industry striking differently. Speaking around SEO, it's all about keywords and connected search volume. While some keywords experiential a hike in search volume, others displayed downward steps. This growing and dropping attention has a lot to do with the up-to-date situation of the public. Clients mostly prefer contactless and currency-less purchases in this lockdown time. This movement has shown a surge in the number of manipulators of e-commerce platforms. E-commerce sites selling day-to-day life essential things like provisions, and sanitization items have practised high traffic flow. The viral infection has generated health-conscious people, which is realized in the massive increase in traffic on health and well-being sites such as Biogetica. Keywords associated with usual medications to fight the coronavirus, handwashing techniques, immunity-boosting food, herbs, etc. have seen an expected rise in search capacity. However, the picture is unlike travel and study abroad websites. Due to the present limitations on all methods of travel, the traffic volume has artificial the ever-minimum level. Hotel appointment sites are also going finished a tough time with minimum energetic users on their websites. It can be decided that the organic traffic of an explicit group of websites has increased while other websites have reduced.

### **STATEMENT OF THE PROBLEM**

It has been more than a year since COVID-19 riveted the world. As concerns try to refurbish their effectiveness to improve from the crisis, innovative methods and procedures are being acknowledged. Remote working is now a usual option, and firms global are also trying out other similar opportunities. Marketing departments have had to be on their toes to carry innovative concepts for getting their brands to people. Digital marketing received an immense thrust during these pandemic periods. As more and more traditional businesses were enforced to deliberate online opportunities, innovative digital marketing developed as the need of the hour. As different to traditional marketing, digital marketing is completely online and meets the rules of COVID-19. As more and more possible customers visit your website or social media pages, they become a massive digital data source, which is tracked, studied and monetised by the firms. This data also aids in making operation choices that are in sync with the dominant circumstances. Customers often examine the goods online before buying, and hence digital marketing tactics performance a critical role in the business's

achievement. Digital marketing has helped companies find their target customers based on gender, age, place, interests, education, etc. Unlike traditional marketing, the cost per lead with digital marketing is less expensive; however, it offers a high return on investment. Many companies have assumed Pay-per-Click strategies to reduce costs while at the identical time; this supports them to reach their target audience. With the growing use of smartphones and innovations in technology, digital marketing allows businesses to spread potential customers across the world irrespective of the time. This research mainly focused on factors influencing of Digital Market during Post Covid-19.

## **OBJECTIVES**

- To identify digital marketing trends in Post Covid-19.
- To analyse the impact of Covid-19 on digital marketing.
- To analyse the future role of digital marketing post-Covid-19.

## **RESEARCH DESIGN**

The research is based on secondary sources of data. Secondary data are collected through published sources like textbooks, journals, and magazines and through blogs and articles published on websites.

## **Scope of the Study**

The scope of the research is connected to understanding the perception of Digital Marketing, identifying the impact, that the epidemic of the Covid-19 pandemic had/has on digital marketing and also recognising the upcoming digital marketing post-Covid-19 pandemic.

## **The Role of Digital Marketing**

Major businesses concern such as Google, Amazon, and Facebook pioneered the pathway to social interface and online shopping and did not bear much of the effect of the pandemic. However, slighter brands handled a significant challenge in the success of their customers. This is everywhere digital marketing showed its power in building brand appreciation and increasing traffic flow to these small business websites. The key to a successful digital marketing strategy is to produce a search-optimised webpage and to have an active presence on social media stages such as Facebook, Instagram, Twitter, Pinterest, etc.

Digital marketing strategies propel traffic to the website and/or social media pages and help to engage with the board audience and transform them into potential leads and sales. These are also a means to expand the key performance indicators and reorganize to process through optimisation methods.

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Customers often examine the products online earlier buying, and hence digital marketing strategies play a crucial role in the business's success. Digital marketing has facilitated companies to identify their target customers based on gender, age, location, interests, education, etc. Unlike traditional marketing, the cost per lead with digital marketing is smaller amount expensive; however, it provides a high return on investment. Many companies have accepted Pay-per-Click strategies to lessen costs while at the same time; this helps them to reach their target audience. With the increasing use of smartphones and innovations in technology, digital marketing allows businesses to reach potential customers across the globe regardless of the time.

### **The Challenges to Digital Marketing**

Though we have yet to see the long-term economic effects of COVID-19, downturns and job losses have already been predominant and could be set to continue. Digital marketing is no different and it is usually one of the first areas to get hit by reasonable cuts. But this is not always the case, and various studies from recent years have proven that participating in marketing and promotion during a recession helps businesses to recover faster and grow their market share. For the businesses that have definite to cut back on their digital marketing projects, the damage may individually be realized in the long run. This will be revealed in reduced sales, online traffic, engagement, and falling in the search rankings. Digital marketing performs takes time to build impact and deliver results, and it might be several months before SEO and SEM procedures begin to take effect. Similarly, failing to keep these apply well-nourished will affect an organization only after some time.

### **Digital Marketing Channels**

Social media broadcast feeds have facilitated to join companies with acceptance among their customers. Companies can link with millions of customers via Instagram. Facebook has facilitated over nine million businesses to join with customers crosswise the world. Social media platforms play a substantial role in encouraging B2B (business-to-business) and B2C (business-to-consumer) digital marketing. Platforms such as LinkedIn and Twitter have helped to provide leads for B2B marketers in attaining their

target audience. The Return on Investment for B2B marketing via social media channels is different for different nations though. In disparity, Facebook, Twitter, Instagram and Pinterest have helped B2C marketers offer brand realization and channel online traffic to their websites to market their products.

In addition to social media, many companies have also active other actual methods to build brand consciousness as well as reach their target viewers, which are as follows:

**Organic Search:** Also known as ordinary investigation, this method directs the customer to the business websites by external a set of words into a search engine. To make these convenient, digital marketers must rendezvous keyword examination, applicable content, and other search engine optimisation (SEO) methods to push their websites or content to the top of the list once a customer searches on Google or other search engines.

**Paid Search:** Search engines levy a remuneration to the marketers to present their advertisement on top of the search consequences when customers type keywords into the search engine. This is regularly known as Pay-Per-Click (PPC) model.

**Direct Search:** When users visit a website by entering the browser's web address, it is called direct traffic. Traffic from straight exploration is mainly reliant on the brand building of the company's products and services. However, it should be famous that brand building often takes years to accomplish, but it is never too late to start your brand-building exercises.

**Paid Display Ads:** Websites levy a fee to the dealers to display their advertisements on their websites.

**Email Marketing:** Small businesses can hire email marketing strategies through outbound email campaigns. Email marketing operations cost less and can work successfully, especially for smaller firms in accomplishing the target audience, provided they are done appropriately and sensitively.

**Webinars:** Webinars effectively provide valuable material to the customers and encourage the companies' brands and products effectively. Webinars help to interact with customers while following the social distancing norms and provide a platform to understand the company and products very well.

**Podcasts:** Many companies are also successful out to their target viewers with compelling audio content combining other media platforms to ensure a much broader marketing promotion.

**Content Marketing:** Companies can generate and circulate effective and compelling articles or guides or provide lessons to involve target customers. This is another cost-effective method that smaller companies can adopt to promote their brands and goods.

**Referrals:** Another policy would be the appointment method where traffic is unclear from one website to another with the benefit of backlinks and citations of the website. This is a digital version of word-of-mouth recommendation between websites. Companies can move their websites' specialists with the help of backlinks from highly advisor websites to their websites.

**Affiliate Programs and Third-Party Sellers:** Collaborating with an online affiliate to promote products and facilities will boost to branding exercise; however, you will be required to share a percentage of your sale through these online channels. Another method would also be selling goods through online shopping platforms such as Amazon, eBay, Flipkart, etc.

**Social Media Influencers:** Companies are present-day employing social media influencers' services to advertise and promote their brands. This is again an identical current digital marketing strategy as consumers faith other consumers. Social media influencers have a huge following and consumers find them to be trustworthy and among them. More and more companies are expected to use social media influencers to drive their sales in the upcoming days.

### **Scope of Digital Marketing Post-Pandemic**

Digital marketing is fast attractive a crucial portion of marketing and brand elevation activities, especially due to the growing pull toward online business. People are gravitating more towards online shopping rather than venturing out to visit local stores. This has made it imperative for local businesses and major companies to accept and lead digital marketing and advertising systems. Managers are on the belvedere for experts in digital marketing to help them in this drive. Smaller businesses are now resulting it more relaxed to meet their advertising desires without burglary their compartments. Digital marketing has provided cost-effective options to brand their products to their consumers and help in brand-building training. More and more channels are being twisted to shape a digital marketing strategy. Digital marketing techniques afford scope for bigger accuracy and help recognize every channel's efficiency and improvement forecasts and finally maximise your return on investment. Keep in mind that digital marketing's achievement will only depend on the core elements, i.e., the USP of your products and understanding your target audience

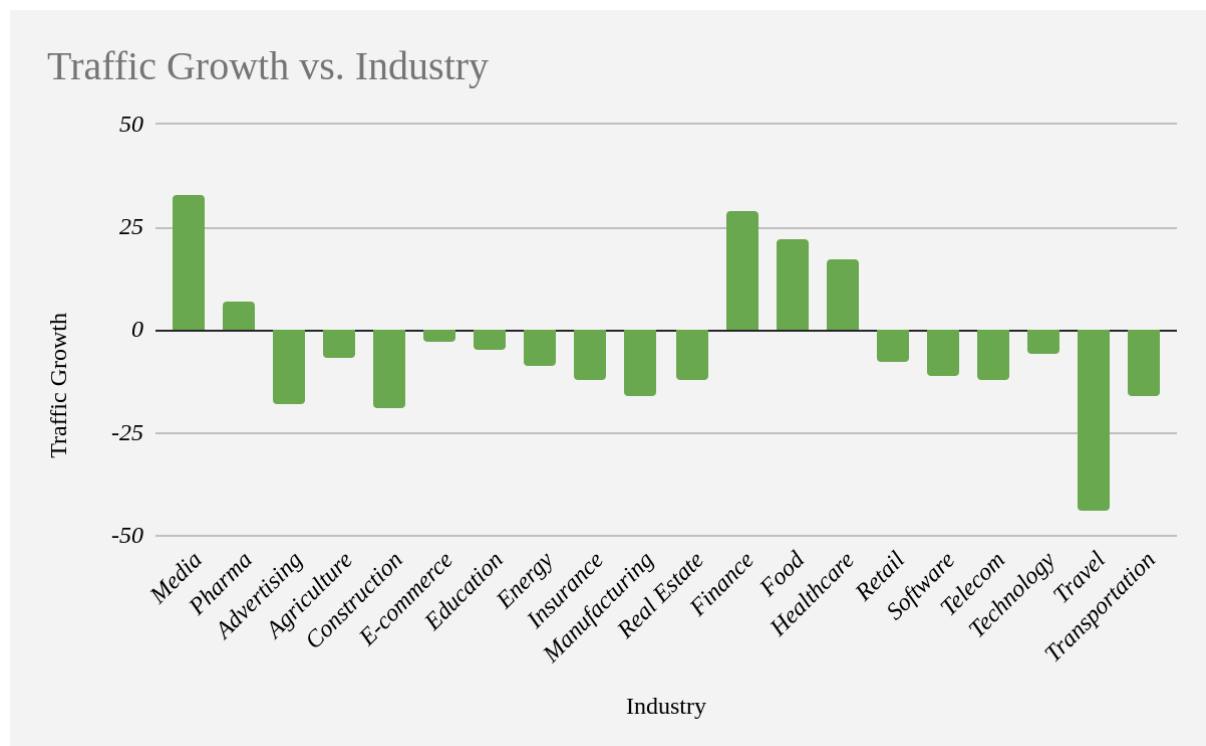
## Impact of COVID-19 on SEO

COVID-19 has affected every industry quite inversely. From the SEO outlook, have witnessed an increasing and falling interest. Some keywords have seen an enormous increase in search volume, while insufficient keywords have seen a sharp drop in search volume.

Customers who used to buy groceries and other fundamentals from retail stores are today making use of e-commerce stores. E-commerce websites that are selling important items such as provisions have seen an immense increase in their website traffic recently. The epidemic has resulted in people getting more health-conscious.

The health and wellness websites such as Biogetica have seen a significant increase in their traffic as well. We have also witnessed a rise in the search volume for keywords relating to natural remedies to fight against COVID-19.

Other keywords such as those involving hand-washing techniques, antiviral foods, herbs, etc. have also witnessed an increase in search volume.



**Source:** <https://neilpatel.com/blog/coronavirus/>

But the condition is fairly different for travel websites. They have seen a huge drop in their traffic due to the travel margins put forward by several countries. In short, the recent coronavirus epidemic has resulted in a decline in organic traffic for certain websites, while some businesses have witnessed their organic traffic getting doubled.

## **Influence of COVID-19 on Social Media Marketing**

As reported by The Economic Times, social media activity in the country improved 50X in early March. Business income may tend to show a decline amid the situation, so exploit the scenario for branding your business and marketing the products and service area. Social hostility has led the mode to spend more time on online social platforms like Facebook, Instagram, Twitter, and other websites. Possession of our customers affianced in our sites with excellence and useful content should be the prime focus of a digital marketing professional. A study made by Social Bakers creates that the CPM rate has decreased for most of the industrial groups. CPM is extended as cost per mille; it is the quantity that an advertiser should pay for showing the advertisement to a thousand online users. Even the Cost Per Click limit for online advertisements has also been reduced considerably. Now even a small business can advertise its products and services with a small amount of money and spread many potential audiences.

Even when the online movement graph of people keeps high, the campaign meeting activity graph is low. Engagement is any action on the way to paid promotions like a click. Despite the Facebook engagement figures increase, they see a failing ad business in those countries that have engaged procedures to stop the spread of COVID-19. From these reports, it's pretty clear that people prefer to participate in organic content than paid campaigns by brands. With businesses suffering the worst economic crisis, they have introduced cut downs on spending money for online paid advancements. Referring to Social Bakers, there has been a drop in ad spending by 23.5% over the last combine of months. It's undoubtedly moneymaking to be a piece of unfortunate news if you are a digital marketing proficient. Being a digital marketer, the best way to deal with the situation is to bring up good eminence engaging and useful content to the audience, so that you remain in constant touch with potential customers. Take a look at the graph below, which displays the decline in search ad clicks.

## **Influence of COVID-19 on OTT Digital Marketing**

Many experts believe that the OTT advertising industry will change the full story of digital marketing soon. OTT (Over the Top) is a targeted advertisement shown on television associated with the Internet. The approval of video on demand has enlarged all over the creation, with brands making use of it to advertise their goods and services to reach a group audience. The user involvement is improvised by familiarizing collaboratively satisfied with these advertisements. In the present scenario, people are



obligated to spend time indoors to prevent the community's spread of the sickness. This has led to an increase in OTT viewership by a significant margin. Digital marketers can make use of this trend to do operations through these digital stages.

## **CONCLUSION**

The pandemic has made life tougher for the common population. Concerning the market too, they have a huge impact, that time can only find a solution. The troubling figures on the financial dip will take time to catch up on the pace again. The procedures of the companies have been affected severely, and more than 50% of the companies had to deal with stock blockage and raw material shortages. In one of many ways to overawed the financial crisis, companies have cut down the money they spend on online advertisements. The intelligence from Facebook about the decrease in revenue from sponsored content support this fact. Several travel, study abroad, hotel, and flight booking websites top the list of affected sectors.

If the condition remains so, it will bring more trouble for many industries that have managed to remain untouched so far. As a responsible individual, adhere to the norms put advanced by the officials to fight against this virus.

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