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## IMPACT OF COVID-19 PANDEMIC ON DIGITAL MARKETING: A STUDY

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### **Abstract :**

The world has already successfully overcome many pandemic situation. The pandemics of covid-19 affected people locally and globally. The impact of the pandemic on social, economic and political life of human beings has been seen to be affecting the economy of all the countries of the world. Human resources, corporate sectors, education, transportation, environment, Law, film industry ect. seen to have been affected which has seen the pandemic in a positive light and recognized that we have great potential in it. Uncertainty is seen in all sectors, many have lost their jobs. Consumers have changed their behaviour. Everyone has started staying at home. The effect of adherence to traditional marketing seen to have been to increase the number of contacts that sellers have already had with digital marketing. Today, digital marketing is one of the most emerging technology in information sectors. The paper is made with attempt analysis and understand the impact of covid-19 pandemic on digital marketing. **Keywords:** Digital Marketing, Covid-19, Pandemic, Technology,

### **Introduction:**

Digital Marketing is a branch of traditional marketing. Connected to the internet and digital technology. As Computer, Mobile Phones, Websites, Social Media, Software, e-mail, Digital Marketing developed in 1900's and 2000's. Digital Marketing makes it easy to focus on a specific segment of the customer. Digital Marketing is interconnected as traditional marketing techniques. It can use Twitter, Facebook, Instagram and Blogs, Yelp, WhatsApp, Linked in, Google+, AI to reach customer and is essential in today's pandemic situation.

### **Objective of Study:**

The Main objective of study are.

1. To study the role of Digital Marketing in Indian Scenario.

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2. To analyse the future role of Digital Marketing Post Covid-19.
3. To analyse the impact of Covid-19 on Digital Marketing.
4. To Study the various concepts of Digital Marketing

**Scope of Study:-**

1. Understanding the concepts of digital marketing.
2. Understanding the impact of covid-19 on digital marketing.
3. Understanding the future of digital marketing after covid-19.

**Research Methodology:-**

The study is based on secondary sources such as Textbook, Journals, Magazine, Blog, Published Articles in Website.

**Limitations of Study-**

1. The information in this study is not disclosed to everyone.
2. This data has been collected keeping in view the time limit
3. Only secondary data were used in the study.

**Tools of Digital Marketing:-**

1. Influencer Marketing:- Companies use You Tube stars Tik To stars an influential social media company to promote their products
2. Mobile Marketing:- To take advantages of the rapidly growing number of Smart phone users in the world, the marketers used Mobile-apps, e-mails, Websites and social media Vig mobile phones
3. e-mail marketing:- The marketers communicated directly with the customer through this tools and send promotional messages of the products to the potential customers and there b generates for the goods and services
4. Social Media Marketing:- Marketers promotes products and services through social Networking Sites like Twitter's, Facebook, Instagram, Snapchat.
5. Video Marketing:- Consumer are rapidly connecting to Social Media Marketing, such as You Tube, Tik To, Vigo Video and marketers have taken advantages of this opportunities to promote their products and services.

**Impact of Covid-19 on Digital Marketing:-**

The increasing prevalence of Covid-19 pandemic has created a negative consumer sentiment towards actual marketing and led consumers to turn to

digital marketing. The effect of Covid-19 on digital marketing can be explained on the basis of the following points.

**Increase demand for Video and Micro Video content-**

Due to the pandemic of Covid-19 the government forced people to stay at home, so people started spending more time on social media like You-Tube, Micro Video content so the demand increased. And marketers see this as an opportunity to promote their products and services.

**Increase Product Research among customers-**

The effect of covid-19 was to give consumer time to research goods and services so marketers constantly strive to protect their reputation and respond to consumer requests

**Experimental Marketing-**

Lockdown allows consumers to spend more time online, so marketers need to focus more on online attractiveness.

**Increased Importance of Chat bots-**

The importance of Chat-bots has increased as people have been staying at home for most of the time during lockdown and have started doing office work from home and hence people have started focusing on online work.

**Maintaining Online Reputation:-**

As customer spend more and more time online, information about any wrongdoing by companies spreads quickly and responds quickly, making it difficult for companies to maintain their reputation.

**Conclusion:-**

In the current global covid-19 highway situation, companies have become a digital marketing tools for deciding their marketing strategy. While other areas have been hit hard by pandemic. Digital Marketing has got an opportunity and boost. Companies put digital marketing at the forefront. Also this pandemic is a nutrient for the digital marketing.

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