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## A STUDY ON SHIFT OF DIGITAL MARKETING DUE TO LOCK DOWN

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### Abstract:

Nobody could have predicted how 2020 would change the face of marketing. The marketing change which will going to happen during and after covid 19 no one has imagined. There is a great scope for digital marketing but there are major challenges due to Covid 19 pandemic as well. The terminology of “marketing” what we are knowing is constantly changing and becoming broader. People are becoming Tech-savy and ready to buy products and services through Digital modes Digital Marketer have to consider the change in digital marketing after Pandemic covid 19, opportunities and challenges the marketers face, and the strategies which digital Marketer have to adopt for various consumer post covid 19. Movements of customers can be understood by Customer Experience sharing, Putting reviews, Website Traffic, Employee Engagement, and Content Visualization etc. The change has turned into the solution for necessities and recreation for people locked in homes.

### Keywords

Digital Marketing, Pandemic Covid 19, Challenges and opportunities,

### Introduction:

Every coming era is the era of the customer. We’re observing a great shift in beliefs about what marketing actually *is*. It is not only convincing people to work for you, and your organisations Instead, the priority has moved towards providing fantastic customer experiences that will keep people coming back for more.

It is not just bringing customer now but converting them as loyal customer and giving them customer delight. When you focus on building a positive business culture and providing great service, the marketing almost takes care of itself. Marketing has gone beyond promotion and advertising; marketers must work together with other departments to focus on building great customer experiences and engaging them for long-term relationships.

Never before in our generation have, we been forced to rethink our daily routines, spending habits, and social interactions, which have up until now required little thought. COVID-19 has made society re-evaluate the importance of most things in life. It's encouraged us to become more aware of the things we feel are necessary to survive in order to get through this challenging time. Consumer discretionary spending has slowed down or has abruptly halted and, as a result, caused a significant downturn in the economy.

Social distancing laws have meant that businesses have either been forced to shut down or operate remotely. In doing so, most companies have seen sharp declines in sales and business inquiries. These swift reductions in sales and inquiries have seen businesses take drastic steps to save whatever they have left to keep their businesses afloat.

For most, when the panic set in, advertising and marketing budgets were impacted. It's clear that digital marketing is evolving to keep pace with new technological innovations and changing consumer preferences, such as the expectation for ads and content to be increasingly personalized and relevant to the individual.

### **Background of the study**

#### **Understanding The change after CVID 19**

We will concentrate on its potential effect on key marketing principles, business circumstances and marketing strategies. Marketers have also promoted the benefits of identifying and generating positive consumer interest, satisfaction and loyalty assessments.

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When a digital media agency is advised to pause all advertising and marketing, it stops a business's ability to secure new sales inquiries and cuts off the possible maximization of customer growth.

What is most damaging with this approach is that the longer the cost-cutting methods are implemented, the longer businesses will take to recover. The COVID-19 pandemic has shown that more and more people are searching for products and services online due to social distancing laws. Digital agencies across The consumer appetite for purchasing products and services continues to be very much alive, with a 300% increase in online sales.

This type of online growth has seen many businesses alter their supply chains, by switching from selling products in brick-and-mortar stores to selling products online. For service-based companies, business has been performed via video meeting platforms like Zoom, and as a consequence quote can be secured through new business ventures.

### **Review of Literature**

In February 2019 a study by eMarketer found that online spend had officially exceeded that of offline for the first time and now accounted for half of all global ad spend. The same study predicted that by 2023 digital ad spend will account for around two-thirds of total global media spend, a market estimated to be worth \$333.25 Unlike other major global incidents, Covid-19 profoundly altered how we see the environment, how we perceive and how we live. In the human drama of lost lives, fractured families and scarred cultures, propound fact for us and future generations will be the economic and social pandemic lockdown.

Physical, social psychological, and economic pain. Covid-19 is seen in many ways as similar to what Taleb calls a "black swan occurrence" (as many writers and academics have experienced in the same way), Mazzolini et al , 2020. "COVID has been the catalyst for digital transformation at scale," Publicis chief operating officer, Jo Coombes.

In a global survey of over 35,000 consumers by Kantar during lockdown, results showed that only 8% felt brands should stop advertising during the pandemic and 74% felt brands should avoid exploitation of the situation. On the

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flip side, 78% felt that brands had a responsibility to help them in their daily lives while 75% wanted brands to communicate what they were doing. Perhaps surprisingly, just 30% thought brands should be offering discounts and 19% thought more should be done to manage customer queries.

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

#### **Mar-tech has evolved in response to COVID-19**

There has been a pleasing synchronicity in the requirement for the technology to manage this shift and the evolution of the tech to meet the need. While highly integrated CRM platforms, chatbots to support conversational marketing and intuitive email nurture functionality to help maintain buy-in and engagement are not new to the marketing toolbox, they have all come into their own in recent months.

Tech is helping marketers establish and maintain their customer relationships even during this unprecedented time. The challenge to the marketer is to choose the tools they need, to integrate them effectively and to make the most of functionality and opportunity they offer.

One of the more interesting tools to come into its own recently is Google Trends is feature that shows how frequently a term is searched for in Google. Helping marketers understand changes in lifestyle, behaviour and attitudes since lockdown. Search terms and how they have changed are offering marketers invaluable insight into the evolution of customer focus.

For example, earlier in the lockdown period Google trends recorded spikes in search terms for recipes, comfort foods and cocktail ideas as people found they had time on their hands at home. Later on though, as the lockdown progressed, it seems perhaps people had overdone the home cooking when terms such as 'how to lose belly fat' were seen to be on the rise! We have used spikes in specific searches to help clients stay relevant in lockdown and get a greater share of voice to their consumers.

Using this data to create content around the right subjects and what people search for is vital to engage with your audience especially now and

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moving into the future. Now, more than ever, content is king and organic search is the kingdom.

### **Present Scenario**

#### **Digital shopping is here to stay**

Physical distancing and stay-at-home customs have forced whole consumer segments to shop differently. The dramatic rise in the adoption of e-commerce and omnichannel services sees no sign of abating. The latest data suggests that there will be a huge increase of 169% in e-commerce purchases, from new or low-frequency users post-outbreak.

#### **Brand loyalty is eroding:**

This general change of behaviour in response to COVID-19 has also been reflected in a shattering of brand loyalties. Almost half of consumers are trying new brands, and a third are incorporating new private-label brands into their shopping repertoire. For marketers, this highlights the need to quickly become aware of when shoppers are migrating between brands.

#### **Marketing localization:**

With more consumers moving out of urban areas and to the suburbs and rural regions, localized marketing will become more prominent. Two-thirds of consumers, according to Accenture, are shopping primarily in neighbourhood's stores, or buying more locally-sourced products. Localized content and personalization will be more important than ever in order to strengthen a connection with the audience

#### **Every business either small or big has moved towards digital presence:**

The pandemic has compelled businesses also to shift online to showcase their products and services which have prompted brands to create content that is contextual and relevant to garner larger mindshare from their customer base.

#### **The rise of the crib economy**

People are spending their at-home time on work and domestic activities. Usage of popular online entertainment platforms has skyrocketed. As economies reopen, almost three-in-four consumers say that they're hesitant to resume regular activities outside the home. They are concerned about going to a hair

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salon, gym, or restaurant, but are especially worried about shared environments, such as the office, public transportation, ride sharing, air travel, and, generally, being in crowded spaces. Still, they have fear of wave of COVID-19 There are the future opportunities for companies seeking services.

from digital marketing agencies during the pandemic: Digital agencies now have virtual inquiry forms to capture potential inquiries for customers who are not able to meet on-site; SEO services are now the most recommended digital service offered by digital marketing agencies

### **Results and Discussion**

'Pandemic compelled businesses to shift online, brands to create content that's relevant' The pandemic has compelled businesses also to shift online to showcase their products and services which have prompted brands to create content that is contextual and relevant to garner larger mindshare from their customer base.

### **Both consumers and providers have changed behaviors'**

It is essential to understand that both consumers and providers have changed their behaviors and interacting accordingly as per the new norms. There may be a greater demand for digital marketing going forward, but this will be balanced out by greater competition and to stand out.

### **The trends that will stay with us and change marketing after COVID-19**

Digital marketing has become a solution as well as a means to satisfy needs as basic as food, but also contact with friends and family, entertainment and acquisition of information, goods, and services normally accessed physically and in person.

However, the arrival of lockdown has dramatically increased the size, availability, and profile of the digital audience and has changed their behaviors, expectations, consumption of content, and the way they expect to be interacted with as customers.

### **Conclusion**

#### **Digital Marketing Services after Pandemic means in following ways**

1. Our messaging-- needs to be more targeted now than ever before.

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2. We need to understand the persona of the new consumer post-COVID-19.
3. The content we deliver needs to have substance and provide true value.
4. We still need to focus our efforts on long-term growth strategies.
5. Building trust and recognition between brands and consumers is critical.
6. Brands have now realized there are new ways to operate their businesses.
7. Innovation should now be front and center in any business operation.
8. SEO services are absolutely vital post-COVID-19 for long-term growth.
9. Digital marketing services like Google Advertising should complement SEO, not dominate advertising budgets.
10. Websites are more important now than ever before, as this is the first touchpoint. No arena of the marketing world has changed faster than digital marketing and credit goes to the COVID-19 pandemic. As Technology is changing our world at an astonishing pace, it becomes difficult to keep up with different new trends in the industry. With the arrival of the pandemic, people started spending more time online than ever before and enhanced their online presence widening the online business opportunity promising a bright future for digital marketing agencies. Undoubtedly, the future is bright for digital marketing agencies, but as ever, only for those that are able to convert pandemic to an opportunity and adapt accordingly.

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