



IMPACT ON DIGITAL MARKETING AND ADVERTISING AFTER COVID-19

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Abstract

The digital marketing and advertising is an applied research, referred and provides complete coverage on the customer satisfaction and loyalty with corporate multi brand web site in an Era of social media, investigation of generational difference in advertising behaviour and fake news perception among social media, analysis of branding and sponsorship, measuring the impact of creative viral advertising content on Hierarchy -of – Effects. New digital technologies have dramatically changed the way firms communicate and interact with consumers via digital media. In this digital era, what does the future of advertising look like? This article defines digital marketing and advertising by examining what it is and will be. We identify key trends relevant to digital advertising such as move forward data – driven marketing communication, the impact of artificial intelligence on advertisement production, and the effect of big data on advertisement exeution. In the context of these trends, six propositions are posited concerning the management of future digital advertising and the methods and system for delivering targeted advertisements to consumers. This paper also include covid-19 impact on digital marketing and advertising.

Keywords:*Digital Marketing, Marketing, Advertising, Covid-19, Growth, Social Media, E-Commerce.*

Introduction

Digital marketing industry in the India is spread to almost all the business sectors. Some of the application of E-marketing is shopping and order tracking, online banking, payment system and content management. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers .S It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. Today, digital marketing industry in India is growing as it's peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online.

Digital Marketing and Advertising

Digital marketing is a deep networking game . It is a networking based career. Digital marketing is a means of attaining business goals through the aid of digital platforms by promoting the business's products or services.

Work quality of digital marketing in media industry – 1 speed 2 finesse work

Digital marketing is like sport

Overnight success is achieved through years of hard work

It's a team game. Finding correct human resources is a difficult task in digital marketing

It's a deep networking game

Some facts are –

In 2010 digital marketing spend around 1,000 crores

In 2019 digital marketing spend more than 50,000 crores

In 2020 digital marketing spend 356 billion U S dollars.

In 2021 digital marketing spend 455.5 billion U. S dollar



Value in today's world-

Digital marketing and advertising industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in digital marketing career. Through digital marketing organizations can approach potential customers to overcome the geographical barriers. Online video conference software, zoom reports a 78% growth in profits and google meet reports an approximately 60% increase in user traffic where people spend 2 billion minutes in online meeting everyday. According to industry estimates, digital advertising in the country is projected to be at rs. 7.044 crore by the end of 2016.

Covid Impact

Google would soon switch to a “mobile-first” standpoint to give preferential search ranking positions to web content that is optimised for mobile consumption via the release of mobile friendly algorithms. Consequently, digital marketing had to evolve to take into consideration these developments. Be it website design and UX, SEO and content, PPC campaigns and retargeting, many facets of the digital component of marketing had to adapt and improve.

By the time 2019 was coming to a close, due to how measurable and benchmarkable it is, many businesses (assisted by creative digital agencies) who had been utilising digital marketing as part of their marketing campaigns throughout the ten years had already or had begun to find their digital marketing strategy sweet spot or groove.

While resting on your laurels is a huge mistake for any brand when it comes to digital marketing, it is still possible to have a good understanding of what works for a business and it's possible to anticipate where technology and trends might go. But no one could have anticipated the coronavirus and how the pandemic would impact digital marketing 2020 onwards

Covid -19 pandemic change the world socially and economically. Covid -19 pandemic shut down the world and stop the manufacturing of the product. Sale of products is decreasing because of social distancing and safety. Pandemic also affect the digital marketing growth but after understanding the customer buying behavior, digital marketing had grow and play the important role for the society. Covid-19 changes the priority of human beings in the whole world. People are more careful with their health. This crisis changes the life socially, economically. People are living alone for following the social distancing. In this scenario digital marketing is playing important role for the society. Without going physically anyone can buy any item, pay bill, transfer money and compare items through digital marketing. After covid-19, people will more conscious with safety, trust. So, through digital marketing organization can approach the customers and provide the good service and product with safety and trust.

To say that consumer behaviour has probably changed forever because of COVID-19 is no hyperbole. In the years to come when the dust of these strange times has settled, researchers and marketing historians will look back at 2020 as a watershed moment in how marketing and business processes are executed.

How digital marketing works-

The digital marketing term has gained immense popularity over the past few years and is one of the most frequent used term everywhere including small and large business.

Some of the most well-known strategies of digital marketing are-

- Search engine optimization
- Pay-per-click advertising
- Website marketing
- Content marketing



Social media marketing
E-mail marketing
Affiliate marketing

Online advertising comes in many forms. Knowing which set of digital tools to use for your specific business could help you plan accordingly and meet your marketing targets efficiently.

The List of Important Digital Marketing Channels are given below:

Social media – In the current era, social media marketing is one of the most important media in digital marketing. It is the fastest growing digital channel. Social media marketing is the process of gaining traffic or sites through social media sites.

Facebook- It is the number one social media platform. A company can promote their product and services on Facebook.

LinkedIn- professional write their profiles on LinkedIn and can share with others . The company also build their profile and LinkedIn connect these two dots companies and professionals.

Google – It is Google's social network, user can easily connect based on their common interest and friendship.

Twitter – It's strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.

Pinterest – It is a social media platform in which visual content is available and the user can share or store with others.

Email marketing – when a message is sent through email about any product or service to any potential customer it is known as email marketing. It is simple marketing channel to understand. Email marketing is used to sell a product using discounts and event ads, increase brand awareness, and direct people to their business website the biggest advantage of email marketing is that is that it is very cheap compare to other marketing mediums . It is generally used to build loyalty among existing customers rather than gaining new customers.

Affiliate marketing – In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. There are four different parties involved in affiliate marketing:

- 1 The merchant
- 2 The affiliate
- 3 The customer
- 4 The network

Search Engine marketing – A search engine is a web based tool that helps the user to find the information they are looking for. Examples of a search engine are Google, Yahoo, Bing, Baidu etc. Search engine marketing refers to any activity that increases a user's websites rank in any search engine.

Review of literature

Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. According to recent statistics for january 2020 , 4.54 billion people are active internet users, encompassing 59% of global population . Social media usage has become an integral element to the lives of many people across the world. In 2019 2.95 billion people were active social media users worldwide. This is forecast to increase to almost 3.43 billion by 2023. Digital and social media marketing allows companies to achieve their marketing allows companies to achieve their marketing objectives at relatively low cost (Ajina2019) . Facebook pages have more than 50 million registered business and over 88% of businesses use Twitter for their marketing purposes(Lister, 2017).



Importance

Internet marketing is endlessly more moderate than any offline marketing techniques. It can reach a wider audience easily

In digital marketing results can be followed and monitor easily with the help of various tracking software.

Collecting feedback from customers is easy to compare to traditional marketing mediums such as TV, radio, or billboard. They can easily give feedback on any product using a website in online marketing which helps a businessman to redesign themselves in their specific domain.

It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second.

Digital advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth.

Digital marketing is moderate, targetable and quantifiable and thus organizations do it and advertisers love it.

Advantages

Technology is changing rapidly and it also has affected consumer's buying behavior. Below is given some advantages digital marketing brings to the consumer.

In the year 2021 consumers can access the internet any time from any place in the world. And due to the digital nature of digital marketing consumers can stay updated about any product or service 24/7 times.

Due to the internet consumer can do various activities like going to the company's website, reading the information, buying products, etc. This has increased consumer's engagement and improved their experience.

Many different companies promote their product through digital marketing, so it becomes convenient to compare product of the different companies.

It is extremely cheap compare to traditional marketing and it covers every small business which leads to intense competition.

Through digital marketing people are doing own brand.

It gives you chance of compet with big brands.

Conclusion

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing functions in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. The social media impacting student diaries also with the increasing competitive circumstances in higher education, universities need to identify tools to increase student satisfaction and retention. Day by day growing digital marketing in India is an evident that the digitization is taking place with high speed. All reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Youth of India is very much technology friendly. Mobile devices are expected to reach around 3 billion units worldwide.

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