

## Marketing Strategies in COVID

Ch Siddharth Nanda

### ABSTRACT

One of the key factors to ensure continued growth and competitive advantage is creating a unique value proposition. Understanding customer expectations with innovative customization can undoubtedly enhance business opportunities. Digital marketing is one of the instruments for reaching and connecting various organizations to their target audience. Companies must therefore continually upgrade, update and improve their offerings in accordance with market trends and preferences. This paper focuses on and incorporates various methods and processes for marketing adopted by an organization to attract the potential group.

**KEYWORDS:** Consumer Delight, Customer Expectation, Lure Consumers, Customization, Target Market, Social Media Marketing.

### Introduction:

Online marketing platforms offer many opportunities to improve relationships with existing customers. The various tools used by digital marketing professionals in marketing include: websites, social media marketing, banner advertising, online video, content marketing, link marketing, podcasting, program optimization, and many more. Most companies today use the Internet for their integrated marketing communications. Oke (2004) concluded that "online marketing communication has become an integral part of the company's ad mix". Today, many online marketing companies such as Amazon, Flipkart, Snapdeal etc are using this method to woo consumers. Some of these tools include:

- Search Engine Optimization: This is a way to speed up the visibility of the website during the program. To do this, the number of keywords is added or the selected keywords are classified. Program optimization techniques

include technical analysis of websites, blogs, content creation, link building and many more.

- Pay Per Click: This is a type of paid advertising. This includes advertisements that are usually placed above search results and can have different costs depending on the keywords used. Bringing creativity and detailed data analysis to such ad designs. •

**Social Media Marketing:** This includes various social media channels such as Facebook, Twitter and others. Create and manage a brand image. This system has become very modern in recent years with the increase in the number of social networks.

**Affiliate Marketing:** This differs slightly from online advertising in that the website host doesn't get paid until the sale is complete. In this way, the payment amount is higher compared to online advertising. This includes not only banner advertising, but also email marketing, links, or e-commerce stores. Since payment is made only after the sale, the website owner also participates in the promotion of the goods.

Companies that made it through this crisis in the first few months of COVID-19 are now back in operation. Markets have changed, people have changed, businesses have changed. All brands and companies must adapt to this "new normal" and change their marketing strategies.

#### FEW CLUTTER BREAKING CAMPAIGNS ....

- **Society Tea: Stay at Home Campaign:** Social distancing is very important during this lockdown. Society Tea, a successful brand in Maharashtra, has launched an ad campaign to promote safety. Different people are encouraged to share their fond memories in and around tea and demonstrate a culture of reunification through the culture of tea consumption in India. The Stay at Home campaign focuses on the most memorable moments that people spend together over a cup of tea.
- **Burger King (Restaurant of Tomorrow):** As one of the best fast food chains, Burger King had the idea for the "restaurant of the future". The main customer concern for fast food, of

course, has to do with cleanliness. They want to make sure their dining area is clean, the food producers don't get sick, and they don't deal directly with cashiers or waiters..

- **McDonald's (Contactless Order & Pay):** McDonald's contactless advertising and new payouts are the "new normal" as many food and beverage brands go digital. Small restaurants transfer their paper menus to QR codes. However, McDonald's is an international fast food chain, so they have the right to create a mobile app to order and pay for groceries online.
- **Lenskart's Eye care campaign:** It is created to attract potential customers by providing expert advice and solutions through a number of websites. In addition, with the majority of the population buying mostly past items and staying indoors, people are more dependent on televisions, cell phones and laptops. The habit of watching TV for long hours, seeing and using cellphones and laptops regularly at the office or in his spare time, has a big impact on the eyes. Hence, Lenskart's campaign focuses on a series of eye care sessions that not only benefit ordinary

people by taking advice from trusted experts, but also help build goodwill and trust .

#### CONCLUSION:

Creativity knows no boundaries, and digital marketing and its tools help attract and connect with your TG. Even during the pandemic, it is clear that online digital platforms have played an important role in creating brand awareness and fame.

#### REFERENCES

1. Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1985), "A Conceptual Model of Service Quality in its Implications for Future Research," *Journal of Marketing*, 49 (Fall),41-50
2. Zeithaml, Valarie A., Mary Jo Bitner (1990), *Services Marketing*, New York, Irwin McGraw Hill.
3. Muthumari, P., and K. Chinnasamy. "User Orientation for Academic Library in Digital Era." *International Journal of Library Science Research (IJLSR)* 4.5 (2014): 1-4.

4. Parasuraman, A., Zeithaml, V.A., and Berry, L.L. (1988): SERVQUAL: A multiple- item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64, 41-50.[4]
5. Daniel R, Digital Branding, 2ndEdition
6. <https://digitalagencynetwork.com/inspiring-back-to-the-new-normal-ad-campaigns-by-brands-for-the-post-covid-19-era/>