

## **Role of Digital Marketing in Covid-19**

*(A systematic Literature Review)*

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### **Abstract**

The Covid-19 epidemic is a difficult issue for businesses to deal with. Small enterprises find it difficult to survive in a severe economic crisis as a result of the global recession and social isolation. Before the Pandemic, global businesses, particularly the retail industry, relied on traditional marketing tactics to attract customers. During a pandemic, however, individuals become separated, reducing the efficacy of outdoor advertising and other traditional marketing initiatives. The global recession during the business age diminishes consumers' purchasing power, which has an impact on the profitability of the company. Businesses must rely on cost-effective marketing channels at that time to withstand the economic crisis. Because of their hectic daily routines, clients are willing to pay high prices for online products in the digital marketing business, which is changing corporate patterns, according to the discussion above. Digital marketing methods have also substantially overtaken conventional marketing approaches in recent years, owing to the country's present epidemiological scenario. Because of the global crisis, firms are forced to use less expensive marketing strategies that reach a large number of individuals in a short amount of time.

Keyword: Covid-19, Social media marketing, Digital Marketing

## 1. INTRODUCTION

The Covid-19 pandemic is a challenging scenario for the business world. The global recession and social isolation affect the sales of the business and small businesses found it difficult to survive in a severe economic downturn (Azer, 2021). Besides the recession, people avoid leaving home without any reason which reduces the effectiveness of traditional marketing methods. The global business and more specifically the retail industry, rely on traditional marketing methods to engage customers before the Pandemic outbreak. However, during the pandemic, people get isolated and the effectiveness of outdoor mediums and other traditional marketing campaigns become reduced. At that time, businesses move towards digital marketing and social media tools to engage more customers because online marketing covers a large volume of customers at less cost. There are two major reasons behind the drastic shift of business from traditional mediums of marketing towards online mediums. Firstly, Habes et al., (2020) claimed that people spend most of their time on social media during the period of covid-19 because of the state restrictions and holidays during the first and second waves of Covid-19(Zhang, Zhou & Lim, 2020). Secondly, people found it comfortable to use online mediums to buy products because of the severe disease spread. The prevailing market and social conditions allow businesses to include social media marketing in the corporate strategy of the business.

Breza et al., (2021) argue that businesses adopt a digital marketing strategy due to three major reasons. Firstly, it is a cost-effective medium of marketing. For instance, social media marketing covers a wide target audience by just targeting the right geographical area. The involvement of less cost attracts the business to adopt the desired medium of marketing in pandemic outbreaks. Secondly, the organizations used social media and other mediums of digital marketing because of the change in consumer trends. As it is an era of technology and smartphones become a part of daily life so the customers want to buy products through online stores. Moreover, the high involvement of technology in daily routine compels businesses to share information online to engage more customers about the product. The study aims to identify the usefulness of social media marketing in businesses. Moreover, the study evaluates the role of digital marketing during the era of pandemics because of the change in business trends.

## **Problem Statement**

Habes et al., (2020) claimed that traditional marketing trends such as print media and outdoor media gradually decreases because of technological advancement and changes in consumer pattern. Moreover, the pandemic outbreak and social restrictions minimize the effectiveness of traditional marketing techniques because customers move towards online mediums for buying and selling goods and services. The high involvement of cost in traditional marketing is disastrous for the companies because customers prefer to get information through social media platforms rather than magazines and outdoor media.

## **Research Question**

*RQ:* What is the role of digital marketing and social media marketing in building Brand value during Covid-19?

*RO:* The goal of the study is to highlight the benefits of digital marketing for businesses and Customers to cater to the Pandemic Outbreak situation.

## **2. LITERATURE REVIEW**

The digital marketing world changes the business pattern because people because customers are willing to pay high prices for online products because of their busy daily routines. Moreover, digital marketing systems replace traditional marketing systems in the last few years because of the prevailing pandemics conditions of the country. The global recession compels the business to adopt less costly marketing channels which cover a large volume of the audience in less time (Effendi & Istanto, 2020). The social media platforms such as Facebook and Instagram are the best way of sharing information because customers spend most of their time on social media platforms such as Facebook and Insta gram during the social Isolation period of Covid-19.

### **Role of Digital Marketing Platforms in Customer Engagement**

Digital Marketing is the process of promoting a product or service on the internet. Interactive marketing comprises Facebook Promotion, Instagram promotion and Search engine optimization as well. During the time of the pandemic, people are not allowed to leave home for leisure activities which allow the people to spend most of the time in the home and avail online mediums of selling and purchasing. However, it is criticized that social media platforms share fake information about

the products, which destroys the product's image (Patma et al., 2021). Moreover, elderly people are not comfortable with online platforms due to mental fear and lack of knowledge. Researchers argued that online platforms support the traditional platform of marketing because of their usefulness but it is not possible to replace traditional mediums in all industries such as the retail industry don't rely only on online mediums due to the nature of business.

Tsoy (2021) claimed that the global recession during the era of businesses reduces the purchasing power of customers which affects the profitability of the business. At that time, businesses have to rely on cost-effective mediums of marketing to survive in the economic downturn. Digital marketing revolutionizes the marketing strategies of the businesses of the modern era in a couple of ways. Firstly, digital marketing medium allows companies to target a variety of audiences at a low cost. The wide target audience enhances the sales volume of the companies. Tesco and ASDA are the prime examples of global multinationals who move towards digital marketing mediums due to their usefulness in the period of pandemics.

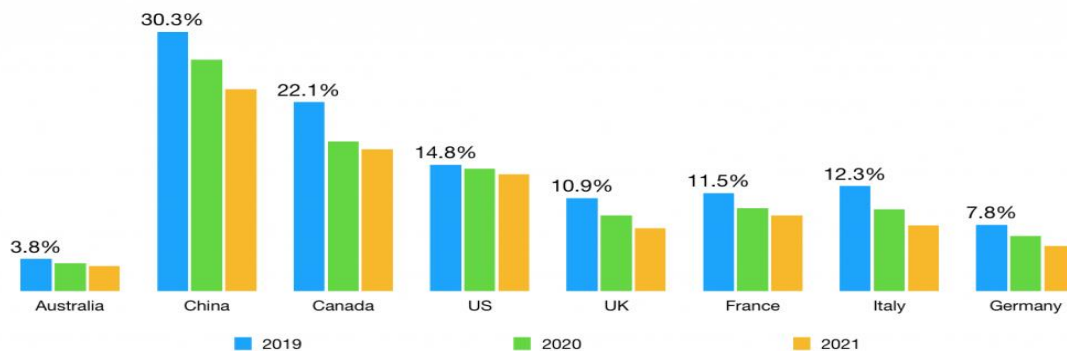


Figure No 1: Retail E-commerce sales growth estimates

Source: eMarketer

The above figure depicts that, the global retail industry adopts E-Commerce strategies in the last two years and achieve high growth as well. China has the highest growth rate in 2019 which is approx. 31%. Secondly, digital marketing engages more customers because the company directly communicate with its customers through chats and emails (Zhang, Zhou & Lim, 2020).

### Importance of Digital Marketing during Covid-19

Patil & Kumar (2021) argued that face-to-face interaction is a challenging task during pandemic and businesses moves towards digital mediums of marketing to attract more customers. According to Wall Street Journal analysis, more than 25% of people used online platforms to acquire goods and services because of the global pandemic situation. In the period of Covid-19 people avoid visiting public places and even eye-catching billboards are ineffective (Hoekstra, 2020). People use social media platforms for their pleasure which is a huge opportunity for businesses to expand their businesses online. According to the statistics, 16% of the global retail industry rely on online means of communication and consider it a source of competitive advantage during the era of Covid-19.

### **3. CONCLUSION**

Based on the discussion above, the conclusion is drawn that, Because of their hectic daily routines, clients are prepared to pay high costs for online items in the digital marketing industry, which is changing company patterns. Furthermore, because of the country's current epidemic situation, digital marketing systems have largely replaced traditional marketing techniques in recent years. The global recession forces businesses to employ less expensive marketing techniques that reach a big number of people in less time. Customers spend the majority of their time on social media sites such as Facebook and Instagram during Covid-19's social isolation phase, thus they are the ideal approach to provide information. Customers' purchasing power is reduced as a result of the global recession, which has an impact on corporate profitability. Businesses must rely on cost-effective marketing channels at that time to withstand the economic crisis. In several aspects, digital marketing revolutionizes the marketing methods of modern-day organizations. To begin with, digital marketing allows businesses to reach a wide range of customers at a cheap cost. The firms' sales volume is boosted by the large target audience. Tesco and ASDA are two of the most prominent worldwide businesses that have shifted to digital marketing channels due to their utility during pandemics.

### **4. RECOMMENDATION**

Based on the above discussion, the following recommendation was drawn.

1. Businesses should use both traditional and digital methods of marketing simultaneously because old people do not feel comfortable using social media tools of marketing.
2. Businesses should use appropriate target audience selection tools to take full advantage of social media and other digital marketing tools.

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