

Impact of COVID-19 on E-Marketing Channels

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Abstract

Social media engagement and passion for digitization created lot of opportunities in the digital world with a rapid pace. This endeavor is about the E-Marketing framework grasped by association in the current fast moving world and how they develop their market, how they reach to their customer and give them a basic strategy to improve relationship by giving them proficient and snappy online business opportunity. Directly, the publicizing over web is winding up as the best strategy for propelling any business with least cost and most extraordinary reach to target customer. So, right now will see trade about how truly e-advertising should be done and with more approaches of e-advancing. The COVID-19 damaged almost all the sectors worldwide including digital marketing and advertisement adversely. The present study gives an overview of e-marketing, e-progressing strategies, benefits of e-publicizing, and to highlight and analyze the consequences of the pandemic on digital world.

Keywords: E-Marking, target customer, e-Advertising, e-Promoting

INTRODUCTION

The speedy progression of Data Innovation (IT) has influenced most bits of human culture and its predominance over the other improvement is clearly undeniable. One of the imperative application areas where data improvement has phenomenally changed the shows of the general populace is the route by which the business is being driven. Businesses are harmonizing IT considerably more essentially into the very weaved masterpiece of their tasks, and today, logically more business exercises are moving to the electronic media. E-displaying has made a powerful new course for relationship to deliberate and talk with the clients. It has capacity to extend the relationship past beyond what many would consider possible by giving them focused edge in the general business center. India is one of the nations where this model is clearly getting on. These are a few evidences which show the notoriety of e-business on the planet today. In the business world, the impelled condition is improving strategy and exercises over the whole connection. Controls team up in cross practical social occasions utilizing PC structures to share and apply learning for broadening gainfulness and favorable position. Cash related bosses give examiners on the web, structure better approaches to manage respect hazard and capital.

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It has an adverse impact on digital and advertising field in the form of health issues, economic stability, employment opportunities, working conditions, social togetherness etc. It also leads to behavioral shifts in the mind of social beings such as isolation from social groups, online education, focus on health and hygiene, high involvement of social media etc. E-Advertising is the outcome of the social event between present day correspondences' impels and the significant built up showing concludes that people have consistently related. It gives new promotion center, more chances to sell and market the thing, and

progressively prominent high grounds. The impacts of e-progressing are by and by showing up in each piece of business, from client association to new thing structure.

Electronic marketing is target oriented based on customer preferences and choices, brand specific and highly interactive in nature that means to be customer-centric. The various social media platforms like Twitter, Facebook, etc. as catalysts in two-way communication between the company and the customer.

Tools for E-Marketing

The increase in consumers' 'engagement has led to the development of various digital marketing tools':

- a. Search Engine Optimization,
- b. Search Engine Marketing,
- c. Social Media Marketing,
- d. Video Marketing and Micro Video Marketing,
- e. E-mail Marketing,
- f. Affiliate Marketing,
- g. Mobile Marketing, and
- h. Influencer Marketing.

E-Advertising

The Web has passed on different awesome central focuses to publicizing, one of which being lower costs for the dissipating of data and media to a general party of people. E-advertising consolidates imaginative and specific bits of the Web, including structure, improvement, publicizing, and courses of action.

E-progressing: is the Use of a Sweeping Degree of Data Advancements for:

- i. Changing approaches to make more client respect through logically appropriate division, focusing on, segment, and orchestrating systems.
- ii. All the more, proficiently planning and executing the beginning, dispersal, movement, and surveying of things, associations and insights.
- iii. Making trades that fulfill specific client and dynamic clients' targets.

IMPACT OF COVID-19 ON E-MARKETING CHANNELS

The widespread of COVID-19 had a negative impact on Online marketing activities, mainly due to lockdown. As a result, the doors for E-marketing opened as people shifted to digital mediums faster than anticipated such as: Increased social media engagement create a path for increased social media marketing, shift from K.P.I. expectations to lifetime value, increased demand for video and micro-video content, etc.

There is increased importance of AI based Chat-bots, Emphasis on Experiential Marketing, Surge in demand for OTT Content Hubs, and Increased Product Research among customers.

Scope of the Study

The scope of the study is confined only to assess the impact of COVID-19 on digital marketing during pandemic. To analyze the performance, changes in the activities of digital marketing before and after pandemic in terms of sales, employment, financial viability etc.

Objectives of the Study

The main objectives of the study are:

1. To study the concept of E-marketing.
2. To analyze the impact of COVID-19 on E-marketing.

3. To assess the post COVID-19 impact of E-marketing.
4. To identify the technology advancement during pandemic.
5. To know various strategies to build brand loyalty.

RESEARCH DESIGN

The study is based on the secondary sources of data. The study is quantitative in nature where respondents of data are assembled from poll. This investigation is keen on portraying the qualities of a population; therefore the examination is an expressive report. Pre-testing of the survey was made during the pilot study.

Limitations of the Study

1. The collected data is impulsive, and deficient with regards to the survey methods.
2. The information that has been accumulated is restricted too.
3. The study is limited to secondary data.
4. Time constraints while collecting the secondary data.

REVIEW OF LITERATURE

The main aim of digital marketing is to create value among and between organizations and individuals.” (Chanana & Goele, 2012) [1].

As noted by Numberger & Renhank (2005) in “The Future of B2C E-Commerce”, absence of a precise and sustainable definition of e-commerce has led to a lack of consensus on quantitative estimates of e-commerce [2].

The process of e-commerce is not only confined to sales and purchases of goods/services but also to develop various marketing channels through online that benefit the customer in time savings, all brands at one place and economical too (Rina, 2016) [3].

Dealings between industrial manufacturers and distributors, partners, wholesalers and retailers, i.e., every exchange which involves businesses at both the ends, comes within the spectrum of B2B e-commerce. (Shankar, 2016). It involves the sale of goods and services by a vendor to the end consumers, through a website, utilizing shopping cart software [4].

An undeniably complete strategy for review assignments has happened. Associations attempt to modify and consider even for the most part what the customers truly need and buy. Thus, organizations and customer associations have been arranged close by of the thing (Holland and Strandvik, 1999, Leminen, 1999) [5].

Organization is any exhibit or execution that one social affair can offer to another that is fundamentally vague and does not bring about the obligation regarding. Its creation might be joined to a physical thing.

Mathew and Shapiro (1993) portray organization as seeks after: Organization is in which most of the activities grasped by the firm are to offer some motivating force being utilized after some time, assessed by extended purchaser dependability with a generous thing or course of action of things [6].

As the customer and customer are constantly used as equal terms, in the current examination, the terms are cleared up (Parasuraman and Grewal, 2000) in that the customer is an individual or business component that buys the thing and pays for it. The customer is a person who utilizes or consumes the thing.

Maister (1997) found that organization associations have all things considered comparable mission statements. Every organization association should in all probability satisfy three goals: to pass on

surprising customer organization, to fulfill agent satisfaction, and to bring in cash related advancement [7].

OBSERVATIONS

- Based on the study, it might be assumed that the three important parts drawn in with after-bargains organization are transport, foundation and assurance.
- It can be seen that customers genuinely rely upon the concise movement of the things, the foundation response to accord specific and essential, and with the affirmation of good quality things that are guaranteed for a particular time span.
- It is critical that the association to get an OK after-bargains organization the administrators to redesign the amplex and viability to serve the customer, for example, by executing expansive customer relationship the board (CRM) with cutting edge programming and explanatory devices; this can facilitate customer information and develop more grounded limits in movement, foundation and assurance; besides, associations need to improve the stock organization by keeping commendable prosperity stock to keep up a vital good ways from the delay in thing transport to the customer.
- COVID-19 has not only shown its adverse impact on mankind but also showered favors like work from home strengthen the family relationships and spend lot of time on social media that creates interest among the customers towards purchases of goods/services through E-media.
- E-Marketing is generally based on analytics and Key Performance Indicators (KPI) for measuring the effectiveness and efficiency of E-marketing campaigns.
- The advent of COVID-19 has made people so much free to spend maximum time in video streaming platforms like YouTube has increased tremendously.
- During quarantine, the online activities of the people have increased and the majority of the workforce was on work from home status, the companies adapted to AI based Chat-bots to assist the customers through a pre-programmed chat room.
- As most of the people spent more time online during this lockdown period, the marketers had to engage the customers and emphasize a delightful online experiences by providing attractive web pages, and good virtual environment with user friendly platforms.
- Heavy demand for viewership of Over-The-Top Content Hubs such as Netflix and Amazon Prime during COVID-19 lockdown period.
- The demand for OTT platforms provides an opportunity to the digital marketer to promote their products and service through online platforms.
- The pandemic also has a positive impact on the mindset of customers in search of online products and services. It forced the marketers to manage their brands and online reputation effectively and be responsive towards the customer reviews and requests.
- Being socially responsible in social media, the companies have gained a great quantity of customer engagement.
- The market is focusing on digital marketing activities and engaging the customers, even post-COVID, to manage and maintain the web traffic.
- As the usage of AI based technology chat-bots has increased during the lockdown period, it helps the customer to shop and track the offers/discounts available in the online shopping.
- Application of handsets and utilization of automated wallets guide the customers in the payment system.
- The security concerns related to electronic wallet are similarly being managed by the association giving electronic wallets.
- Changing attitude of people to the extent that security related evident dangers of utilization of cutting edge wallet.
- The guideline concern to see the care and availability to use propelled wallet right now shows how strong is the utility extent of cutting edge wallet in purchases.

CONCLUSION

Digital Marketing has boom in the present scenario. It becomes one of the most essential parts of everybody's life. During COVID-19 pandemic, people rely much on digital marketing and social media to fulfill their needs. The services provided by the digital marketers also generated interest towards digital world. COVID-19 has a positive impact on electronic marketing channels to establish and strengthen their customer loyalty and brand image.

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