

Strategic Shift in Marketing Communication During COVID-19

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EXECUTIVE SUMMARY

During COVID-19, several disruptions were reported, activities got halted, and the focus of marketing shifted towards social media due to engagements of the clients towards various available platforms. The use of the internet and social media increased during and after the pandemic. Digital communications attracted customers towards contactless access and the availability of required services. Interactions among various stakeholders including companies, suppliers, and customers increased during these times for hassle-free and uninterrupted services. A paradigm shift was observed in advertising patterns, customer relationship management, service management, and digital tools and media engagements during the pandemic. A strategic shift, observed during the pandemic, has been explored and covered in this chapter. A theoretical framework of hassle-free uses of digital tools in the pandemic has also been developed and included using various social media platforms.

INTRODUCTION

Covid-19 stunned the world with an unprecedented crisis, stagnating numerous activities from daily chores to life-saving activities (Kumar & Malhotra, 2021). The catastrophic situation during the pandemic added a new meaning to remote working (Kumar & Gupta, 2021). Marketer did not pretend that every thing is normal and take this as head on. Internet became savior for performing various activities. The emergence of social media and digital marketing got an incomparable surge in their uses for communicating with their targeted segment. Mobiles phones, computers, tablets, and laptops were used as a medium to support social media platforms (Telegram, WhatsApp, MS Team, ZOOM, Wee box, YouTube, Linked In, and Edmodo, etc.), to work from home/remote working (Bhardwaj & Kumar, 2022). Millions of consumers made their e-commerce transaction for the first-time during Pandemic across the world. These platforms were extensively used by people of all ages, genders. Employees from private sector, self-employed and government employee used internet for their learning, entertainment, work-related assignments. Digital world attracted customers due to contact less access for availing required services. User's requirements are addressed with various features (free as primary and paid as advanced offerings) within their digital ecosystem. Managing their digital presence becomes an important aspect for not only start-ups but for established organizations. Digital platforms are likely to remain in due in large extent, as these e-commerce transactions are efficient, cost effective, and safe in comparison to visiting a physical store for shopping and other services (Saurabh & Kumar 2017). Uses of protective measures and social distancing is going to remain a norm in new normal. Before taking the final decision for purchase, customers search and rely on reviews through various digital platforms. Online transactions and use of social media come with its own challenges, like data breaches and site hacking, hence required strategies (encryptions and passwords) to secure the operations from external and internal threats. Strengthening the marketing strategies and achieve marketing goals, companies used various online tools of marketing communication to promote marketing activities and to check customer churnings. It helps to establish interactions among various stakeholders including companies, stakeholders, suppliers, and customers. A variety of business activities are supported by the various Information Technology tools in these times (Kumar et al., 2022). Digital marketing being an integral part of Integrated marketing communication helps to enhance the sales volume and strengthen the organization's competitive position during Covid -19 outbreaks. This chapter shall discuss about the rethinking for growth and support of digital marketing tools in various activities and hassle-free services during the pandemic.

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