



Effects of Covid-19 Pandemic on Online Marketing in India

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Abstract

Covid19's global pandemic while with its impact on different fields has a significant impact on online. Marketing and advertising also global, regional and local. However, this effect on most games is one Positive, instead of what was seen in many other areas such as the economy and human resources. Although the virus has created a lot of uncertainty between customers and marketers, for health, social life, Stable economic, employment and the same thing has led to changes in behavior like remote work, spending a lot, inside time, apply at home at home, learn new Internet recipes, increase attention to health and hygiene, avoiding congestion areas, increasing social media participation, online content, there is a big impact on marketing and advertising efforts.

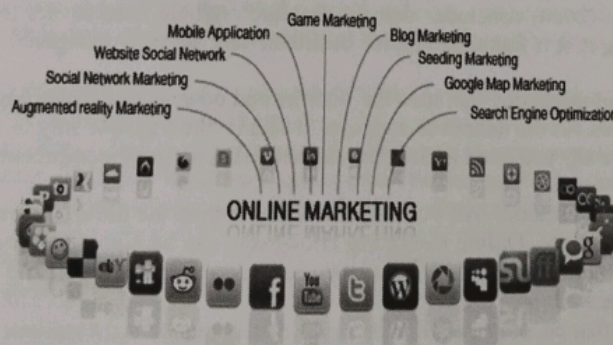
The change in behavior is primarily for online platforms and online content, which is true opportunities for experts and marketing brands to connect with more online than ever. Enhance social media and desire for online content, online means provides marketing experts with a lot opportunity to withdraw cash. At the same time, it also makes marketing experts take action with force and social responsibility while implementing online marketing strategies. This article is made with the aim of highlighting, analyzing and understanding the impact of the covid19 pandemic on onlinemarketing and advertising in general.

Keywords : Online Marketing, Covid-19 Pandemic, Online Marketing.

Introduction

Online Marketing is the exercise of leveraging web-primarily based totally channels to unfold a message approximately a company's logo, products, or offerings to its capacity clients. The techniques and strategies used for on-line advertising encompass email, social media, show marketing and marketing, seek engine optimization (SEO), Google AdWords and purchasing and socializing on-line.

Widespread adoption of the net for commercial enterprise and private use has generated new channels for marketing and marketing and advertising engagement, together with the ones noted above. There also are many advantages and demanding situations inherent to on-line advertising, which makes use of in general virtual mediums to attract, have interaction and convert online site visitors to clients. Online advertising differs from conventional advertising, which has traditionally blanketed mediums like print, billboard, tv and radio advertisements.



Source: <https://www.brainminetech.com/blog/wp-content/uploads/2016/06/online-marketing.png>

Before on-line advertising channels emerged, the value to marketplace services or products become frequently prohibitively expensive, and historically tough to measure. Think of countrywide TV advert campaigns, which can be measured via patron attention organizations to decide ranges of logo awareness. These techniques are historically now no longer well-perfect for managed experimentation. Today, all people with an internet commercial enterprise (in addition to maximum offline businesses) can take part in on-line advertising via way of means of growing an internet site and constructing client acquisition campaigns at little to no value. Those advertising services and products additionally have the capacity to test with optimization to fine-music their campaigns' performance and ROI.

While online marketing and advertising are growing steadily, the Covid19 epidemic brings unexpected aspects, allowing everyone to stay home with little or no work, online platforms, online media, and affects the rapid change in behavior towards online. content. Align advertisements to different buyers and different devices rather than online marketing strategies related



to different platform ad capture efforts, and large audience.

Objectives of Study

The Pivot objectives of the study are:

1. Examine the concept of online marketing.
2. Analysis of the effects of Covid19 on online marketing.
3. Analysing the future role of online marketing post Covid19.

Research Design

Research based on secondary sources of data. Secondary data is collected through published sources such as textbooks, journals, magazines and through blogs and articles published on the web.

Limitation of Study

1. The study was limited to secondary data only.
2. Time constraints on data collection secondary data.
3. Generalize all the data of this learning is not a priority.

Literature Review

Kamaljeet Kalsi (2020) located in observe that "Free delivery" become the pinnacle manner survey respondents suggested shops and eating places could earn their commercial enterprise, with almost 1/2 of all respondents deciding on this option. 41% of respondents highlighted "Take-out" and "Easy on-line ordering" as a manner to earn their commercial enterprise. Curb-aspect pickup" become a carrier preferred through 38% of customers.

While "Commitment to neighborhood jobs" become decrease at the list, with simplest 30% of respondents bringing up this as a manner to earn their commercial enterprise, it's far still precise to look customers taking notice. 73% of customers use proximity-primarily based totally seek to locate neighborhood corporations once they need them. Proximity-primarily based totally seek become the pinnacle purchaser choice through a huge margin. In fact, customers have been 121% much more likely to use the proximity seek to locate neighborhood corporations than they have been to visit a neighborhood commercial enterprise website.

Dr. James Seligman (2020) concludes that recognize the patron base and the way they asses purchases of gadgets in difficult times. Allocate finances to least threat areas, redefine and push cost and trust.

Shruti Agrawal (2020) concludes that the impact of Covid-19 on Indian financial system and deliver chain is studied. This observe additionally suggested approximately the Covid-19 impact on worldwide production and deliver chain. Covid-19 has affected the producing companies and their deliver chain over the world. COVID-19 is affecting our deliver chains and daily production operations.

Abeda Shaikh (2020) from this study, it can be seen that there is a change in people's consumption habits, it is believed that there is a will continue even after returning to normal. It was also concluded that when people spend more time at home and become bored to the outbreak, the virus will lead to a continued increase in the number of consumers shopping online. Availability management to minimize inventory equally important. There has been a delay among consumers purchasing products online. Consumers have changed their buying behavior after Covid.

Mohammad Waliul Hasanat (2020) concludes that the Research Article here covers the impact of corona virus on e-commerce Malaysia. Analyzing it, it is found that online businesses are severely hampered due to this pandemic disease.

Online Marketing

Online marketing is a part of marketing that uses the Internet and other online technologies and platforms to promote a company's products and services. As the definition suggests, it seems like a simple way to market and generate leads for your products and services. After all, you need an internet connection, computer equipment and you can start promoting products and services.

Online marketing is not rocket science. All you need is to understand the different components of online marketing and have plenty of hands-on experience. Online marketing knowledge can be obtained through online sources. However, hands-on experience is crucial to understanding the great basics of online internet marketing for success.

Components of Online Marketing

Online marketing is a term that encompasses a wide range of techniques. As a marketer, you need to focus on all the ingredients and figure out which type or set of ingredients gives you the best results.



Source: <https://www.himtyagi.com/wp-content/uploads/2020/07/diagram-of-online-marketing-components-300x285.png>

Website : www...

Reference : Research Journey 2022, @E-...il.com



We can divide online marketing into the following components:

1. Web Design
2. Content Marketing
3. Social media marketing
4. Advertising via e-mail
5. Search Engine Marketing or SEM
6. Search Engine Optimization or SEO

1. Website Design

To do business online, you need a website or an app. But it's not as simple as it seems. Back then, having a website was enough to impress your customers and grow your business. However, now the look and feel of your website design is just as important. Web design is also important in terms of conversion rate optimization. The color scheme you use, consistency of your design, user traffic, how easily customers can find information on your website, and other factors play a huge role in online success.

The reason you choose web design as the first component of online marketing is because its success determines whether other components of online marketing will be successful for your website or not. Remember that web design is the most important element of online marketing, you should always strive to make it intuitive and engaging.

The loading speed of your website is also very important. Pages that load in under 3 seconds deliver a positive user experience and reduce bounce rates and increase conversion rates. According to the latest announcement from Google, page experience will soon become a ranking factor, so you should focus on this department as well.

2. Content Marketing

Content marketing is a strategy to earn leads and profits using a content management system. Simply put, you can create content like blog posts, comments, and any other type of content that describes the usefulness of your product. Looks like you write about your product and people start buying it just by reading it. But it is not that simple. You will have to provide value-added services with the content in which you describe your product.

Let's understand content marketing through an example of an organization that provides SaaS, Serosoft Solution. The company sells SaaS services to academic institutions. Let's say we read two articles by Serosoft and we have to decide which article is motivating us to buy their services.

The answer is very simple. Blogs that give us more useful information on how to solve our problems will inspire us to take more action. Conversely, if we only have blatant product sales and advertising information, we will look for other SaaS service providers.

So, when marketing online, using a consistent content marketing strategy is essential. You should try to provide value or information to your target audience, enticing them to buy your product or service.

3. Social Media Marketing

Today, more than 2 billion people use social networks worldwide. The many people on the platform make social media a great choice for sharing your products and services as a potential buyer.

Social media may have a buying pool, but finding the target audience can be crucial. You can't talk about technology in a group where people come to discuss recipes. Targeting your audience should be done carefully.

4. Email Marketing

You must have received a few emails from e-commerce sites like Amazon or Flipkart regarding product discounts and online sales. If so, you already know about email marketing and the economics of online marketing to engage with potential customers and convert them into long-term loyal customers. According to sources, email marketing can make you \$44 for every dollar invested. Online marketers know the importance of email marketing. Major companies, including Google, have begun offering the option to ask users to opt-in to receive emails about products, services, and offers.

Sign up

Email address

Password

Send me information about products, services, deals or recommendations by email (optional)

I accept the sending of advertising material related to relevant third-party products and services, via email (optional)

Sign up

Email address

Password

Keep me up to date on exclusive offers by [Company Name] and its partners



We now know we can increase brand awareness or generate leads using email marketing. How should the content of the email be attractive so that customers or email subscribers are enticed to do it? Well, you can create email newsletters, invite users to value-added seminars related to your product or service, create interactive communication to get to know them better. When using email marketing, you should always try to provide information about your product or service, and you should also explain how your product can solve your customers' problems.

5. Search Engine Marketing

Search engines are where customers find the products or services they need. Search engine marketing is a great but expensive strategy to maintain a presence in search results and attract those customers to your website. Search engine marketing or pay-per-click (PPC) campaigns can quickly generate leads for your business. The general idea is to bid on profitable business keywords to collect leads and then close them by solving customer problems by contacting them through different channels.

The collage contains five small advertisements:

- PPC Solution with Criteo**: The leader in retargeting solution. www.criteo.com/ppc-banners. Enjoy our personalized PPC banners.
- PPC - AllWebPromotion.com**: Increase Traffic To Your Web Site With Our PPC Advertising Services.
- Pay per click - Wikipedia**: the free encyclopedia. en.wikipedia.org/wiki/Pay_per_click. Pay per click (PPC) (also called cost per click) is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a ... Determining cost per click - History - See also - References
- PPC - The proven industry leader in connector technology for the...** www.ppc-critico.com. Have a problem? Get the solution. Looking for a product? Get it here. Return to PPC Homepage - Home | Broadband Solutions | Satellite Solutions | Wireless ... About Us - Careers - Wireless Solutions - Broadband Solutions
- PPCnet Home - v7** ppc.thomson.com. Guidance, articles, industry news and links related to public practice.
- Google PPC Advertising** www.google.com/AdWords. 1 (877) 743 6764. Bring new visitors to your website. Free first-time setup service!
- Need PPG?** www.ppccompany.com. 1 (866) 557 7412. Save Time & Money on PPC ads with our Search Marketing Expert!
- Don't Use Pay Per Click** www.jumpfly.com. 1 (855) 287 5927. Before You Check Out JumpFly Pro Management-Money Back Guarantee
- Free Ad Consultation** www.supermedia.com. Supermedia can bring you customers. Our consultants will tell you how. See your ad here >

Source:-<https://www.himtyagi.com/wp-content/uploads/2020/07/search-engine-marketing.jpg>

You can purchase paid search services from search engines like Google, Bing and Yahoo to rank in the top results and ultimately generate brand awareness or potential customers. Before investing in SEM campaigns, it's a good idea to first perform an analysis of your landing pages and see if their process includes unnecessary steps, such as forms with lots of information, unnecessary fields and other factors from the point of view of the CRO.

6. Search Engine Optimization (SEO)

The foundation of online marketing is to get the message across to as many people as possible in a cost-effective way. Search engines can play an important role in connecting visitors to your web platform. Today, almost 75% of users click on the first Google search result, so it is essential that it is at the top of the search results.

Search engine optimization itself is an important area and involves a number of activities, from basic on-page SEO to technical testing of a website to building authoritative backlinks. Unlike SEM, SEO is a long-term strategy for profit. Here, the SEOs work to rank your website on the first page of the SERPs (search engine results pages) on the most important business or monetization keywords. Search engine marketing is different from search engine optimization because SEO requires a lot of effort in different areas like finding useful keywords, getting backlinks to improve brand trust.

Effects On Online Marketing of Covid-19 Pandemic

The spread of Covid19 has had a dramatic impact negative impact on field marketing activities, mainly due to confinement. However, this has opened the door to online marketing as a people have moved to online media faster predict in advance. The following points explain impact of covid19 on online marketing and the advertisements.

I. Increase engagement on social network paved the way for the rise of social media marketing:

Caused by Covid19, confinement and work from home, people have a lot of free timewhich they spend on social media. Hence, this offers traders the opportunity to capitalize and connect better with customers through various social media sites, such as Facebook, Twitter, Instagram.

II. Moving from K.P.I Expectations to Lifetime evaluate:

Online marketing is traditionally based on analysis and key performance indicators (K.P.I) to measure effectiveness and effectiveness of online marketing campaigns. However, the outbreak of Corona Virus has underestimate the importance and emphasis on K.P. I and increase the importance of customer lifetime value.

III. Growing demand for video and micro-video content:

While the Internet revolution led by Reliance Jio made the Internet cheaper, the introduction of Covid19, has made people so free now they've got plenty of time to spend. The result is, request video content in Video streaming platforms like YouTube have greatly increased. Likewise, in the case micro video content platforms already have a demand increased greatly. These things, gave traders the opportunity to bet on Video and Micro Video content to advertise and promote their products and service.





IV. The growing importance of AI-based Chatbots:

While people's online activities have increase during the quarantine period and for the most part of the work-from-home workforce status, companies have accepted A.I based on Chatbots, will provide the necessary things customer support through a pre-programmed chat room. The use of these types chatbot customers appreciate the bots also increased unexpectedly and like asa result, these chatbots have become a customer support.

V. Emphasis on experiential marketing:

As people spend more time online during this limited time, marketers can focus on bringing customers online exciting experience or else the odds are that customers can quickly get bored, if website, landing page or virtual environment not a good experience. Candlestick marketers place great emphasis on production online customers have a pleasant experience once they visit the site, attend webinar, curated content hub access, landing page access pages.

VI. Increasing demand for O.T.T. content centre:

The Covid19 lockdown period has also seen an increase Over-the-top. Needs and Audiences Content hubs like Netflix and Amazon First. High demand for these O.T.T online marketer supply platform opportunity for promotion and marketing products and services through these platforms.

The future of online marketing after Covid19

There is no doubt about the impact of Covid19 on aggressive online marketing for most party, but in the future, please post vibrant era, marketers need to maintain or instead of improving the current online opportunity to build customer loyalty basis thus obtained during the Covid period.

I. Be socially responsible in society media:

Although the company has achieved great success customer interaction on many social media platforms, ahead in future, companies must maintain this committed while ensuring that they act with responsibility.

II. Maintain an online reputation:

With the increase in customers' time online increased costs and activity on social networks, any trademark or company fault can in part lead to a faster spread of negative effects information and can cause backlash. Therefore, maintaining an online reputation will very difficult and necessary.

III. Web traffic management:

Post Covid, when everyone returns home normal lifestyle and habits, the challenge of in frontof marketers will get quantity and quality of web traffic on websites and landing pages. Businessman must continue to create online interaction content and virtual environment the same post Covid to manage and maintain web traffic.

IV. Invest in AI-powered Chatbots:

As the use of chatbots increases in length of detention and client observation as a useful service, moving forward into the future. The responsibility of marketers will be to invest more in such AI-based technology while ensuring good U.I and UX and sure to have no more technical problems.

Conclusion

In the current scenario, online is at the heart of every business and online marketing is one indispensable tool in the hands of brands and marketers to carry out marketing pandemic strategy. When the field of marketing in general is Strong impact, online field marketing has evolved a lot. Covid19 has brought online marketing on fast-track and pave the way for further development and improve online marketing activities.

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