

REINVENTING MARKETING STRATEGIES DURING COVID-19

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ABSTRACT

In this new era of competition, each and every businessman is trying to do its best to catch more customers by providing them great amount of satisfaction with excellent product or services. So, Marketing is a smart tool to connect with customers through all possible means such as offline or online modes. But, the COVID-19 outbreak has drastically disturbed the human lives as well as businesses at huge level. This deadly virus has changed the customers buying dynamics and priorities. Moreover, this pandemic definitely has a long lasting effect on customers psyche as people are preferring staying at home because social distance is one of the way to stay away from this infectious disease according to WHO report. Therefore, it is high time for marketers to reinvent their existing marketing strategies to cope up with new challenges that arise with big shift in demands of customers. This paper aims to highlight all smart strategies that businessmen are adopting in this hard time of lockdown for their survival and will also provide great insight to readers regarding positive and negative effect of this lockdown on numerous sectors.

Keywords: COVID-19 Outbreak, Buying dynamics, deadly virus, Smart Marketing Strategies.

INTRODUCTION

Marketing is process of creation, communication, delivery of products and services in exchange of money. In this current time of COVID-19, marketing becomes a mode for establishing a goodwill in the minds of customers/clients. This pandemic hit the whole economy at large and it has changed consumers buying patterns as they become more dependent on virtual tools than physical modes. At this point, the marketers will have to adopt new-age tools to keep in touch with their customers in this social distance time of COVID-19. New age technology is game changer during this difficult time of lockdown as it has been solving numerous problems of sellers as well as of buyers. So, marketers/businessmen are shifting from physical modes to digital modes for fulfilling customers demand during this lockdown time.

NEED OF REINVENTING MARKETING STRATEGIES

First question that arise in minds of readers is about WHY MARKETERS NEED TO REINVENT MARKETING STRATEGIES ?

Answer of above question is ----- “NOVEL CORONA VIRUS OUTBREAK”

Number of surveys have been showing that customers have adopted new buying behaviour with changed routine and habits during this pandemic period. Consumers are searching for new gadgets/products such as Virtual meetups, blogging, DIY video applications, google meet app, other online platforms for study /entertainment/job/business etcetera. Change is indispensable as we all are at a critical inflection point where all businessmen have to take rational decision as it creates new economic or business dynamics. So, everyone has to avoid impulsive decisions and act according to current situation.

TOP MOST REINVENTING(NEW) MARKETING STRATEGIES

There are numerous marketing strategies that introduced by marketers to cope up with this drastic situation of virus. In the wake of this crisis, lot of companies are being more agile and coming up with fascinating modes for attracting more customers during this difficult time of COVID-19. This is the best time for some companies to engage more customers by rebuilding their existing marketing techniques and by showing more concern for people health and safety. Such as, **Content strategy and GTM strategy** and all these smart strategies will explain one by one in upcoming parts of this paper as under as:-

1. CONCERNING APPEALS OR CAMPAIGNS STRATEGY—in this toughest time of COVID-19, millions of companies reanalysed their marketing techniques by creating inspiring or concerning appeals to its target audience. So, it's a high time for companies to show empathy for customers health and safety by showing great amount of concern about their lives during this pandemic. Entrepreneurs are understanding customers emotions and feelings at this sensitive time of CORONA VIRUS, that is why they are prioritize customers safety rather than seeking profits. New appeals are requesting customers to stay safe by staying indoor.

FOR INSTANCE— amazon is appealing customers to not come out of their houses by adding new slogan of **“STAY SAFE STAY HOME”** which showing concern of safety.

2. REDESIGNING LOGO STRATEGY- one of the smartest action that companies are taking during this pandemic is about changing their existing logos in sake of COVID-19. Top most companies are redesigning their logos with a view to promote social distancing ,mask wearing, sanitized hands and so on. Numerous brands have come up with creative ideas to spread the message of safety of customers through their innovative logos at the time of public health crisis.

FOR INSTANCE – one of famous fast-food company named McDonald's redesigned its existing logo which was just one golden colour alphabetic symbol "M" but in concern of pandemic this company has separated its golden arches to promote social distancing .

3.VIRTUAL EVENTS STRATEGY-digital modes are most preferable ways to stay in touch with customers during this time social distance. So companies are using online platforms to listen customer grievances as well as for informing them about their upcoming launches and this all becomes possible because of incredible technology. Most of companies are hosting virtual events through their apps to connect with large audience at a time and it's a need of hour to reorganise customer base via online meetings or virtual events during this pandemic period.

FOR EXAMPLE- jagermeister hosted an online event in which people were requesting to help New York Restaurant owner by contributing money just for sake of help of a person who is not able to stand up its business during this time of public crisis.

4.INSTANT RESPONSE TO CUSTOMERS QUERIES – main feature of content marketing strategy is reply of customers questions without any delay. Marketers are adopting this cool strategy to delight their customers during this pandemic by providing them each and every information with one click. Special assistance for customers queries are available and for updating them about the latest situation. There are number of extra queries arise in COVID-19 is about product delivery time, expected shipping period and so on.marketers are focussing on instant reply to their customer questions because they well know that CUSTOMERS ARE KING and if customers are happy then a company can survive in this hard time of public health disaster that is COVID-19 outbreak.

FOR INSTANCE- flipkart ,Amazon and other shopping apps are clearly mentioned about expected delay in delivery of product due to virus outbreak and they clearly mentioned that all courier services are delayed due to non working of all public transportation in this pandemic time of COVID-19.

Like **DELIVERY IS DELAYED THAN NORMAL TIMINGS DUE TO COVID OUTBREAK**

SORRY FOR INCONVENIENCE, NEED YOUR COOPERATION, HAVE PATIENCE etcetera.

All these lines are commonly see on shopping apps tagline in these days of pandemic.

5.SOCIAL MEDIA MARKETING STRATEGY- social media has been playing a vital role for businesses to survive and grow during this crisis. During lockdown period, people tend to spend more time on social platforms than usual time to get rid of boredom due to same routine from couple of months. So, entrepreneurs took great advantage of these platforms by adding more and more people from all corner of the world during this pandemic. Companies become more agile and updated their social media to connect with audience as majority of people are available on these sites like, Facebook, Instagram, Twitter, Skype etcetera.

SUCH AS – jeni's ice creams showed great amount of empathy through their public post on instagram and it got millions of views instantly. In their post, they had written about collective experience of people around the globe and also pen down about people health and safety measures by thanking its clients for their support and love during this time of pandemic.

6.DISCOUNTS OR OTHER SCHEMES STRATEGY- people are facing financial crisis due to lockdown which makes people jobless or number of people shut their business due to no sale from last some months of pandemic.so, companies come forward in this tough time to show some gestures of help of their customers and numerous companies are offering heavy discounts, Zero Cost EMI, free shipping, free installation etc all these moves are incredible in this crisis period. Moreover, it is best way to attract new customers and retain existing customers during this COVID-19 period.

FOR INSTANCE- Nyka is cosmetic company which is attracting millions of customers towards it due to its heavy discounts or offers. Recently, this company notified customers about its upcoming discount that is – **BUY ANY PRODUCT FROM NYKA AND GET DISCOUNT OF UPTO 50%**

OFFER- BUY NYKA FACE CREAM AND GET FACE MASK AT FREE OF COST and so on.

These all actions are praised by customers and NYKA become successful brand during this pandemic.

POSITIVE(+ve) IMPACT OF PANDEMIC ON SOME SECTORS

Undoubtedly it is bad time that whole nation is facing from last some months but some sectors took full advantage of this pandemic to grow their businesses and this COVID-19 played a great role in their success story. Due to competitive advantage, some sectors boost their sales volume and expand their wings

throughout this pandemic. Here are list of that sectors/person for whom this pandemic proved game changer and these are as under as:-

- (A) MEDICAL INDUSTRY
- (B) E-LEARNING INDUSTRY
- (C) ONLINE GAMING SECTOR
- (D) DELIVERY SERVICE SECTOR
- (E) IN-HOME ENTERTAINMENT INDUSTRY (Netflix, Youtube, Amazon Prime)
- (F) SOFTWARE INDUSTRY
- (G) CLEANING INDUSTRY

INSPIRE OF ALL THESE SECTORS COVID-19 HAS PLAYED POSITIVE ROLE IN ENVIRONMENTAL SAFETY BY CONTROLLING VEHICLE POLLUTION WITH NO MOVEMENT OF TRANSPORTATION.

NEGATIVE (-ve) IMPACT OF PANDEMIC ON SOME SECTORS

This COVID-19 outbreak has divastated impact on economy and specially on some sectors which are completely ruined due to this lockdown. Lots of people lost their jobs and number of industry has shut down permanently due to non availability of funds. People are finding it difficult to survive with no source of income that is why people get sick off with this disease and becoming depressed day by day.

Here is list of that sectors/peron for whom this pandemic is unbearable as under as:-

- (A) TRANSPORTATION SECTOR
- (B) AVIATION SECTOR
- (C) HOTEL INDUSTRY
- (D) AUTOMOTIVE SALES INDUSTRY
- (E) TOUR & TRAVEL INDUSTRY
- (F) REAL ESTATE INDUSTRY
- (G) TEXTILE INDUSTRY

Inspite of this, unemployment rate increased from last some months and many units get sick due to no sale during this pandemic period. COVID-19 is like a big blast for some sectors which find difficult to survive in this hardest time. It will also become difficult for these sectors to stand up again in post COVID period that is why it is like a big tragedy for some sectors who are not able to find their space in the current market situation.

CONCLUSION

COVID-19 has disrupted whole economy at large and majority of sectors are depressed due to this pandemic. So, its only marketing that is playing a linkage role between businessmen and clients/customers in this current situation of contactless buying&selling. This pandemic has definitely left a great impact on customers buying beahviour which is completely changed from last some months of lockdown. For meeting new demands of customers,businessmen are also shifting from physical mode to digital mode and above mentioned strategies worked in favour of businessmen to survive in this hard time. No doubt this outbreak is drastaic for economy but still some sectors boom up by taking full benefit of existing period.however, till date no vaccine is introduced to fight against this virus its only motivation or positive attitude of people that worked well. So, businessmen should not stop and they should use all possible means to connect with their customers and by informing people about safety and health precautinary measures. This paper provide number of ways that marketers can adopt to reach its customers in this pandemic.

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