



# IMPACT OF COVID 19 PANDEMIC ON DIGITAL MARKETING

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## ABSTRACT

Development of mobile marketing during sudden outbreak of pandemic Covid 19 has witnessed dramatic growth of homogeneous based marketing contents. This pandemic scenario primarily upended playbook of varied marketers that result in challenging existing rules about building customer's relationships and building of brands. It has been identified that some MSME are impacted through the digital marketing process after covid19 situation. The literature review of this study has been contributed on the function of digital marketing in basic feature of business development. It imposes the culture and method on service growth to move forward the improvement in business. The methodological approach of the study has been included with the followed design and philosophical aspect that helped this research to meet its every objectives. Role of digital marketing on financial performance of some organisations and the implications of the digital transformation model has been identified to be the most important aspect regarding the covid19 situation.

**KEYWORDS:** Covid-19 pandemic, Digital transformation, Social media marketing, E-commerce enhancement, financial performances, Digital transformation model

## INTRODUCTION

Digital marketing has been basically aimed at revenue generated market and its proper implications on the prospect of growing the business in the digital market. This marketing venture has been effective in order to generate MSME values for their existing customers and consumers. This E-commerce venture in the marketing aspect has created some statistical selling values for those existing products. This has created stable financial performances that can enhance the current transfer e-commerce business. This Draft has critical including all the objectives and increases the several advancement opportunities for the digital market.

## REVIEW OF LITERATURE

The covid-19 pandemic has been severely increasing the financial barriers and three assessments in the marketing ventures. These ventures of digital marketing can drive better components and their accessible demands



in the E-commerce market. The financial effects on the perspective of E-commerce businesses have been critically developing their effective ventures on the market board (Din *et al.* 2022). This effective marketing impact can actually be generated from the actual barriers or the problems to making sustainable financial statements in the task. This has critically affected the current transformation and its excessive elements that can create better chances for expanding the e-commerce market. This marketing venture has been effective in order to generate MSME values for their existing customers and consumers. The role of digital marketing is playing an important role is playing a quite important role in building satisfaction amongst customers as well as among students to create a good brand image.

Gogia and Nanda (2020) have investigated that digital marketing is quite helpful for attracting consumers and permitting them to interact with brands via “digital media”. Moreover, this study also aims to create proper communication technology to build required “e-service quality” and “e-information quality” for creating required “brand image” related to different universities by consolidating students’ over “e-word”, e-learning of building mouth as well as satisfaction.

Shehzad *et al.*, (2020) investigated that the “corona virus pandemic” is considered the “deadliest pandemics” of the current century that has spread rapidly around the globe. Moreover, “COVID-19” is also caused by acute “respiratory syndrome” that has created more than “1,415,000 cases, 82,000 deaths” and around “301,000 recoveries”.

Pandey (2021) investigated that Covid 19 is one of the worst pandemics in creating a huge effect on public health. Moreover, it has greatly impacted integrated marketing strategy to create better communication with several types of marketing activities. This has identified several types of safety-related issues to develop proper communication and create findings of primary data to develop adaptability as well as support from different types of top management levels.

Astari (2021) investigated the “COVID-19 pandemic” has created a proper aspect of the business market with consumers looking for notification and trying to find the best option utilising proper internet technology. It has also caused some shifts in business market from creating “conventional marketing” to ensuring “digital marketing”. Now it is related to different brands that are using SEM, SEO, influencer marketing, as well as other “digital marketing approaches” to acknowledge some benefits over brands that receive from “digital marketing”.

Purba *et al.*, (2021) covid-19 has created a crucial effect on "Digital marketing", "e-commerce", financial performance, and "business sustainability (BS)" concerning Small, Micro, and some Medium Enterprises in Indonesia. It is also focused on actual relationships between "digital marketing" as well as over "business sustainability", concerning e-commerce as well as over "business sustainability", financial performance, digital marketing, e-commerce and over financial performance to ensure proper financial performance as well as business sustainability that is being investigated.

The actual concept of digital marketing ventures is specified in the social development factors and their certain development opportunities in the market (Karmeli *et al.* 2021). The financial performances that can enhance the sustainability performances of those E-commerce ventures have been effective and increased the development opportunities in the marketing aspect. Those variables in the task can enhance the valuable revenue renters that can enhance the role of digital marketing in order to generate more sales and more engagements with their customers. This has critically targeted segmented customers who involve several advantages in their recent market trend. This digital marketing venture has a very significant impact on the concept of business sustainability procedures.

El Junusi (2020) investigated that "Covid 19 pandemic" has caused concerning developing significant business changes, especially in those areas that are related to transactions that led to ensuring "digital usage". This article also aims to specify the possibilities and effects of creating "digital marketing" in a "pandemic period" that can able to develop an actual concept of ensuring "digital marketing" through an "Islamic perspective". It is also related to development of "digital marketing", especially during a period of "Covid-19 Pandemic". These types of characterization for creating a proper "digital marketing" in business researchers can develop this research more theoretical that can helpful for the development of "digital marketing".

Gondane and Pawar (2021) investigated that "Digital marketing strategies" are growing every single year as well as become a crucial part of any kind of marketing and deals strategy for business. Digital marketing is a key marketing strategy for ensuring the success of an organisation to get to the scheduled customers for ensuring business enhancement. Today "digital world" had a distinguished transformation in marketing and sales field. These "traditional marketing strategies" are also overtaken by "digital marketing" that is endorsing proper goods and services in leading marketplace. From several types of statistical surveys almost "4.66 billion" individuals were trying to develop an "active market" for different types of "internet users" in 2020, encompassing around "59 per cent" of global population that will become “820.99 million” as of 2022.



Alshaketheep *et al.*, (2020), have investigated that future paths of "Covid-19" are going to create an effect over the future to generate a proper path that is required to deal with the pandemic that can involve consumers and their "ethical decision-making". In accomplishing marketing discussion, involving proper marketing is required to be carried out and expecting proper implementation in the time of pandemic that can relate with the change depending on their "marketing climate" as well as implementing several types of marketing strategies.

Akhtar (2022) investigated that a restricted environment, lockdowns, and uncertainty have imposed several types of serious hazards related to "supply chain" as well as several types of logistics in relation to businesses. Hence, this has become more difficult for dealers to ship their derivatives into a proper store where customers could readily avail of new offers. Here, fashion retailers that penetrated the year 2020 through utilising several types of effective strategies as well as strong positions in business market in making a proper experience through substantial surprise due to this Covid pandemic.

Redjeki and Affandi (2021) demonstrated that "Covid-19 pandemic" since 2020 has created some types of challenges as well as changes in some aspects of individuals' lives related to the community that must be required to begin a new life transformation that is dependent on the implementation related to "health protocols" in order to develop a proper lifestyle trend. Hence, this "digital marketing" has not lived widely can be applied to "MSME sector" of Indonesia due to different factors, including further benefits of different types of technological literacy, and inadequate rate of supporting facilities related to Indonesia's "geographic conditions" to remove several types of obstacles.

Mold and Mveyange (2020) investigated that in "East African Community" regional trade is quite important to ensure proper and significant progress in exports in first quarter of 2020, whether by using a moderation of importance, imports, as well as creating a leading marked downhill in "trade deficit".

Kaplan and Bozyigit (2021) investigated Turkey's shares by using "global trade" that has increased with the motivation of different factors to reveal different types of effects from Turkey's "logistic performance" over "foreign trade".

Dash and Chakraborty (2021) estimated that COVID-19 has been taken to the prevailing pandemic and to find out its impact on "digital transformation" by constructing different "marketing strategies". It is also focused on five dimensions and eighteen items that are focused on giving proper customer satisfaction and investment intention for dealing with practical purposes.

## **OBJECTIVES**

Research objectives are:

- To analyse the financial performance of digital marketing after the Covid-19 crisis
- To evaluate the development opportunities of E-commerce after the Covid-19 crisis
- To analyse the recent competition in digital marketing that aims to achieve and transform
- To recommend effective strategies to mitigate negative impact of Covid 19 on Digital Marketing

## **RESEARCH METHODOLOGY**

### **Research philosophy**

In this research, the positivism philosophy helped to analyse the different factors related to digital marketing and its relation with the covid19. It assisted to meet the objectives of the research properly and also to analyse the factors behind the relevant evaluation of covid19 on the digital marketing process.

### **Research approach**

This report is an example of a Deductive research approach. The researchers are primarily aimed at the existing objectives and its basic framed method (Deb *et al.* 2019). These specified options are one of the best for developing conclusive evidence in this Deductive approach.

### **Research Design**

In this research, the several designs that can conduct research have been important for increasing the total framework of the study. The descriptive designs of research have been adopted for establishing the research. The total study is based on selecting the proper philosophy and approach in order to help in meeting the objectives.

### Data collection process and analysis plan

The data collection procedures for this task have been made with proper identification of variable aspects and their efficient values for this research purpose. The recent insights for this research have been involved and all the secondary data has been collected. Secondary qualitative data analysis has been made an important data source that collected all the available information for this research.

This paper's secondary qualitative data analysis has been done here for a better understanding of the report's purpose. This data collection method has implemented proper strategies that can develop authentic information in the research. Secondary data sources generally depend on the existing literature that has been previously published (Ghasemi, 2018). This paper has been made an important aspect in order to make sustainable projections for the task. This kind of research purpose has involved thematic analysis and their actual assessments in this research purpose.

### Ethical Consideration

All the available and unused data was deleted after they completed the research work. However, this kind of research purpose was considered in the task and declared that no data was manipulated or changed by the researchers for any personal purpose of those valuable resources in the market. This has been an important aspect in order to generate more comprehensive results in the task. A proper acknowledgement and processes has also been involved in this research paper.

## RESULTS AND FINDINGS

### Theme 1: Digital marketing helps to establish a brand image of MSME

The function of brand image is developed through high function and value of development choice and innovation of business. MSME propose an active change in strengthening service security and propose its relative growth in business.

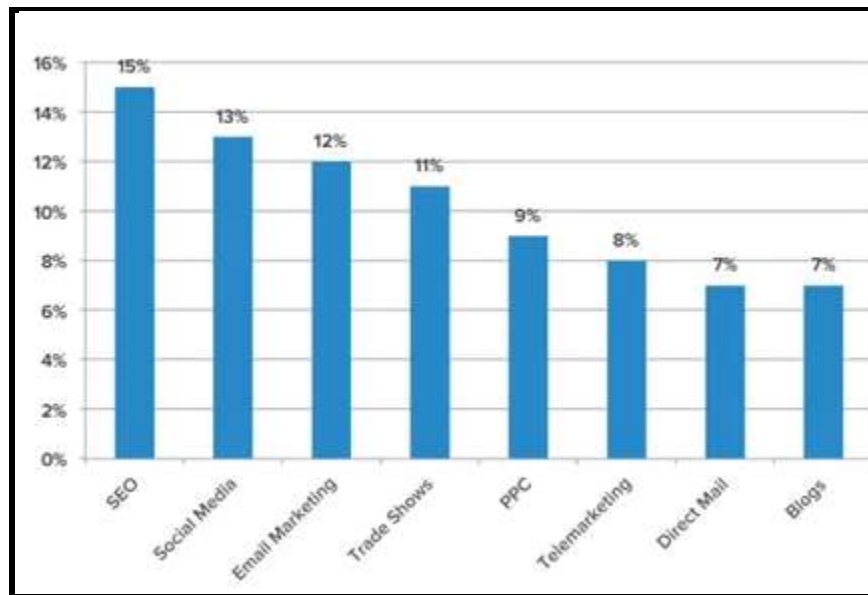


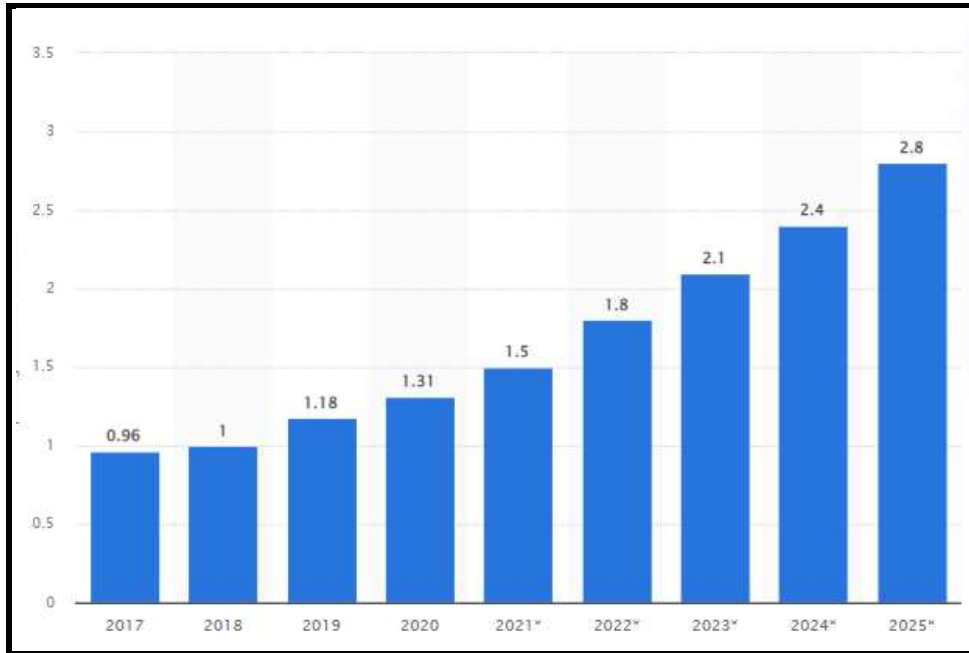
Figure 4: Digital marketing improvement platforms for MSME

(Source: Pinzaru, Zbucnea and Anghel, 2020)

From above figure, it can be demonstrated that the operation of MSME has integrated over 116,978,631 workers that supported similar availability of digitalization in average percentages (Pinzaru, Zbucnea and Anghel, 2020). Managing the strength of business can be highly active to the new business proposal and facility of development. Digital marketing builds up the high necessity to grow on marketing action and future culture which brings strong development (Ayush and Gowda, 2020). The MSME procured on a high network of brand facilitating with business objectives. The eventual function of business development has grown with higher availability of business which encountered about minimising growth facilities.



**Theme 2: A digital transformation model is effective to enhance the financial performance of an organisation**  
Commercialising the changes navigated to digital marketing had actively proposed financial availing stage and the necessity to grow actively. Entitling the business of digital marketing the constant performance of digital transformation is 18% effective in business success.



**Figure 5: Digital transformation growth rate**

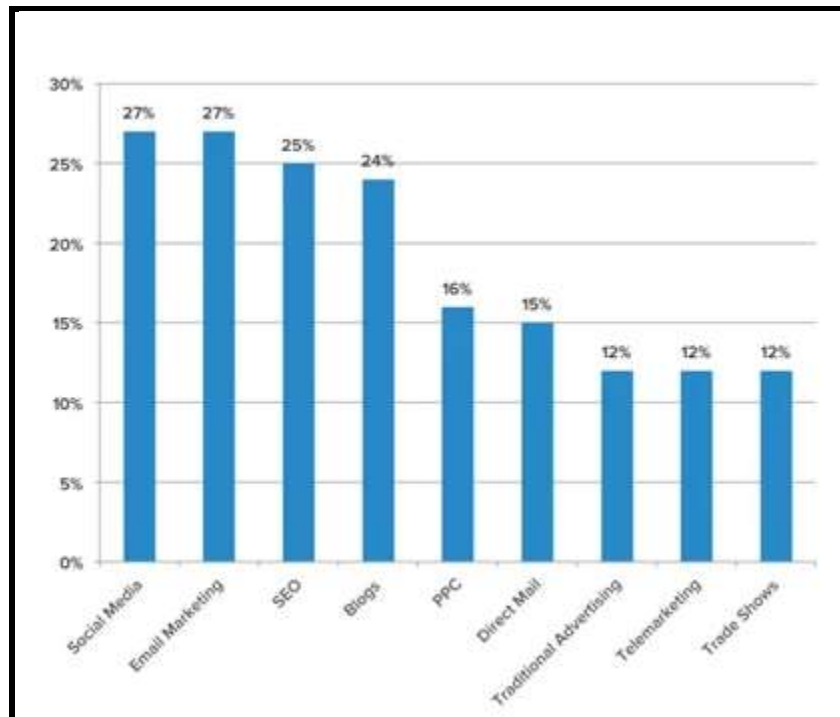
(Source: Statista.com 2021)

It can be demonstrated from above figure that the contrast of business transformation with gradual growth has efficiently supported the integration of financial proposition and half profit in 6.33 units of time (Laila, Rusydiana and Assalafiyah, 2021). Specifying different business transformations through digital change marketing acts on the improvement based on the culture securing and balancing higher effort in changing. Digital transformation instantly proposes cultural needs and positions to remark on an effective market that brings new support to grow its need (Redjeki and Affandi, 2021). Connecting to the necessity business transformation the consumption of time measured on the service and security to manage its future program and enhancement of digital marketing

## ANALYSIS

### Analysis of theme 1:

The commercial ground of business has accumulated over 50% of active support in global function. It plans on operating active customers of business reviewing grown grants and similar space of business.

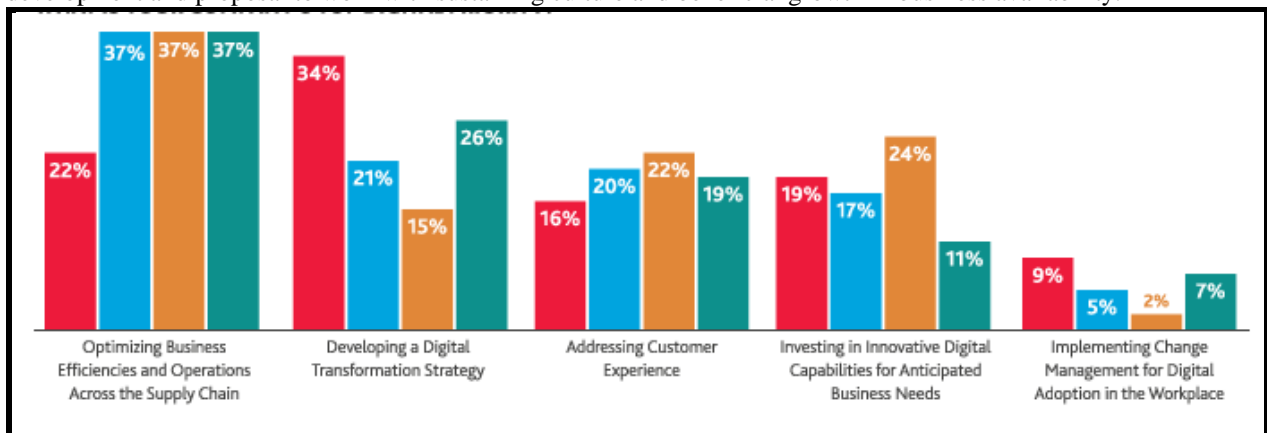


**Figure 6: Digital marketing enhancement for MSME in Covid pandemic**  
(Source: Muditomo and Wahyudi, 2020)

Sustaining the new capability of MSME has represented over 3133 individual marketers to bring growth in gradual service. It specified the function availing in narrating new market sustainability during a pandemic (Muditomo and Wahyudi, 2020). The control in signing and management supported direct work consideration and authority to procure on the new market. It stated the higher development on strengthening to 10% of the action in global regulation to transform new culture differentiated to the market line. During Covid pandemic supportive customer has managed to propose adequate necessity inside their product competition (Habib and Hamadne, 2021). MSME has integrated the direct position of navigating new work operated in financial sustainability and operation management has actively removed on a different time period and changes in narrating high standard position.

### Analysis of theme 2:

Transformation in proposing to digital market serves over 15 Million of improvement for detaining necessary development and proposal to work with sustaining culture and beneficial growth in business availability.



**Figure 7: Digital transformation growth for financial rise**  
(Source: Dash and Chakraborty, 2021)





The convention of digital marketing responded in high time developed during pandemics. Sustaining nature of business has been actively proposing on the concerns and market desire. In the stage of Covid area digital transformation improved growth and featured to initiate on high culture demand and progress in meeting new value for product (Dash and Chakraborty, 2021). Service security of digital transformation in business has encountered 30% of the profit market on the customer side (Redjeki and Affandi, 2021). Digital transformation in the Covid period entitles active growth for securing data integrity to business and availing need to market. Sustaining position of Digital transformation in business can be activated over market criteria and customer benefit.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

The study encounters their knowledge of the impact of Covid 19 in digital marketing. It conserves the study on describing the facility of adjusting the market providing and digitalisation at the time of the pandemic. The function of Digital marketing boosted up high culture of development in initiating new transformation of customers. The stable service and growth enhance adequate knowledge of meeting service providing an image of branding and sustaining with the new action of visibility. New progress in digital marketing operates subsequent to customer needs and evident service security and management. The study manages to contrast the securing factors and authorise new progress benefits in procuring management equation successfully.

### Suggestion

Suggestion 1: To access social media to emphasise the structure of growth and development. The function of growth in the digital market can be confronted through the orientation of business accumulated with products. Social media marketing helps to improve the function of availing new products in the market (Habib and Hamadneh, 2021). Generally it worth's on the function of visualising new strengths of business invention and management of the operation by security and strength. Recovering support of business can be measured by a new development which is specified in functioning over the market. Social media give rise through promotion and availing of new business nature which directs on market surrendering and its proposal.

Suggestion 2: To improve innovation idea of making new model launched in the market. It represents the function of the available culture of acknowledging basic changes in improving high-quality service in marketing and progressing. Digital marketing proves to compose new changes in meeting with efficient function of creating high-efficiency and marketing to bring commercial phase and comparison to remove high (Zalite and Zvirbule, 2020). In a new market, the position of development creates an active necessity to bring up upgraded services and its authorities. The emphasis on digital marketing market innovation idea gives random choice to grow upgraded technology and service security in the business. It supports the conditions and verification of business enhancement.

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