

RECREATING MARKETING STRATEGIES POST COVID-19: THE MARKETING WORLD OF “NEW NORMAL”

HarisRafiqi

Research Scholar, (Deakin University Australia) Hons, MBA (University of Nottingham), United Kingdom

ABSTRACT

In this article I have elaborated on the consequences of disruption of the old marketing strategies and the need of framing new marketing policies to check consumers behaviour and loyalty to a particular brand in post pandemic era .The accelerated shifting of present day world from offline to the online behaviour in the consumers living, working, shopping and the role of empathetic communicative approach of the brands to the consumers will be of a boon in the New world.

KEYWORDS

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