

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

Article History

Received: 01 Jun 2021 | Revised: 04 Jun 2021 | Accepted: 08 Jun 2021

INTRODUCTION

Presently the world is experiencing one of the greatest challenges since World War II broke over and the COVID-19 crisis is affecting every part of our life and almost every country in the world is gripping into recession. ¹ The potential loss of income in affected countries was seen to be significant with GDP globally declining by 3.9% whereas in developing countries which were the hardest hit saw a decline by 4% on average and some even showed a decrease by 6%. ²

During the pandemic due to the lockdowns there was an urgent need to go to digital from localised businesses and digitalization of every industry became mandatory as restrictions not only disrupted the travel industry but also the accommodation segments and schooling.

The advertisements of the brands which were empathetic and cared about the customers well being with intelligent messages or campaigns addressing the pandemic like “We are with you in this together” with an imagery of people social distancing, teleconferencing, wearing masks ,working from home helped in better sales as people could feel a connect. ³

So how a new day will be post pandemic has given business entrepreneurs pause to wonder how the post pandemic marketing strategy will look like and to rethink how they will connect with their clients.

DISCUSSIONS

COVID- 19 pandemic outbreak has post closure of many business establishments and lead to disruption of commerce mostly in the industrial sector. ⁴ On the other hand the retailers and the brands are facing a lot of shortages of cash inflow and challenges related to the health and safety of the workforce, the consumer demand, sales and marketing. In these testing times due to lack of surety, lack of socialising and threat to life many times a disturbing fake news with conflicting

headlines and images add to distrust and simultaneously an empathetic visual featuring real people in real situation will help in making the brand content feel genuine and trustworthy and help in connecting with the consumers.

In the medical field tele medication has seen greater acceptance by the doctors because they felt safety and a sense of happiness while having video consultations in the virtual waiting rooms and recording online medical history.

E-commerce will be a basic boon post pandemic as during pandemic the online demand of fitness classes, music concerts ,online classes , art classes and cooking classes has drawn a new audience for these brands .The coronavirus has changed the institutions to go from an offline mode to an online mode of pedagogy and this crisis made the institutions who were earlier reluctant to change to accept the modern technology and online learning is emerging as Victor Ludorum amidst the whole crisis.⁵

The reinvention of shopping because of social distancing led to a shift to online platform by many customers who even shop the necessary groceries and durables leading to an enormous turnover of these online platforms .In Netherlands sales by online stores in the non food category rose by 60 to 70 % in April 2020 and in May 2020 the online sales were 50 % higher than in May 2019.

The pandemic has also given a big jolt to the travel sector during 2020 but with easing of lockdowns the travel sector is preparing for a brighter year ahead and the new approach to health and safety of guests has to be given a priority so that they feel protected and comfortable to see the protocols such as cleaning, hygiene ,social distancing getting fulfilled nicely .⁵

The industry hardest hit based on consumers intent to spend was the travel industry where gasoline, vehicle purchases ,cruises were limited and also entertainment industry except for home entertainment got the basic set back during the pandemic era.⁶

The contact less deliveries, take away sand digital payments are preferred where safety is given the utmost priority and the present day humans basic concerns apart from food, water, shelter is security which after delivering digitally is met.

Also many companies developed out of box ideas and creativity by redefining their older products to make something new that was helpful in the pandemic era and sales improved like a dry cleaner that was usually used to disinfect the clothes has been sold to hospitals.

The Future

Research has indicated the change in narrative where clients expect more mindfulness from the brands by being concerned about larger issues rather than being opportunistic and this trend is expected to prevail post pandemic too. The marketing will change post pandemic to focus more on social media, customer retention, appropriate messaging to gain loyalty and empathetic approach for a positive impact of the brand.

The era will also shift the marketing strategies from the earlier printed material pamphlets, newspaper ads, television to social media platforms like Twitter, Instagram, YouTube and Facebook. The pandemic also raised the question that many a time's projects could be handled only from home and the need of buying a space for that particular project may not be needed thus saving the rentals of the company.

Due to pandemic as many people lost their employment the marketer's need to pay attention to the 4 P's :Pricing ,Placement ,Promotion and Product and should focus on adding value while cutting margins.⁷Temporary price reductions may be thought to be effective during post pandemic era especially when there is strong competition in a specific category of a brand.⁸

In times of uncertainty brand should show their online presence, try to retain their customers, and realign their purpose to achieve long term growth in future .As the consumers are mostly in doors so adding more video and motion graphics to the marketing campaigns can help in bringing content to life and empathetic communication reaching the consumers on a deeper level.⁹

A hope is there that all the current developments will lead to many creative innovations that will help in creating a more ethical and sustainable economy for the society in the post pandemic era. Online communication, online entertainment and online shopping have seen an unprecedented growth and it's expected that the future belongs to them.

REFERENCES

1. *Hoekstra JC, Leeflang PSH. Marketing in the era of COVID-19. International Journal of marketing. 2020 ;249 - 260*
2. *Maliszewska, Maryla; Mattoo, Aaditya; Vander Mensbrugge, Dominique .The potential impact of COVID-19 on GDP and trade :A preliminary assessment .Policy Research working paper ;No .9211 .World Bank group. 2020*
3. *Marina Turea. 6 ways to ready your marketing strategy for a post COVID -19 World. Business Strategy.2020*
4. *Donthu N, Gustafsson A. Effect of COVID-19 on business and research. Journal of Business Research. 2020*
5. *Dhawan S. Online learning: a panacea in the time of COVID-19 crisis. Journal of educational technology systems. 2020*
6. *Jacqueline Dooley .The role of marketers in a post COVID-19 world. Clickz.2020*
7. *Ashley Lipman. Three ways marketing will change post COVID 19 in 2021.Lantana .2020*
8. *Saeid Vafainia. Marketing in post COVID-19 era: A guide for marketing managers. 2020*
9. *Ada Yokota. Refreshing your marketing campaigns in the age of coronavirus. Is talk blog .2020*

