
PANDEMIC COVID-19: IMPACT ON DIGITAL MARKETING

Mohammad Omer

Department of Business and Management
Tishk International University
mohammed.omar@tiu.edu.iq

ABSTRACT

Covid-19 is the most widely used pandemic in the sector, a leading product in digital and digital media, including advertising, marketing and marketing. But Covid-1. The effect is mostly positive, not Covid-1. What other areas are about nations, human resources and tigers and so on. While the virus generates a lot of health insurance, social life, economic stability, jobs, etc. Intrastate, M., & Fuad, K. 2020, July stated that the list of customers and marketers. Covid-19 also leads to behavioral changes such as working remotely, spending a lot of time indoors, napping, learning recipes online, paying more attention to health and hygiene, prevention in Behavioral changes are particularly prevalent on digital platforms and digital content and create opportunities for marketers and brands to communicate digitally with customers more than ever. There has been an increase in social media engagement and the desire for digital content digital tools to sell many earning opportunities added Covid-1 at the same time. The strategy is based on the corporate strategy, and the strategy is based on the strategic aims of the company. The aim of this article is to highlight, analyze and understand the impact of the COVID-19 pandemic on digital marketing and advertising in general.

Keywords: Digital Marketing, Digital Advertising, Covid-19, Pandemic.

1. Introduction

Digital marketing promotes products and services using digital technologies such as the Internet and computers, mobile phones, websites, online media, software, email and other systems. The development of digital marketing in the 1990s and 2000s has changed the way brands and retailers implement technology, planning and planning. In recent years, content marketing, micro-video marketing (MVM), search engine optimization (SEO), search engine business (SEM) and social media (SMM) have merged to expand the reach of digital marketing. In-app POS features, social media optimization (VMO), e-commerce, digital display ads, email and more. With the development of the market and the rapid development of advertising, the advent

of Covid-19 has led to unprecedented attacks, imprisonment, unemployment and the rapid impact on digital systems, digital media and digital content. Alshaketheep, K. M. K. I., Salah, A. A., ALOMARI, K. M., KHALED, A., & Jay, A. A. A. (2020) mentioned the computer marketing model includes ads for different platforms and ads for different customers and different devices, but not for a wider audience.

2. Objectives

The main objectives of the study are:

- To study the conception of digital marketing.
- To analyze covid-19 impact on digital marketing.
- To analyze the future role of digital marketing post Covid-19.

Scope of the Study

Scope of the study is related to understand the concept of Digital Marketing, and to know the impact, that the outbreak of Covid-19 pandemic had/has on digital marketing and also understand the future of digital marketing post Covid-19 pandemic.

Research Design

The research is based on additional information. Additional content is collected through books, magazines, journals, and articles published on blogs and websites.

Limitations of Study

- Research is limited to secondary data only.
- Limited time for collection of secondary data.
- It is not best to check all study data.

3. Digital Marketing

Antúnez, L., Alcaire, F., Brunet, G., Bove, I., & Ares, G. 2021 stated that Simply put, digital marketing is the execution of marketing plans and strategies using the Internet and other digital platforms. Firstly, this can be defined as the trend of promoting a website aimed at an audience through a digital and media platform. As part of online marketing, marketers reach out to their customers through the Internet, mobile devices, email, social media, search engines, a variety of videos, and similar tools. However, there are some marketers who believe that top marketers should be seen as a different, innovative business that requires a new, different approach, communication, and understanding.

The purpose of digital marketing is clear. El Junusi, R. (2020) mentioned that the customers and vendors can focus on specific customer segments based on a variety of information and understand the most appropriate environment to connect to the station's customer base. Unlike traditional advertising methods, digital advertising is also interactive. Twitter, Facebook, Instagram, etc. Business-enabled artificial intelligence technologies, such as multi-platforms and chat platforms, connect ideas with consumers and create two-way communication between businesses and customers.

Prihadini, D., Nurbaity, S., & Rachmadi, H. 2020 mentioned that the digital games are very easy to promote, easy to create and adapt to the needs and requirements of different customers, and can be adapted to different pressures by removing the limitations of supply marketing technology.

3.1 Tools for Digital Marketing

While the response of consumers to traditional marketing methods has declined recently, the number of customers associated with brands and marketing activities through digital platforms has increased significantly.

This greater involvement has led to the development of various digital marketing tools.

I. Pursuit Appliance Enhance:

This is the process of increasing visibility and improving the quality and quantity of traffic to a particular website or website (that is, independent results) by increasing the visibility of some websites. For example, you can improve Google's search engine so that every time a search is performed, a link to your website appears in the best place in the search results section of your search results.

II. Pursuit Appliance Promotion:

Unlike SEO, search engine marketing is a paid activity, and every time you search for a sold keyword (or a set of keywords), it pays to the search engine and the website. I-Mother.

Social Media Marketing:

Social media marketing is an important part of digital marketing as marketers use social media platforms such as Twitter, Facebook, Instagram, and Snap Chat to promote their products and services. This may include organic and inorganic SMM operations.

III. Videocassette Promotion and Palmtop Filmed Promotion:

Video marketing and microfinance have dramatically increased consumer interest in recent years. This is a way for brands to market their products and services to consumers using

entertainment platforms like Tik Tok and Vigo Video on exciting platforms like YouTube and Micro.

IV. E-communication Promotion:

Advertisers use this tool to target customers directly via email. Email is used here to send advertisements and other types of messages to potential users and to create a demand for a top product or service.

V. Attach Promotion:

Similar to affiliate marketing, there are affiliate marketing methods where a company provides affiliates with a standard link (URL) and customers pay a related fee each time a customer visits a company's website or buys a product through an affiliate link.

VI. Itinerant Promotion:

With the growing number of mobile phone users around the world, brands have started to connect with mobile phones through mobile apps, emails, optimization websites and social networks.

VII. Inspiration Promotion:

This is one of the newest digital marketing tools that incorporate powerful social networks such as YouTube stars, Tik Tok stars. Companies use them to promote their products to the right audience. For example, Mittie shot a YouTuber named Bhuvan Bam to promote his audience and speaker on a YouTube video clip.

3.2 Impact of Covid-19 On Digital Marketing

The closure of Covid-19 is especially detrimental to commercial activity in the region. However, at a time when people are increasingly becoming an unpredictable digital media world, the door to digital marketing is open. The following indicators explain the impact of covid-19 on digital marketing and advertising.

I. More social media has paved the way for more social media marketing:

As a result of the Coyote 19 split, people spent a lot of time on social media, block chain, and homework. As a result, it allows marketers to use Facebook, Twitter, Instagram and more. Enables you to collaborate and better communicate with your users on various social media sites.

II. Changeover from Organic Budgets:

Digital marketing has traditionally been based on key analytical performance indicators (K.P.I) to measure the effectiveness and efficiency of digital marketing campaigns. However, the importance of the coronary virus epidemic has diminished, and KP. I am also a consumer who values the value of life. I, I, I.

III. The Growing Demand for Video Content and Microscopes:

With the Geo Release, the Internet became cheaper as the Internet revolution succeeded, and the advent of Cove 19 freed people with so much time. Nugraha, D. N. S., Putra, R. S., Akbar, M., & El Ouardi, H. 2021 stated that the as a result, the demand for video content on streaming platforms like YouTube is growing significantly. The demand for this specialization has grown significantly as a result of the recent company scandals. Marketers are allowed to conduct banking transactions through video and micro-video content so that they can advertise and expand their products and services.

IV. Increased importance of A.I based Chatbots:

With the online activity of people on quarantine tours increasing and the number of workers at home increasing, companies have introduced artificial intelligence robots that assist users through quarantine chat rooms. General Chat Lounge Surprisingly, it grew because of chatbot users like these robots and became a virtual helper for chatbot users.

V. Weight of Observed Promotion:

As people are spending more because they spend a lot of time locking the web, the vendor needs to put customer data offline that doesn't bother quickly and without customers. Homepage, landing page, or round field. Learn Well When an advertiser opens a website, visits a website, visits a special center, and creates an interesting and engaging event for customers on the website.

VI. Outpouring in request for O.T.T. Gratified Cores:

The Covid-19 blogging season is also leading the way in terms of demand and exposure of global content providers such as Netflix and Amazon Prime. Increasing demand for platforms allows digital marketers to sell and sell their products and services through this platform.

4. Forthcoming of Cardinal Promotion Post Covid-19:

Obviously, the impact of Covid-19 is good for many industries in the digital market, but in the future Covid customers will post time to maintain or upgrade their existing digital space, so use it to save the Covid era for customers.

I. Become a social media champion:

Although companies have many customers on many online platforms, in the future the company will maintain this connection and ensure their performance.

II. The regular correspondent has:

With the increase of time that customers spend on the Internet and the frequency of social networking applications, every mistake by type or part of the company can take an unhealthy

place. This can lead to rough information and answers. Therefore, maintaining a reputation on the Internet can be very difficult and very important.

III. Web traffic management:

When people return to their lifestyle and behavior, the key to dealing with marketers is to get a large number of web pages on their landing pages. Advertisers continue to create digital content on positive content, sending Covid to manage and store web traffic.

IV. Invest in AI talk:

When the use of chatbots increases during the intervention period and customers consider it an important service, in the future customers will invest more in artificial intelligence technology and ensure that the UI and UX are good and there are many technical issues.

5. Recommendation

The recommendations in this document highlight the need to include recommendations with thunderstorms as soon as possible. ETRD for everyone the company can rely on the commitments of 32 partners, 39 of whom have experience and resources in seven policy areas that promote e-commerce on a sustainable and integrated basis. Given the increasing need for action and scarcity of resources, it is important that developed and developed countries work together and benefit from the coordinates and priorities set out by them. Poor participation is important for the quick and effective recovery from the COVID-19 crisis.

6. Conclusion

In the current situation, digital is the heart of every business and digital is an essential tool for companies, shipping and marketing to use marketing strategies in times of crisis. Overall, the market area, the digital hand, has been affected. Jovevski, D., Kamenjarska, T., & Naumovska, L. (2020) stated that the marketing is growing dramatically. Covid-19 has created rapid digital marketing and is on track to enhance and enhance digital marketing activities. It supports the development of digital skills that enable women to develop their financial opportunities through local e-commerce workshops. Moreover, UNCTD is raising awareness and urging governments, private sector and development partners to implement the ETRDI Matrix recommendations as soon as possible. A recent UNCTD assessment of 18 ED ready countries shows that progress is being made in implementing e-commerce recommendations but is moving towards fully integrated e-commerce support into national policies. Wang, Y., Hong, A., Li, X., & Gao, J. (2020) stated that the many partners, including UNCTD and UN permanent coordinators,

promote the importance of e-commerce National development plans and collaborative frameworks for development partners.

7. Reference

Indriastuti, M., & Fuad, K. (2020, July). Impact of covid-19 on digital transformation and sustainability in small and medium enterprises (smes): A conceptual framework. In *Conference on Complex, Intelligent, and Software Intensive Systems* (pp. 471-476). Springer, Cham.

Alshaketheep, K. M. K. I., Salah, A. A., ALOMARI, K. M., KHALED, A., & Jay, A. A. A. (2020). Digital Marketing during COVID 19: Consumer's Perspective. *WSEAS Transactions on Business and Economics*, 831-841.

Antúnez, L., Alcaire, F., Brunet, G., Bove, I., & Ares, G. (2021). COVID-washing of ultra-processed products: the content of digital marketing on Facebook during the COVID-19 pandemic in Uruguay. *Public health nutrition*, 1-11.

Sunardi, N., Lesmana, R., Kartono, K., & Rudy, R. (2020). Peran Manajemen Keuangan dan Digital Marketing dalam Upaya Peningkatan Omset Penjualan bagi Umkm Pasar Modern Intermoda Bsd City Kota Tangerang Selatan di Tengah Pandemi Covid-19. *Jurnal Abdi Masyarakat Humanis*, 2(1).

El Junusi, R. (2020). Digital Marketing During the Pandemic Period; A Study of Islamic Perspective. *Journal of Digital Marketing and Halal Industry*, 2(1), 15-28.

Prihadini, D., Nurbaity, S., & Rachmadi, H. (2020). The role of digital marketing in promoting private universities in the covid-19 pandemic period: a phenomenological approach. *Technium Social Sciences Journal*, 14, 408-421.

Nagasudha, R., Shruthi, C., & Raj, K. (2020). ARTICLE ON ROLE OF DIGITAL MARKETING DURING COVID-19 PANDEMIC IN INDIA. *Journal Home Page: https://mcom.sfgc.ac.in/online-journalISSN, 2581, 6748.*

Nofal, M. I., Al-Adwan, A. S., Yaseen, H., & Alsheikh, G. A. A. (2020). Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan. *Periodicals of Engineering and Natural Sciences*, 8(4), 2471-2483.

Verma, S., & Gustafsson, A. (2020). Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. *Journal of Business Research*, 118, 253-261.

Alber, N., & Dabour, M. (2020). The Dynamic Relationship between FinTech and Social Distancing under COVID-19 Pandemic: Digital Payments Evidence. *International Journal of Economics and Finance*, 12(11), 109-109.

Jiang, Y., & Wen, J. (2020). Effects of COVID-19 on hotel marketing and management: a perspective article. *International Journal of Contemporary Hospitality Management*.

Akter, M., & Sultana, N. (2020). Digital Marketing Communication and Consumer Buying Decision Process in Pandemic Standpoint (COVID-19): An Empirical Study of Bangladeshi

Customers' in Branded Cosmetics Perspective. *Open Journal of Business and Management*, 8(06), 2696.

Ratnasingam, J., Jegathesan, N., Ab Latib, H., Ioras, F., Mariapan, M., & Liat, L. C. (2021). Digital Marketing during the COVID-19 Pandemic: A Case Study of its Adoption by Furniture Manufacturers in Malaysia. *BioResources*, 16(2), 3304-3317.

Ratnasingam, J., Jegathesan, N., Ab Latib, H., Ioras, F., Mariapan, M., & Liat, L. C. (2021). Digital Marketing during the COVID-19 Pandemic: A Case Study of its Adoption by Furniture Manufacturers in Malaysia. *BioResources*, 16(2), 3304-3317.

Wang, Y., Hong, A., Li, X., & Gao, J. (2020). Marketing innovations during a global crisis: A study of China firms' response to COVID-19. *Journal of Business Research*, 116, 214-220.

Sanger, V. B., Jalaludin, F. W., Cheng, T. L., & Rahim, F. A. (2021, March). More Important Than Ever: Embracing Digital marketing to Survive COVID-19. In *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences* (Vol. 1, No. 1, pp. 74-89).

Nugraha, D. N. S., Putra, R. S., Akbar, M., & El Ouardi, H. (2021). Digital Marketing Communication in the Covid-19 Outbreak. *Psychology and Education Journal*, 58(1), 6367-6372.

SANTULAN AYURVEDA: A "SWADESHI" ROAD-MAP TO WELLNESS INDUSTRY (PAGE: 01-04), Mrs. Harshada Raut , Dr. Chhabi Sinha International Journal Of Advance Research In Science And Engineering <http://www.ijarse.com> IJARSE, Volume No. 09, Issue No. 10, October 2020 ISSN-2319-8354(E).

Jovevski, D., Kamenjarska, T., & Naumovska, L. (2020). Strategic Perspectives of the Digital Marketing Transformation as an Enabler of Technological Change in Organizations During the COVID-19 Pandemic.