

Impact of Covid-19 Pandemic on Digital Marketing – A Review

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ABSTRACT

Marketing activities and strategies are ever evolving processes which change from time to time based on market situation and competition. The change has been happening over years and Covid-19 pandemic has triggered a rapid change in the way businesses operate around the world. The pandemic created a behavioral shift in both consumers and marketers alike. Digital marketing was growing at a steady pace and the outbreak of Covid-19 gave boost to it. This is an overview of digital marketing, its impact on business activities, understanding the impact of Covid-19 on digital marketing and the future role of digital marketing in business. Recent researches, papers, case – studies and books were referred for the study and effort is made to predict future trends.

KEYWORDS: Covid-19, digital marketing, social media, online campaigns, analytics, case studies

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1. INTRODUCTION

Covid-19 pandemic has affected everyone's life globally. The effect is visible in our daily life routines, behavior and mindset. The marketing climate and fundamental essence of marketing was completely affected by Covid-19 pandemic. The consumer's perception and behavior also had a paradigm shift. We witnessed more products and services activities moving from offline to online. Many marketing strategies are being redesigned to meet the new normal situation.

Companies moved to work from home, remote working, virtual meetings and conferences. The training and education field also witnessed a change, the teaching and learning process changed from offline classroom to online classroom method. This trend is here to stay and will continue for the days to come. Marketing trends and consumer behavior have also changed in this new normal. During pandemic crisis, digital activity and the online time spend by people witnessed a significant jump. This trend forced companies to spend more input to digital marketing campaigns.

Digital marketing is the process of promoting business products and services using "Online Digital Channels". Digital marketing is a branch of marketing, where the marketing effort takes place through online. Digital marketing helps to reach potential customers. They also help to communicate and build relationship with customers. Digital marketing allows personalized marketing by which we can target the right audience in a cost effective and measurable way.

Digital marketing techniques can benefit all types and sizes of business by giving access to wider audience at an

affordable price. Digital marketing is an emerging and dynamic field of marketing, which is growing at steady pace and all companies have started to adopt it. The sudden outbreak of pandemic gave a rapid growth to digital marketing and it has become an important part of the marketing strategy.

1.1. Digital Marketing

Digital marketing is a broad area which comprises of various marketing techniques used to reach right targeted audience via digital technologies. Digital marketing is more specific, target oriented unlike traditional marketing (Madhu Bala, 2018). Digital marketing is more interactive in nature and enables a two-way communication between the company and the customers (Hardhik Panchal, 2018). Nowadays almost 95% of the people are using internet devices and on an average per day a person spends three and half hours in Social Media sites. So, the companies are utilising this opportunity to target their existing and potential customers through online platforms. Digital marketing helps the company to reach a wide range of audience. Digital marketing avenues are highly cost-effective and provide good return on investment (ROI). It helps in building and improving brand reputation of the organization (Chattopadhyay, 2019).

1.2. Digital Marketing Channels

There are various online digital channels through which the organizations can promote their good and services. The organizations can also reach out to their potential customers and interact with them through these channels. So, the different online digital channels are;

1.2.1. Search Engine Optimization (SEO)

SEO is the process of improving the visibility of the website in search engines like Google. To improve the visibility of the website, the quality and content within the website must be optimized. When optimized, the online traffic to website increases, which in turn will benefit the organization's business.

Search Engine Optimization is the process of getting any website to 1st page of the search engine for user – targeted keywords using On-page and Off-page Optimization techniques.

- A. On-Page Optimization:** On-Page Optimization is the process of making changes within the website to increase the internal strength for users and search engine crawlers. If website is optimized properly, then it would lead to increase in traffic, awareness, leads and conversion.
- B. Off-Page Optimization:** Off-Page Optimization is the process of promoting the business data like website link, description, title, etc., in others sites to build quality backlinks. It helps in improving brand reputation, search result page ranking and more traffic.

1.2.2. Social Media Marketing:

Social media marketing is a digital marketing channel by which organizations can promote their business using social media networking sites to reach potential targeted customers.

Some of the few most popular social networking sites are;

- A. Facebook (FB)** is most popular social media network in the world. FB has almost 3 billion users in the World and 500 million users in India.
- B. Instagram** is a photo and short video mobile sharing social media site in the world. It is mainly used through mobile apps. It mainly has younger population, and has almost 1.16 billion users in the World and 120 million users in India.
- C. LinkedIn** is the most popular professional social media channel to connect with business peoples and professionals. It's a best tool for B2B business and has almost 775 million users in the World and 71 million users in India.
- D. Twitter** is a social media channel and a microblogging site where users can post and interact with messages as twitters. Twitter introduced the Hashtag (#) in online world. It has almost 350 million users in the World and 19 million users in India
- E. Pinterest** is a social media channel which is called the "Visual Scrap book". It is an online visual search engine which allow users to discover, collect and share pictures based on interest. It has 460 million users in the World and 26 million users in India.
- F. Snapchat** is a for sharing photos, videos and messages with other people. Take a "snap" and share. Like Instagram it is mainly used through mobile apps. It has 265 million users in World and 74.5 million users in India.

Social Media channels have both organic and paid ways to promote the products and services. Using Social Media, the companies can communicate to their targeted audience

without paying anything. Social Media presence of an organization to increase the reputation and brand name.

Companies can also market their product and services using paid platform in social media sites. Social Media sites provide paid ad campaigns based on business needs and goals. Organizations can run;

- A. Brand awareness ads
- B. Reach ads
- C. Traffic generations ads
- D. Engagement ads
- E. Lead Generation ads etc.

Internet Users spend more time in Social Media sites than any other sites. So a strong social media presence is must for any organization to increase visibility and awareness for their brand.

1.2.3. Google Adwords

Google Adwords is an online advertising program developed by Google for marketers and advertisers to promote their business through ads. It is a paid platform of Google, through which the organizations can run paid ad campaigns based on business goals and needs.

Different types of Ad Campaigns in Google Adwords are;

- A. Search Campaign – Text ads
- B. Display Campaign – Image Ads
- C. Video Campaign – Video Ads which appear in Youtube
- D. Universal App Campaign – Ad campaigns for Mobile Apps
- E. Shopping Campaign – Sponsored Image ads, mainly useful for E-commerce companies.
- F. Local Business Campaign – Local results ads, which appear in Google Maps.

By running ad campaigns, the company can deliver the right message about the products and services to the audience. The advertising platform also provides the content and ads options which would be the best match for the consumer interest. While running an ad campaign online, the organization has full control over the budget.

1.2.4. Email Marketing

Email marketing is the process of sending mails to promote the business product and services to the targeted audience. Emails are used to send messages and promotional activities to the potential customers to create awareness and demand for the product and services.

Email marketing is comparatively low-cost, effective and have high ROI. By using email marketing, the companies can build customer trust and brand awareness. There are many Email Marketing Service Providers like MailChimp, Sender Grid, Mailerlite which provide variety of graphical templates that would attract the customers to take some action.

1.2.5. Affiliate Marketing

Affiliate Marketing is the process of commission-based sales. Affiliate marketer earn a commission by promoting other companies' products or services. A piece of product share for each sale done is given to the affiliate marketer.

Companies → Affiliate Marketer → Customer

The main intention of companies to do affiliate marketing is they help in brand awareness and help to reach markets

which were untapped previously. So, by using affiliate marketing companies can grab the attention of prospect audience which otherwise would have not reached.

1.2.6. Micro Video Marketing

Micro Video Platform is a latest online platform where companies can market their products and service. Micro Video Marketing is a new concept which has emerged as a latest trend in recent times. Micro Video streaming platforms like TikTok, Vigo Video, ShareChat etc help the companies to reach wider audience. They are used by brands and companies to promote their business and these platforms also have influencers. Companies do ask the help of influencers in these platforms to help them to promote their brand. Micro Video Streaming Platform is very dynamic and growing area and more players coming into this segment.

2. Literature Survey

This Literature Survey is divided into 3 parts: Impact of Digital Marketing on Business, Covid-19 and its impact on digital marketing, business case studies on Digital Marketing in Covid-19 scenario.

2.1. Impact of Digital Marketing on Business

Digital Marketing is also referred to as Online Marketing, Internet Marketing and Web Marketing. As in recent times all marketing activities and strategies getting related to technology and online. Digital marketing has become a core part of any business firm. (Kamal, 2016). Digital marketing is a branch of marketing which uses online digital channels by which the organization place their products primarily for communicating with stakeholders about their brands, products and business progress (Sharma & Sheth, 2004).

Digital marketing is a field of marketing which has become an integral part of any marketing strategy. In this new era of internet, smartphones and social media to target wider and young audience, digital marketing can be an effective method. (Khalid *et al*, 2020). G.K Ayush and Gowda (2020) stated in their study that Digital Marketing can help the brands and organizations to target, interact and connect with specific customers for their products and services.

Through digital marketing platforms, the companies can send various offers to customers which attract them towards the products and services. The personalized communication plays an important part in developing consumer preference, brand loyalty and better customer satisfaction. (Leefflang *et al*, 2014).

Using online digital marketing channels, companies can communicate messages regarding their products and services to the audience in a better manner. It also helps the organization to fulfil and understand the customer needs and wants in a better manner. (Prasad, *et al*, 2001)

Digital Marketing opens up huge market potential for the businesses. As world wide web never rests, digital marketing empowers the organizations to promote worldwide. As online shopping has become a pattern of purchase of goods and services, online platforms provide businesses to tapped new potential markets (Rakesh Pandit & Anshu Chauhan, 2020). Digital marketing has become an integral part of any form of business. It is efficient and cost-effective way to market the products and services. Digital marketing does not have any boundaries and allow to connect with any customer through digital media. (Afrina Yasmin, *et al*, 2015).

Most of the companies and entrepreneurs in early days had ignored digital marketing due to financial constraints and lack of knowledge. But, now digital marketing done in the right manner can become a huge boon for companies (Zatakiya, 2017).

According to Nielsen Study, internet users spend more time on social media sites than any other sites. So, companies can promote events, posts, images and videos related to products and services in the social media platform. Companies can also run paid promotional campaign in social media to increase awareness, traffic, leads and conversions.

In recent times, new trends in the market are set and promoted through Google, LinkedIn, Facebook, Youtube, etc. So, businesses need to tap this opportunity and need to develop an online digital marketing strategy (Loredana, 2016). Digital marketing is used by companies in different ways, either as a marketing strategy or to optimize few channels to make the online presence felt. Consumers always prefer companies who are always available to help them and digital marketing channels given them that opportunity (Jasleen Kaur, 2017).

Digital marketing activities like online advertising, e-mail marketing, affiliate marketing and social media channels help in brand building. It also helps in increasing customer life time value, customer involvement, relationship and commitment (Merisavo, 2006). Andre Broadbent, the Director of Vab Media stated in "Entrepreneur Magazine" that nowadays the customers first impression and expression regarding the product and service will come from online and internet channels. So, online marketing must start at the point of research and development of product and service stage itself and end with customer satisfaction.

Digital marketing is the future way of marketing and the organization's growth depends upon it (Rik Walters, 2016).

Ryan and Calvin (2009) stated that the digital marketing is fast growing and consumers are turning from traditional mass media marketing to digital marketing. Digital marketing has become the medium of choice for reaching the consumers of tomorrow. Digital Marketing is changing the marketing landscape. As each day passes the digital marketing is emerging as the channel which drives high revenue for business (Firebrand, 2020).

According to Annmarie Hanlon (2019), the best practices that need to be followed by businesses in digital marketing platforms are; be as active as possible on social media, be there at the right time with the right content at the right platform. Invest more time on personalized experience for audience and engage with loyal customers to build trust for the brand. Businesses must invest more on digital marketing channels because it will help to gain significant market share (Dudhatra, 2020).

2.2. Impact of Covid-19 on Digital Marketing

Covid-19 pandemic has impacted everyone's life, behavior and routines (Prasad, 2020). But in this era of Internet, the businesses must leverage the power of digital marketing as it will keep them active and relevant in the market and among the customer. It also helps them to promote their products and services in an effective manner. Covid-19 pandemic had impact on marketing discipline as a whole and have affected significantly the core marketing practices, thoughts and concepts (Abhijith, 2020).

Consumer behavior, opinions, principles and attitudes have also changed drastically. Many organizations who were reluctant to adopt internet marketing have acknowledged its importance and have inculcated it into their marketing activities (Abbruzzese. *et al.*, 2020).

The pandemic had a serious effect on global market. Some companies have shut down their businesses, while some opted out from certain markets to survive. Covid-19 also forced companies to migrate almost completely online and changed the essence of consumer spending (Euronews, 2020). Businesses which already followed digital marketing strategy could sustain the pandemic to some extent. Business could increase their engagement with digital users and create a network of customers, suppliers and partners with the help of digital marketing channels (Anwar Y & El Bassiouny, 2020).

Kim (2020) stated that the pandemic will bring a long-term structural change in consumer behavior and will accelerate the digital marketing activities. If businesses react proactively in adopting new technologies it can survive this pandemic, Adoption and marketing creatively in digital marketing channels will help the organizations to come out from the potential economic downturn (Zaidi, 2020). With the help of online marketing channels, brands can listen more closely the customer needs and wants. They can use the social and customer data to understand the new demands and can personalize their brands accordingly (Grech, Victor, 2020).

During this crisis, the digital and online activity has seen a significant jump. This has prompted organizations and marketers to spend more time and money in digital marketing channels (Airanet, 2020). The companies found online digital channels as the solution for communicating and marketing with their customers during these difficult times (Jitendra Patel & Ajay Malpani, 2020).

Ray (2020) suggested that the brands need to be well aware of the signals in the online world. Due to the pandemic, the social signals are reflected more in online channels like social media. The customers would like to hear more from companies through online channels and the user-generated content is becoming a trend now. Covid-19 has given a tremendous boost to digital marketing and put it on fast-track growth. This growth of online digital marketing will pave the way for further development and enhancement in the field (Uma Sharma & Thakur, 2020). The companies' overall retail demand is down, so are spending their advertising budget more on Pay Per Click (PPC), followed by email and social media marketing (Prasad, 2020).

According to Advantix Digital (2020) the companies and marketers need to adapt and innovate during these crises times. They need to upgrade to the latest trends matching to the changing consumer behavior. The companies need to spend their Paid Ad Campaigns in more effective way based on quality and Click – Through Rate. More emphasize must be given to organic visibility by following the new trends and by running more awareness campaigns (Wood, 2020). During the pandemic consumers prefer to spend more time inside home than outside. They spend more time on digital media and are relying more on e-commerce sites to purchase goods, services, health-related advice, virtual meetings, etc. So, the companies must pay more attention on the media consumption of customers and should invest on those platforms (Beau, 2020).

Khan (2020) stated about the importance of digital marketing for B2B businesses. B2B companies must focus on providing quality content for their niche in online platforms in the form of blogs, vlogs, whitepapers, videos, case-studies, etc. They must also work on developing an effective email marketing campaign. The study also emphasized on the active presence of B2B companies in professional networking sites like LinkedIn, which will help in gaining more visibility and engagement with professionals and prospective clients.

Social media channels have provided businesses to expand and establish them in front of wider audience. Brands that chose not to invest in social media channels prior to pandemic were either forced to adapt or suffered the consequences (Kyle McCarthy, 2020). Social Media has helped many businesses during these crisis times. It helps them to unlock the growth potential which had gone unnoticed before. Social media has driven direct sales for small and medium sized businesses (Ramya & Kartheeswaran, 2020).

Video marketing is emerging as a key component in digital marketing strategy. Engagement, likes, views have shown an upward trend for video contents (Ahmed R. R, *et al.*, 2019).

During these crises days, it was evident that people engage more with ads, watch more videos, commented on social media posts and interacted with brands. These are social signals that the brands need to listen and focus on. So, the companies must not reduce their online presence and must post content frequently (Dwivedi *et al.*, 2020). In Covid-19 scenario brands are re-positioning them in online channels and relocating more funds for online advertising. This trend of increasing of budget towards digital marketing channels are here to stay. The key to success lies in innovation and creativity (Ting *et al.*, 2020).

2.3. Case Studies in Digital Marketing

Covid-19 has affected every facet of the economy. All business models and tactics developed were torn down and have been replaced by virtual, remote and contactless solutions. These replacements have also changed the consumer behavior, marketing tactics and revenue generation. The business will experience ripple effects of the pandemic for years to come as well. In this juncture, we look into some business case studies who adapted and innovated their business activities amidst Covid-19 pandemic (Prashanth Arora, 2020., Relevant Audience, 2020., Zen Media, 2020., Marketing Sherpa, 2020).

2.3.1. Case Studies

Case Study 1 - One Ounce for Onion

"One Ounce for Onion" is a café in Bangkok famous for fine made coffee and full brunch. They are a small business who successfully navigates the Covid-19 crisis and lockdown measures. They devised a unique technique of running a campaign online, asking for opinions and suggestions from people who are locked at home regarding their favorite foods and eatery. They, then prepared a special menu option for people who were locked at home and delivered it at affordable prices. They innovated their delivery system by using "Line for Business" app. These strategies increased their sale and profit.

Case Study 2 - Zoom

Zoom can be considered as the best example of digital marketing success in recent times. As millions of people all

around the world were stuck at home due to lockdown, work from home and learn from home became the new normal. Zoom, the video conferencing service rose to prominence and resonated with new social distancing culture.

There is many other video conferencing service app. but, "Zoom" market run well on online digital platforms by mainly concentrating on its strength. Its main strength is user friendliness and functionality. Easy user- experience design and easy to master increased its popularity. As the pandemic is continuing, work from home and online education is here to stay, the "Zoom" will surely become a part and parcel of our life.

Case Study 3 – Kuru Footwear

Kuru Footwears sell men and women shoes. They promise world's most comfortable shoes and give emphasize on maximum comfort and superior support. During pandemic time, Kuru Footwear, increased its conversion with clearer communication on website. Kuru Footwear concentrate on high customer service and ease of experience. They offer free shipping, free exchange and returns. While this message was already present in the website in various places, the company's digital marketing and web development team rearranged it by exploring options to insert these messages where customer visibility is more in the website. They also added customer service message reassuring customers that "Kuru Footwear" are open and operating during Covid-19. These measures helped them to market in online channels in the right manner and increased their sales and brand reputation during pandemic times.

Case Study 4 – Dunkin

Dunkin Donuts is an American coffee and doughnut company. They are also involved in quick service restaurant. Dunkin increased gift card sales 300% by quickly tapping into changing customer behavior during Covid-19 pandemic. Dunkin moved swiftly to tap into the new customer behavioral change. In America, many wanted to help and show support to frontline heroes. Dunkin introduced an "e-gift card" by which the people can show their appreciation by sending a virtual coffee break. Dunkin would donate \$1 for every card purchase at site to help families affected by Covid-19. They marketed this concept through online digital platforms, through which they gained good response and reach. By this approach, Dunkin placed their brand in front of wider audience and helped them to build good brand reputation. They could also tap in new customers and communicate the message to digital world. Based on "Blackhawk network's partner" data, gift card sales made through restaurants and merchant website went up by 92%.

Case Study 5 – Just Cuts

Just Cuts are a chain of hair salons in New Zealand. They had to shut down their activities during the lockdown. "Just Cuts" took this crisis time as a way to give back to the community. They tied – up with "Dress for Success", a charity that empower women by providing professional guidance in clothing with development tools to gain employment opportunities. In this partnership, "Dress for Success" provided vouchers through which women can afford haircuts in "Just Cuts" post lockdown. Both of them marketed this campaign through online digital platforms and concentrating female audience.

This marketing tactic shows us that marketing is not all about sales and profit, but also giving back to society. This helped "Just Cuts" to reach new customer audience which

was untapped earlier. "Dress for Success" got wider range of brand awareness and also were able to build customer loyalty.

From these case studies, we understand the potential of digital marketing. The key takeaway message is that during time of distress, the brands need to understand the difficulties that people are going through. Then offer them something which will give them hope to get through it. This will help in building reputation and develop bonds with potential consumers. It will open up new business opportunities for companies in post- Covid situation.

3. Findings

The literature survey reports and case studies provide an idea about the general trends which are prevailing and the future trends which would change the landscape of digital marketing. Based on this we have reached to certain general findings. They are:

- A. Internet is the only place where neither the consumers nor the brands are locked up. It's 24x365 open channel.
- B. Businesses have no other choice but to invest in digital marketing or not. But the question is how good they do it and what type of digital marketing channels they must invest in.
- C. Businesses that can adapt to change, who adopt digital technologies and personalize customer experience will become the winner in the long run.
- D. The organizations must go an extra mile to hear what the customer needs and wants and improve their digital activities accordingly.
- E. The businesses must be always Customer first, Content second and Profit last.
- F. Customers have built a behavior of online shopping. Customer service and quality of service will play the key in long run.
- G. Attention span of people in online channels are very less (7 seconds). So, the companies must invest on customer centric content which attract the audience.
- H. Integration of data analytics and AI in digital marketing will play a major role for future innovation and growth in digital marketing field.

4. Future Trends

The prospects of digital marketing are good, as the consumer behavior is changing. The consumer prefers online ways to buy products and services. The surge in sales in e-commerce companies like Amazon, Flipkart etc. are examples. The eating habits have also seen a difference, as they can't dine – out now and they prefer ordering food online through Swiggy, Zomato, etc. The average online consumption has also increased and as people are not able to venture out to theatres and cine malls, now they prefer OTT Platforms like Amazon, Netflix, Hotstar to watch movies, web series, etc.

Digital marketing is changing because people's habits are changing and the expectations are changing and the new normal has been established. Due to Covid-19, many companies and businesses have shifted online and started to explore digital marketing. It is always important that the businesses are aware of consumer behavior. People are forming a new online habit that will last even after the pandemic. Any business progression depends on how well

they evolve their digital marketing activities. The competition is increasing day by day in online channels. At this juncture, every business must sit back and understand which digital marketing techniques would be apt for reaching their audience and take strategic actions to grow in digital space.

All brands poured in all their efforts in online channels during pandemic time. These efforts can become meaningless if the momentum is not maintained and they can easily lose to competitors. So, they need to maintain the flow to reap the benefits gained through online digital channels.

According to Deloitte report, digital sales has shown an upward trend and customer likelihood to buy goods and services will increase in coming days. Mobile traffic has increased, so the websites must be mobile friendly. Mobile first experience always matters as it is preferred by customers and search engines. The loading speed of pages also matters, as fast loading pages will reduce the website visitor bounce rate. Social media traffic has also increased, only time will tell whether this trend shall stay post-Covid situation too.

Criteo survey (2020) conducted among Indian companies and found buying behavior of customers has changed that led to more online sales. The study also emphasized the businesses to prioritize their digital marketing expenditure. The budget for social, content marketing, paid video and advertising are likely to increase in coming years. Digital transformation and the agility in marketing activities will play a deciding factor in the success of businesses in days to come. Uplers survey (Kyle McCarthy, 2020) report states that as digital marketing channels are getting competitive day by day, the companies must create a better engagement strategy. They must hear what the consumer has to say and focus more on personalized messages. To build value for the brand, the companies need to invest more on virtual events to create social connections with the customers.

As the organizations have moved to online channels during Covid-19 pandemic, use of data analytics in digital marketing activities will become the next trend in businesses. Now, the companies have huge amount of customer data. The data is a lifeline for companies and need to utilize it for decision making process. Proper utilization of available data carefully can drastically reduce the marketing cost and ROI can be increased. Collecting the data may be great, but need to connect it with an effective strategy. Data analytics will lead to data-driven marketing decision. Data-driven marketing means getting insights from existing data and optimizing the marketing strategies.

E-commerce companies like Amazon, Alibaba and E-bay use data analytics to gain insights, and from their existing data they could predict consumer behavior, improve CRM initiatives and marketing campaigns (Abbey K, 2020). Data-driven marketing can also help small businesses for demand forecasting, optimizing marketing budgets and strategy, retain customers and customer acquisition. The companies which are not utilizing the customer data are lagging behind their competitors and may lead to downfall of the organization.

According to Forbes (Charlie Grinnel, 2020), integration of Artificial Intelligence and Machine Learning (AI & ML) in digital marketing activities will create a drastic change. In

this competitive world, to stand out from the crowd, the companies will start adopting artificial intelligence in their marketing activities (Rajanarthagi, 2020). Integration of Chatbots in websites are one example of artificial intelligence in digital marketing. Artificial intelligence will play important role in content creation and curation. As AI platforms like Natural Language Process (NLP) will help the businesses to collect, organize information relevant to a particular topic and help the organizations to target the audience based on previous activity or purchase history.

Social media marketing can also use the power of AI and analytics to optimize the customer experience and journey (Andrew N. Mason *et al.*, 2021, Andrew Rayel, 2021). AI-powered websites are the future and they are likely to transform digital marketing. AI empowers marketers to automate advertising, thus saving time and increasing the productivity. To enhance better online shopping experience Augmented Reality (AR) would be the best, and it would help the companies to interact with customers in a better way.

The current marketing ecosystem is more complex than ever and it is really hard to handle it with traditional tools. In the present marketing landscape accurate analytics is more important than ever. Marketing analytics can help a business take data-driven decisions. Using data the organization can gain insights into – product intelligence, consumer trends and preferences, customer support, messaging and media, competition and predicting future results. Consumers have become highly selective in choosing the branded media. If the brands want to capture the ideal buyers' attention they must rely on marketing analytics to create targeted personal ads based on the individual interests, rather than broader demographic associations. This will enable marketing teams to serve the right ad at the right time, on the right channel to move consumers down the sales funnel.

5. Conclusions

The success of any business depends upon adapting to change, innovation and updating with latest technologies. During these turbulent times, some companies shut down their activities permanently, but many companies thrive this situation by using online and digital channels. Digital marketing is a dynamic and ever-changing process. The watchwords in digital marketing initiatives are “test, learn and evolve”. The primary importance must be given to customers and content development in online channels. Digital marketing is in a transition stage and companies need to keep pace with the new technologies and innovations. Data analytics and AI integration will surely revolutionize digital marketing as a whole and will change the online marketing strategy in days to come.

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