

Visualizing World with New Normal: A Paradigm Shift

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Abstract

In the era of CORONA Virus, everything in the world is changing, so as business marketing, a product or a service, all need to design their new marketing strategies to cope up with this new world, but while adaption of new strategies related to social media, CSR, and prioritizing technology, there will be some precaution that should always kept in mind. Nothing can be changed instantly; we need some slow and sustainable change to get out of it. It's nothing to fear about this phase, like many other obstacles this era will also pass on and a new virus free world will be created.

Keywords: Digital Marketing, Paradigm Shift, Coronavirus, Consumer Needs

INTRODUCTION

It's been roughly a month now since the Coronavirus started to flip our lives upside down.

From having to practice social distancing and getting used to life without the outdoors to continually washing our hands and wearing masks and seeing loved ones and friends getting sick, the Coronavirus is something none of us expected. From connecting in our relationships to running

our small businesses, COVID-19 has transformed the way we live, work and socializes.

Coronavirus is, by far, one of the biggest challenges this generation has faced, and its impacts will last in the years to come. The clinical trials for candidate vaccines have begun. But, for now, social distancing and remote work are the only solutions that can help people stay safe. In short, COVID-19 has people staying home,

which have altered consumer buying patterns. We now see more of:

- Panic buying and stocking of essentials
- More people opting for home-cooked meals or canned food over restaurants and delivery
- Travel restrictions impacting travel and tourism and hospitality
- Avoiding luxury shopping to safeguard finances with markets falling
- Shopping online or through mobile devices

Moreover, each crisis leaves a long-term psychological impact on customers. While some might play it safe for a long time, others may want to indulge as a rebound.

Social Distancing and Remote work: A New Normal

To survive the negative sentiment and economic slowdown: resilience, innovation, agility, and empathy should be marketers' tools. As consumers' lifestyles are adapting to staying at home, marketers must proactively reach out to them where they are.

If we go through the current scenario, almost every industry is crashing due to this pandemic, Few of them like real estate, Travel, construction and manufacturing are suffering from huge loss, therefore now when this lockdown season get over and

everything will move towards normal, there are still some obstacles and precaution which ever body have to follow, and for the same some new strategies have to be designed to cope up with this new environment and era of social distancing, an era of staying at home at max , an era of digitalization and remote

Here are few tips to adjust with the new era:

Analyse Consumer Needs:

Social distancing can lead to stress, boredom, anxiety, and a sense of loneliness. This makes it crucial to identify individual consumer needs and address them before it becomes a problem area. In this case Amazon done a wonderful job, they started free streaming of stories, educational books on Audible a book listening app, as school and offices are closed, this app helps the kids to get engaged while their parents are busy in work from home.

Prioritize technology:

Due to social distancing and limited resources it is very difficult to fulfil customer needs, and government regulation regarding COVID measures are also different in different regions, hence its very important to form a concrete strategies for customer satisfaction and

maintaining brand image. Amazon is again doing a marvellous job by prioritizing essential deliveries, no contact delivery option for prepaid customers, no rush delivery for non-essential product etc.

Digital Marketing need of an hour:

A big part of brand marketing during this pandemic and into the future is going to be shifting most of the business online. Many of the hot platforms like Facebook ads, Instagram for Business, You tube ads, Google ads, LinkedIn marketing are there to create your brands, these platforms are on boom during pandemic time, because people spending more time on social media nowadays due to lack of other entertainment sources. Fan page, Contest alerts are the new examples for brand developing. Firstcry is a giant in kids stuffs, due to lockdown in country they are not able to deliver goods, therefore they started spreading parenting tips and kids engaging activities by their Facebook and Insta page to increase traffic on their social media handles.

Search new area of product or service line:

Keeping in mind the new essentials and world's changing demand try to figure out some new products and service for your companies basket, like Myntra is selling

leading clot brands of India, as its not eligible for selling essential products, without wasting time they increase their product line with mask and PPE kits and started online deliveries of the same, Swiggy a food delivery giant increased their service line by grocery deliveries, Ginny services (B2B product deliveries) to keep their demand stable.

Highlighting Social Work:

Our customers and channels partners are human being first, and in this pandemic situation being a responsible company, it's our duty to help the world by providing financial and physical support. And by the means of these donations, and serving frontline warriors a company can also increase their CSR (Company's Social Responsibility) works. To go with the flow Zomato is donating free food to the street people, Amazon is asking for donation on their website and on every donation they are adding extra ten per cent by themselves to increase the amount, Big brands like TATA, ITC, Reliance they also donating huge amount of money to share their hand with government in this crucial situation.

Precautions during Pandemic:

Update your Google My Business: Today's world trust Google, people search ranking, working hours, status before

selecting any store or service, update you all information regarding, decreasing or increasing working hours, temporary closing or any other sales promotion also. And it's nothing to do with your ranking and reviews if you post some closure or short timing notes.

Be Careful while sharing information:

Be cautious about what you post on social media, it can be dangerous do give wrong advice or wrong information about Covid, or any other social issue, try to avoid giving views on controversial issues like secularism, religion, homosexuality etc. it can create your enemies and spoil your brand image.

Don't Rush:

Don't get hyper and rush towards new product lines or new logistics tie up to copy your competitors, these sudden decision can leads to major loss which becoming topic on cake during this dry season. Think twice before investing in some new venture or company, try to ask for trials or test marketing before entering full fledged in something new.

CONCLUSION

No one can predict what's next in the global pandemic and when it will end. But,

to survive and rise, we must stay sharp. And for that, you need to:

- Understand, anticipate, and go above and beyond to fulfil customer needs.
- Leverage the right technology to stay ahead of the challenge.
- Be agile with your marketing and advertising spend.
- Activate purpose-led marketing messages and focus on helping customers.

Nothing can be changed instantly, no business can get back in flow like few month before all of sudden after completion of lockdown, but we don't have to lose hope and try to create some slow and sustainable strategies to get out of it. Like many other obstacles, COVID is also a disruption in the world of business and marketing, but for every problem there is a solution and on that note we can create a hope for new and successful world.

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