



Cover Page

DOI: <http://ijmer.in.doi./2021/10.06.178>



THE ROLE OF DIGITAL MARKETING IN BUSINESS DURING COVID19

Abisha Ka

Bharathamatha College
Kozhinjampara, Kerala, India

COVID-19 has considerably affected each a part of our lives, and organizations – big and little - are suffering from this crisis. In such a situation, the most thing that has all the earmarks of being the beam of expectation is that the help of technology. All ventures across sectors are trying their utmost to leverage digital solutions to sort their functions and pull through. Due to lockdown and social distancing, consumers are compelled to buy differently - reprioritizing what's essential and swapping the queue for online shopping, all the more so.

The situation we are confronting leaves no other choice to significantly improve e-commerce. Those companies that had digital platforms already started with a fantastic little bit of leeway. Others are compelled to vary, to regulate to online consumption and their products, to demand.

Due to COVID-19, the web has become an important a part of people's lives, digital marketing has emerged to be an important tool for companies. Companies are pivoting their tactics and budgets to creatively solve new problems. In times like now, companies got to carefully redefine their marketing strategy and adopt a sensitive approach to speak with its customers using digital solutions.

If the businesses can see the advantages and opportunities that digital channels offer, this may become a part of their long- term marketing contingency plans.Consider the transformation of the advertising and marketing industry into the digital era, as an example. This is often an industry that has played a crucial role within the way of the planet during the continued pandemic. Digital marketing presents both business and users with an opportunity to travel on business as general without necessarily having to urge support from the facility of innovation of traditional marketing concepts, most of which rely heavily on physical contact to be entirely effective. Digital marketing eliminates that require for private contact and physical communication, which has proven during this case to be one among its greatest strengths.This is often a stimulating point to notice, especially considering the very fact that within the past, the shortage of physical connection in digital marketing strategies was largely considered to be a weakness. Now, we are seeing just how incorrect this first viewpoint is. In fact, we are noticing that there's more active and consistent contribution to digital marketing interest and investment than ever before. The



Cover Page



increase of digital marketing has absolutely transformed the planet of advertising and marketing for the higher. And now, because the ongoing COVID-19 pandemic continues to rework the planet in but ideal ways, many inventions have lost their footing. This much is for certain. Digital marketing, on the opposite hand, has gone from strength to strength amid these brutal circumstances. Quite ever before, this fact is becoming more obvious all the time. And this is often just the beginning. The simplest and brightest from digital marketing is extremely much still on the way. The role of digital marketing amid the COVID-19 pandemic has become more and more important all the time. As a result, there's rising interest and investment in digital marketing that spans the world. We've never seen this much profound respect and understanding of digital marketing before. The longer term of digital marketing looks brighter than ever – and it only continues to realize more and more momentum as time goes on. The underlying power of digital marketing is that this is often an iteration of advertising and marketing that does indeed hold all of the strengths and wonder of each branch of selling ever while also simultaneously presenting the planet with new ways of approaching and searching at marketing and the way it can become bolder and stronger through consistent attention to detail and ongoing transformation over the years. Over the years, the whole world has been through many great innovations and transformative eras in its time.

Conclusion

Almost every industry has been greatly changed under the load of numerous powers of invention that have gone on to make the planet because it continued to show, within the given advertisement and marketing industry, the raise of digital marketing is without a doubt one among the foremost important power of invention today. Now that the planet is trading with the autumn out of Covid 19, the role of digital marketing become even more important again.

Digital marketing presents the last word opportunity for businesses and consumers alike to still engage within the ongoing transformation of the industry during a way that's safe and thus as protected as possible. While other innovations have lost their footing within the exceedingly uncertain circumstances of COVID-19, digital marketing has risen to the challenge, proving time and again that it's an invention which will last the space. Hopefully, this is often just the beginning.