

Impact and Challenges of Digital Marketing during Covid-19 Pandemic

Reem Zaheer Khan¹, Haque Nawaz²
Department of Computer Science,
Sindh Madressatul Islam University Karachi, Pakistan

Abstract— In this paper, the impact and challenges of digital marketing are discussed during the unexpected Covid-19 pandemic. Its effect and drawbacks are something to management during the covid-19. The digital marketing strategy is adopted to manage the work online and survive with safety precautions. Technology carries both negative and positive impacts on society. Still, during the pandemic, the digital marketing tools and management were effective and helps in moving lives as normal as the new norm. Digital marketing has gained a lot of profit in terms of online business, small or big entrepreneur to excel also in the advertising market does so well. In society, the covid-19 fear has brought a lot of culture change, and the way of greeting and meeting virtually has become normalized in recent times. It is a known analysis that the impact of digital technology marketing has its tremendous impact, which has shown on the companies, organizations. During the covid-19 pandemic, digital marketing has reached its growth charts. It has gained profit in the technological field throughout the globe.

Keywords-- Digital Marketing, Covid-19, Pandemic, Technologies, Impact, Challenges.

1. Introduction

The year 2020 has been an unusual year for the world as the coronavirus virus took it. Coronavirus's first case was identified in December 2019. That is why it is also called covid-19. Since then, it has affected the world very badly and continuous to do so. During this whole pandemic, the world went digital completely as people were advised to stay home, maintain social distances and avoid the crowd as health was prior of every nation and nobody can put one at risk. But besides covid-19 world needs to keep updated with the latest news and the situation going on around; also business, industries, companies, education institutions, offices, and most importantly, hospital and health care centers were essential to be operated and open as schedule most of the organizations and companies. Education institutes opt for digital online work and study during this pandemic situation, as the countries cannot want to afford any kind of mishap and loss. In these crucial times, digital mediums and platforms were the best options to continue the regular work for safety and health reasons. Digital marketing has played an immensely important role all over the world. Recently

the globe has experienced a digital transformation for the majority of the workplaces. With the term social distance, it has become very important to maintain distance and work in such an environment. So for that work from home many organizations, education institutes, company's employee have switched to digital platforms software's like zoom, Google Meet, MS team to work with convenience as this software provides features online video meeting and conferences. As many users have been shifted to these platforms, the reports generated that profit increased up to 78% of a Zoom video conference. Also, it has been estimated that the time user spends on online software and social sites is 2 billion minutes every day around the globe. All of these aspects and changes were rapidly occur during the pandemic. The first case of coronavirus was detected in the year 2019, but and since the number of cases increased rapidly not only in China but lately, the virus was spread all over the world. The field of technology has been an immense help during this covid-19 pandemic, and so digital marketing has contributed a lot in awareness, advertising, education, economically, and a lot of others.

2. Literature Review

The behavior of digitalization has come with many advantages and good sources for the world along with good benefits. It has also come along with many challenges and difficulties to tackle the situations and workspace. Digital communication has changed a lot in the past few years from 2009 and has been evolving daily depending upon the need and task to be performed. Research has been done so much on digital marketing that it has become a very important part of everyone's life these days[1] as the research has shown that digital marketing is a substitute method of communication in the form of technology that attracts a huge amount of mass within some minutes. That has made a business much easier for the owner to publish, to sell, to spread awareness, to build an audience, to grow, and not just that it has made it very easy for the entrepreneurs, small or huge, to make profits grow as a company and provide services to people through the screens of their gadgets [2]. So with that revolves around the globe, it requires some particular management or system that holds and controls this technology, uses digital platforms, and keeps update the reports[3].

It requires the collaboration and cooperation of the company to build the system and stand as a team to lead each department equally so the hurdles that are faced can be solved as soon as possible[4]. Teamwork always has a key in the field of the computer technology world. The Digital era has reported the combustion of online and physical characteristics that work for the system and the system[5]. Digital marketing has a very strong impact globally, and it is a very powerful tool for bringing change in society. The change can be negative and positive. A change can make a society or destroys a society[6].

Digital platforms have been introduced since the early 90s, but the importance and growth have taken place in the last two decades. But the growth and average usage of digital marketing ha increased during the covid-19 period. Digital marketing has been beneficial for both the marketer and the buyer. It has made the ease in life[7].

As coronavirus has its immense effects on human lives, and around 70% of the planet has been covered with

the virus where it has affects the overall world economy and other health issues, education, and other all official and unofficial work. It has blocked all the trading from the other countries and has stopped products import and export that has which has been a big loss to the country individually [8]. In some of the surveys, it shows that the companies have stopped their digital marketing approaches for some time due to the lockdown and health priority issues. And gradually, the outcome shows that the company's organization and businesses have shifted to online strategies and increased the online traffic[9]. It has shown that digital marketing does not show the instant solution. It takes a long period to showcase the result and progress, which shows the profit and average margin. And this has been very hard to maintain such continuity of work with assuring employees and staff members[10]. And with that such difficulty to achieve goals and targets in the business. The major problem which the organization and management have faced is the strategy of digital marketing, which leads the online system and tries to overcome the gap of lockdown period. Since the last year of 2020 has been successful to some extent to manage the world online and can contribute to the country's economy[11].

Digital marketing is a very flexible method to gather many masses and audiences towards a particular product or service. Keeping in mind the current situation of the coronavirus is very sensitive, and implementing such a digital marketing strategy seems not possible. Still, a big challenge for the whole nation to understand the management and working method of an online system[12]. The strategy focuses on the understanding of the people's minds and requirements of the product according to the trend. The feedback and questioning options help a lot in improving the selling method and also to enhance the detailing of the product[13]. Another is to understand the audience's interest in the service or product and to keep moderate cost-effective and should be reasonable to the audiences. Digital marketing helps create traffic and views on the product; also, it attracts the audience to look at once to the product[14]. These strategies are successful in creating more chances for the owners and organization to get more improve in digital marketing.

The effect of digital and physical relations has always been part of the documented area since early 1900.

Still, this relation has enhanced during the covid-19 pandemic as the growth of use is rapidly increased[15]. People of different professions primarily in the medical, education sector. The review of the paper indicates that the use of technology by humans has been a multilevel model knowing the current situation of covid-19 [16].

After reviewing the business scale in 2017, the analysis is observed that a digital marketing strategy is needed. For applying such a strategy, various digital platforms and tools were explored for implementation and comparison. The paper advises approaching the practical surveys to analyze the techniques which worked for businesses growth [17].

3. Objective of the research

The research aims to study the changes that have been made by the impact of digital marketing during the covid-19 pandemic. Also, we will study the significance of digital marketing role during the covid-19. Along with some other factors that are discussed in the paper are:

1. Challenges and opportunities have been faced all over the world.
2. The concept of online digitalization work and education also others.
3. To understand the benefits of digital marketing during such crucial times of the covid-19 pandemic.

4. Scope of the research content

The study relatively develops the role of digital marketing on the globe and how compact the world has transformed into globalization. The future of digital marketing platforms is profound and more experience than ever before. Technology has always been the rescue to major situations like the virus spread, and health safety is prior. With the impact of digital marketing, it has shown the result that working online can be a more flexible and goal-oriented option. While with the challenges, it has been concluded that more it can resign or what changes are needed to make the solution more reliable, easy to manage, and effective.

5. Methodology

The transformation of digitization has a very significant role during the quarantine time when the world was forced to take care of the health and precautions frequently, so during this whole covid-19 pandemic, the concept of online working and adaption of digital platforms has rapidly changed the scenario of the workspace as well as the education system. People have learned to work online and learned telemarketing through digital marketing. Every company, organization has adapted the digital concept to work online. Initially, the companies have made their employees and staff learn the method and work on online system procedures as covid-19 was an uncertain situation for which nobody was prepared. Organizations, companies, industries, and other sectors have experienced many challenges, changes, and opportunities during covid-19. People have implemented the system as soon as possible to resume work and education again, considering maintaining social distances and making health prior. People have shared their private space into both workspace and comfort space. People have turned their homes into half of the offices as work from home was the best option for continuing work with health safety. The management of different companies and organizations had to go through redesigning of the schedule and management system just to achieve the goals, do not face the downfall, not waste time and resources, and avoid difficulty with the digital technology.

Digital marketing is the way advertising and spread awareness through social platforms which use the technology. It is implemented with planning and strategies and lots of other paperwork to put out social platforms. Digital marketing in itself carries vast categories that lead to different fields in itself, which are content marketing, Micro-Video marketing, Search Engine Optimization, search engine marketing, Social media marketing, Influencers marketing, E-commerce marketing, email marketing, etc. The digital was very well known since the 1990s and got more recognized in the late 2000s, but the covid-19 pandemic has accelerated the growth in the digital marketing business. People being quarantine in homes and completely locked down has made the users rapidly transfer to digital platforms. The above marketing categories have been used not only for work,

education, health awareness purposes but also for entertainment purposes as people were just staying home, and the lockdown was all over the country.

6. Problems faced during Covid-19

The unexpected pandemic period has made the world miserable, and of which the globe was not prepared. In the name of health, every next important work has been stopped, and the big losses came into existence not only in terms of health but also as economically and education-wise. The devastating problem was faced not only by the organization but also by the small forums, companies, societies, and general people. And so the problems were clear as the longer the lockdown, the more problems standing. The pandemic has made in deep thinking of how to overcome such problems? How can we collectively come up with the solution keeping all the health safety priorities and protected from this covid-19?

And so, the use of technology and all other mobilize resources came to the rescue during the covid-19 pandemic. And in history, for the first, the globe was transformed on digital technology. As we all are in this pandemic together and cooperating in these crucial times, the biggest and foremost challenge was to educate about the online system while working at the same time. But every employee and staff member came together to build new online management on different digital platforms and achieve such goals for a particular sector. Some of the areas took a little longer time to understand the digital system and also to understand analysis and outcomes of profit. Digital marketing during the 2019 pandemic has involved a lot of researches and analysis about the online working method and recorded the use of digital platforms. Many people were involved, and so many problems were faced during the transformation of digitalization. The problems that occur were creating an environment of work at home that too with family. Also, to keep mental focus and balance both work and home at the same time. The other basic problems were the lack of resources in a country like Pakistan, which is underdeveloped yet very developed. However, the basic necessity of life is still varying from area to area and time to time. It was not only a physical change but also a mental challenge as people were under high pressure of workload and to manage everything on

their own for surviving the business. The pandemic changes in the work environment also affect the mind, which lately reflecting the work-family conflict, which affects the environment of the house. During this coronavirus, it has stopped all the primitive work and printing and established because of this all the printing business and publishing was facing setback and was digitally accelerated.

Using digital technology has mostly negligible health effects. Technology comes with lots of advantages, but at the same time, it carries its disadvantages. One of these disadvantages is affecting on health which is probably not visible earlier, but lately, it will show its effects. The majority of the technology involves using mobile phones and other gadgets with the internet. In 2019 it was estimated about 4 billion people used internet services around the globe.

The use of network services became higher and higher as the charts with the demand of shifting on remote

7. Tools and Technology

Digital marketing is used to gather a huge amount of mass in less time frame and can spread words easily within minutes. The brand companies set the target to specific sectors for the consumer who can attract the product or know the details about it. For this matter, various social platforms are beneficial enough to provide such advertising and product or service. It reaches the audience in very little time. Digital marketing and virtual communication have become part of our society and now has been a very normal system to be considered for business as well as for education. The year 2020 has taught me to work from home and not stop from doing the regular work considering the safety of health of their employees and other contacted people. The pandemic of 2019 has made the system more dependent on digital tools to spread and gather information and data.

Digital platforms offer different applications and sites to increase online traffic; it has created more chances to grow business and economy during times of pandemic. Most of the country's analyses on their social media, focusing on digital media platforms like Facebook, Instagram, Twitter, Whatsapp, and other social platforms was compared in the years 2019 and 2020 where there a massive ratio difference of usage of

digital platforms which was carried out during Covid-19 pandemic. In the healthcare sector, digital communication has been the biggest approach among all the staff and patients and also with the third person. There have been proper guidelines about digital marketing tools and technology in different sectors in the country. It has been more than convenient to adopt this digital option considering health safety during the pandemic. During this pandemic, many businesses, both small or huge, have to shift to digital marketing, and many people are unaware that how to use digital technology.

Many of the people have started their online education classes for educating that on how to use and get skills on digital marketing and digital tools and platforms for earning purposes as well as for learning purposes.

Now the strategies which have contributed to the technology world during the pandemic have their benefits. The companies and organizations have built such strategies which surely get the desired result to achieve their goals as expected. For these, digital marketing has different separate platforms, which works great in marketing, campaigning, trading online, advertising, and others. The tools frequently used in digital marketing include email marketing, social media platforms marketing that includes Facebook, Twitter, Instagram, WhatsApp, Telegram, and some others. Also includes content marketing, advertising marketing through different websites, video marketing, search engine optimization (SEO). However, it is important to evaluate these tools first to be used for further procedures and observe how digital marketing is going to accelerate during these tough times of covid-19. To improve and enhance the capabilities, it is important to integrate digital and traditional marketing for better results.

It is also necessary to set up channels for digital marketing and for social platforms where activities tend to happen, which helps in engaging more audiences. Then another step is an investment, investment in digital marketing needs to be done when good overall analysis of the business, either small or big company that attracts different kinds of audiences. The detailing of the product and description should be done properly so that audiences can develop their interest to click on such ads or campaigns. The given

data is the secondary data percentage which shows the strategy adopted by the organization

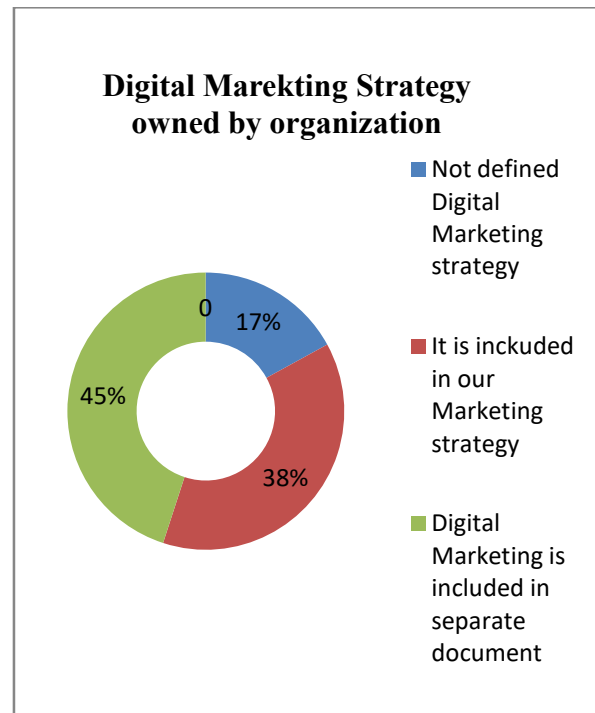


Fig 1. Digital Marketing Strategy owned by organization charts

8. Impact of digital marketing during the pandemic

The unexpected spread of Covid-19 had a very worst impact globally, as all the activities, official or unofficial was affected during the lockdown. So the digital marketing came into action as this was the only medium left for lifting the world and getting through this coronavirus. Digital marketing medium was the fastest and the safest medium to resume work even during the lockdown. The following are the impacts that enhance off-field digital marketing.

8.1 Increased more involvement in social media and Marketing:

During the Covid-19 outbreak, the lockdown and the shift of work from home results in a lot of free time, which people probably spent on social media, and in this way, engaging with social marketing has increased,

which has helped the online marketers during the covid-19 pandemic.

8.2 Key Performance Indicators Analyses value:

Digital marketing is based on analytics and Key Performance Indicators (KPI), which measures the efficiency and effectiveness growth of digital marketing. But, the covid-19 pandemic has decreased the value of performance and focus on consumer satisfaction value.

8.3 Demand for more video content:

As the revolution has made the internet so cheap that the majority of the people get the source of entertainment from the internet. So the demands for more video content have increased to spent their free time watching some videos, movies, etc. The platforms like YouTube, TikTok's, Snack video has tremendous growth from the last year. Also, the advertising companies have grown their business by creating micro-videos for advertising their services and product on social media, which has a huge impact on audiences.

8.4 Increased the A.I. Chat Bots importance:

As the people were in quarantine and also unaware of the viral virus information about symptoms and what precautions need to be taken, so A.I. chatbots were very helpful during the pandemic to answer such queries about health-related issues, not only in the health sector but also the other online activities dealing through chatbots. The work from home also adopted the A.I.-based chatbots to get through the information of a particular organization, company, or any educational institute. These chatbots provide the basic information, and during the pandemic, results show that chatbots have increased and were proved to be virtual human assistants.

8.5 Growth in Product Search among users:

Since 2020 beginning the people have been in quarantine period and lockdown, so the pressure on online marketers and entrepreneurship has increased as the people have moved to online shopping. So the search for products and services also increased among social media users. Spending most of the time researching about the product has made the marketers

maintain the online business reputation and to keep up to date, be responsible for effective business growth.

8.6 Increased demand of O.T.T platforms Content:

The pandemic lockdown period has made many people terrible and want to escape from the free amount of time. For to divert the mind, more content creation platforms came into the limelight for entertainment. The most famous O.T.T platforms are Netflix, Amazon-Prime, Zee5 have gained much profit during the covid-19 lockdown, which has contributed to the digital marketing business.

9. Post Covid-19 Digital Marketing Future

The overall impact of digital marketing in Covid-19 is positive and has been helpful in one way or another. But moving towards the post-covid-19 years and entrepreneurship have responsibility even after the pandemic ends to maintain the reputation and to check on every detail possible of the selling product as this pandemic was the opportunity to enhance their business skills and business as well.

The pandemic has made people divert their attention to the online company, and the companies have gathered good responses and evolution in terms of customer quantity. In the future, these companies have to hold this engagement of audiences and being responsible even after the pandemic is over.

Another aspect is to keep holding the reputation as the huge amount of time is spent on the internet on different social media platforms during the covid-19 lockdown, and many online activities and marketing take place. Digital media marketing has its negative impact as well, and to avoid such mishaps, it is necessary to be careful about putting the details out of the product as social media is a sensitive platform as well.

The biggest challenge after post-covid-19 is to keep people engaged, maintaining the customer quantity and growth in the charts of web traffic. As after world gets back to its normal routine, it would be difficult for marketers to continue to do so by creating digital content more attractive and more informative.

10. Results and Discussion

As we are still in the sixth layer of Covid-19 and still analyzing the pandemic situation from different perspectives, the sector, including business, education, health, environmental, and others, is highly effective. Also, societal change has brought a lot of culture change, and the way of greeting and meeting virtually has become normalized in recent times. It is a known analysis that the impact of digital technology marketing has its tremendous impact, which has shown on the companies, organizations. During the covid-19 pandemic, digital marketing has reached its growth charts. Digital Marketing has gained profit in the technological field throughout the globe.

11. Conclusion

The pandemic has taught us to be smarter than ever to be prepared to run lives even in the lockdown. Technology has become stronger as people are now more skillful, experienced, and prepared to manage the system online and survive on digital media. Digital marketing has several features and characteristics which is used for different purposes. Technologies are to facilitate the human by responding to the query and performing particular tasks. Digital marketing contains a variety of digital tools for branding and marketers to apply to business strategy. Even during the pandemic lockdown, people have shifted to digital platforms to make such activities normal.

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