

STRATEGIES TO REVITALIZE THE BUSINESS THROUGH DIGITAL MARKETING IN THE POST COVID-19 ERA

Abstract

Marketing is a restless, changing, and dynamic business activity. Marketing activity has dramatically changed during the Covid-19. Cohesive networks and customer service are more critical than ever in the current setting, as non-essential companies are shutting doors to stop the spread of Covid-19. This meant that both marketer and consumers had to turn to digital reality overnight. The Covid-19 has forced the businesses for the ultra-rapid development of digital technology, and it has an enormous challenge to keep track of those developments and to use them advantageously during this crisis. The purpose of this paper is to discuss and deliberate the strategies in digital marketing in the post Covid-19 era. The use of digital technologies during and post Covid-19 becomes an integral part of the modern marketing strategy, which allows to optimize the costs of organizations, initiate the reengineering of existing business processes by maximizing digitalization. In the post-Covid-19 era, every business wanted to grow again quickly which leads to confirm that this is a great opportunity for the field of digital marketing to thrive. The corporate companies opened up their eyes by using new and advanced technologies to capture the lost market. During this time of crisis digital technologies is helping companies to generate more revenues and to run their business with the help of digital marketing. The mind set of people in using digital platform during Pre-Covid-19 is entirely different from the current situation. Consumers are actively rebalancing their digital lives to protect their wellbeing. Post Covid-19 teaches the customer a behaviour change, the companies need to understand the current situation while developing for the digital marketing strategies. Companies need to take advantage of opportunities in this crisis and offer better product and services that delight the customer in the Post Covid-19 with various digital marketing strategies.

Keywords: digital marketing, Covid-19, strategies, digital technology, business

Introduction

The world is now online, Digital, mobile, and social media have become an indispensable part of everyday life for people all over the world. More than 4.5 billion people now use the internet, while social media users have passed the 3.8 billion mark (Hootsuite, 2020). Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to Covid-19. Such changes, including the internet, have forced today's marketing executive to become more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing (Bala & Verma, 2018). Out of all modern marketing tools, digital marketing channels and social media becomes the most whispered, interactive, and essential. Any effective marketing campaign will include them in its strategy (Mandal & Joshi, 2017). Digital marketing is act of promoting products and services with the help of digital devices or technology. Digital marketing is often referred to as online marketing internet marketing or web marketing (Cherukur & Priya, 2020). Digital marketing can be termed as an approach, a strategy, or a branding and marketing exercise, by the use of digital platforms, as the name suggests. Digital Marketing is the development of brand, product, or service online. Digital marketing has grown rapidly in the past few years as more and more businesses are realizing the importance of a good online presence. (Mandal & Joshi, 2017). Digital marketing is based on ever-growing and rapidly changing technologies (Al-Ababneh, 2020).

Literature Review

1990s was the year when digital marketing was first introduced. This was the time when internet was introduced, and development of Web 1.0 was under process. Web 1.0 use to allow users to find the information they are looking for, but it didn't allow them to share that information over the web. As at that point of time the use of internet was not that much popular as people were still unaware of this term and considering this the marketers were still unsure of the use of digital platform. The digital era started in the year 1993, In the year 1996 when World Wide Web came into existence on the very first year Yahoo received about 1 million hits. Looking at this company's state to optimize their websites as they see a lot of change in the digital market space and to increase their search engine rankings. It was the year 1998 when Google was launched. To compete in the digital market Microsoft launched the MSN search engine and Yahoo come up with Yahoo web search. After the launch of all these two year down the line all the small search engines were wiped out or left behind and all the control was taken over by these big companies. Web 2.0 was introduced which allow the people to interact with other users as well as other businesses, people were becoming active users and started to contribute in the digital platform. Internet was also known as 'super information highway' by this information volume also increased and use of digital marketing also increased and internet advertising also increased. (Dwivedi & Nath, 2020).

The Internet is providing companies to new channels of communication and interaction. It can create closer and yet more cost-effective relationships with customers in sales, marketing, and customer support. Companies can use the internet to provide ongoing information, service, and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases (Mandal & Joshi, 2017). Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, et al, 1996). In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Koiso-Kanttila, 2004).

In the digital world, the evolution of uses should lead to the appearance of new practices in marketing; there is a strong interweaving between technologies, use and marketing. This interweaving is relatively complex but demonstrates the dominance of technology on marketing. Indeed, it is above all the increasing speed technological evolutions linked to the "Internet" ecosystem which influences user's behavior, and, thus, allows or forces business to evolve and implement new practices in their marketing (Adnani & Hamou, 2020). As we see in the current scenario digital marketing has shown more growth opportunities which can help the business to grow. As we see now a day's more than 180 million people have smartphones and have access to internet are all are active on social media platform therefore it's a huge tasks for the digital marketers to understand the behavior of their customers (Dwivedi & Nath, 2020).

Purpose

The power of the traditional marketing tools and communication is diminishing, and technology is changing the context of and practice of marketing: marketers are increasingly forced to operate in a complex and changing world. The Marketing becomes increasingly digital and continuous technological developments present marketers with new challenges and opportunities (Bala & Verma, 2018). Now for the past one year the latest coronavirus is spreading at such a high pace that it is difficult to determine as to when it will end. We have learnt a lot on how to adapt to a new reality and way of working (and life, given reduced lock-in constraints) by means of online meetings with colleagues and researchers, and obviously also by means of online teaching. The massive and profound upheaval of the Covid 19 pandemic would have a multiple impact on marketing discipline (Alshaketheep, et al, 2020). After Covid-19, customers, communities, and organizations will undoubtedly reassess these ideologies and goals critically (Anwar & El-Bassiouny, 2020). Can

a pandemic provide marketing directors and researchers with ample shock to challenge their businesses and their own core strategies and underlying ideologies? (Alshaktheep, et al, 2020). The Covid-19 has forced the businesses for the ultra-rapid development of digital technology, and it has an enormous challenge to keep track of those developments and to use them advantageously during this crisis. The purpose of this paper is to discuss and deliberate the strategies in digital marketing in the Post Covid-19 era.

Methodology

The paper is built on the analysis and synthesis of scientific literature which enables to describe the phenomenon of digital marketing and its strategies in Post Covid-19 era and what is happening in the business world. Desk Research technique was conducted for this study. Literature review which it is composed by secondary data, being the base of this study. It consists of the examination of mainly academic research, books, reports, journal articles and relevant published resources related to digital marketing.

Discussion

Covid-19 has created many problems to human, one such problem is economic downturn. Many corporate companies were affected and lost business across the globe. Pre-Covid, marketers are driven to maximize their customer interest effectively and efficiently by means of consumer loyalty, market / customer share, and customer equity. The global economy has been seriously affected. Covid 19 initiatives have diminished the impact of austerity programs, shut down entire markets, forced companies to migrate almost completely online and dramatically changed the essence of consumer spending. The Covid 19 crisis seems to have massively exacerbated the changes, and the planet after the pandemic is going to experience several wounds that heal needless scarves (Alshaktheep, et al, 2020).

The corporate companies opened up their eyes by using new and advanced technologies in order to raise its standing as it is seeking out decentralized decision-making to increase its productivity. In these times, all companies should make this change as quick and as effective as possible as this can greatly affect customer and industry behaviour (Theep, 2021). The development and emergence of new innovative tools that significantly optimize work and increase efficiency are characterized by a high level of interest among top management of organizations in connection with the need to achieve strategic goals and strengthen competitive positions in the market. In the innovations of our time, digital technologies are highlighted, are widely used in various types of economic activities and act as a driver of intensive development (Al-Ababneh, 2020).

The digital environment provides organizations with the use of several strategies so that they may reach their objectives, concerning both sales increase and brand promotion (Crescitelli & Freundt, 2013). The use of digital technologies in business not only expands the possibilities of communication with the target audience, but also increases the level of conversion in general. The high level of competition in global markets determines the top management of organizations to search for the optimal combination of various digital tools for maximum results (Al-Ababneh, 2020). Since it deals with something dynamic, digital marketing enables the choice of the strategic action to be changed in real time, and it can change the actions' direction in order to adapt to the target audience's engagement concerning the campaigns performed (Wymbs, 2011). Digital marketing aims to change the modification of communication activities (Al-Ababneh, 2020). However, more important than understanding the target audience's behavior is to make the right choice concerning the strategy to be used, and understand whether the message that is sent out is reaching the consumer the way the organizations expect it to (Felix, et al, 2017).

During this time of crisis digital technologies is helping companies to generate more revenues and to run their business with the help of digital marketing. Digital marketing tools to be used by companies in order to boost their marketing, it also helps and supports other marketing activities of the companies and helps to reach the right customer at the right time and at right place. Companies are able to earn more revenues via digital medium (website, social media). But still there are firms who are not fully converted into digital they still prefer traditional marketing methods in order to launch their products and reach their audience (Dwivedi & Nath, 2020). To attract and retain

customers, companies in modern conditions use both traditional marketing strategies and digital marketing tools (Al-Ababneh, 2020).

The mind set of people in using digital platform during Pre-Covid-19 is entirely different from the current situation. People don't necessarily want to be cut off from the internet. They just want a better relationship with it. So, consumers are actively rebalancing their digital lives to protect their wellbeing. With openness around mental health driving conversations around emotional wellbeing, self-care is having a moment. And, within this narrative, technology, in particular social has been reframed as public enemy number one. In the face of always-on notification fatigue, there's a sense that our everyday overuse feels unhealthy. As people grow increasingly fatigued with having to perform online, the open feed feels less important than ever. People are using closed communities as safe spaces. It's long been accepted that people are put off by lengthy content online. (Think Forward 2020, 2020).

In the post Covid-19 era, every business wanted to grow again quickly, but at this time it is difficult for customers to recognize and care about their products. And this is when every company needs digital marketing, so company can partly confirm that this is a great opportunity for the field of digital marketing to thrive. Catching up with the new trend of the market as well as customer psychology, many businesses have developed interactive marketing campaigns on the internet digital marketing. (Tien, et al, 2020). Post Covid-19 teaches the customer a behaviour change, the digital marketing companies need to understand the current situation while developing for the digital marketing strategies.

The key elements of digital strategy involve revisiting and aligning the main thrust of the marketing strategy in an online context. Companies should think about the digital marketing mix, how to provide differential value to customers through varying the 4Ps online through Product, Price, Promotion and Place and how can you add value through service. The best digital strategies can fail if the execution is poor search, social and email marketing and creating a persuasive web design are classic examples of this we see daily (Chaffey & Bosomworth, 2013).

Conclusion

The whole world is going digital, there is no contestation, the most powerful companies are deeply digital. Effective use of Digital Marketing strategy will attract a large number of customers. Digital Marketing provides us all solutions, for us to choose and find our own solutions to reach out and make them make purchasing decisions (Tien, et al, 2020). Digital marketing is a helpful tool for the companies during and post Covid-19 pandemic. Using digital marketing to sell products and services, for improving brand image, and helping companies to generate revenues through digital channels. Companies need to take advantage of opportunities in this crisis and offer better product and services that delight the customer in the Post Covid-19 with various digital marketing strategies. There is a necessity to build a digital transformation strategy to achieve company global objective in Post Covid-19 era.

Reference

1. Adnani D. N., Hamou N. State of play of digital marketing and digital transformation // *Strategy & Development Review*. 2020. Vol. 10 (1). Pp. 138-155.
2. Al-Ababneh H. A. Modern Trends of Digital Marketing Development in the World // *PalArch's Journal of Archaeology of Egypt/Egyptology*. 2020. Vol. 17 (8). Pp. 121-139.
3. Alshaketheep K. M., Salah A. A., Alomari K. M., Khaled A., Jay A. A. Digital Marketing during COVID 19: Consumer's Perspective // *WSEAS Transactions on Business and Economics*. 2020. Pp. 831-41.
4. Anwar Y., El-Bassiouny N. Marketing and the Sustainable Development Goals (SDGs): A Review and Research Agenda // *The Future of the UN Sustainable Development Goals*. 2019. Pp. 187-207.
5. Bala M., Verma D. A. Critical Review of Digital Marketing // *International Journal of Management, IT & Engineering*. 2018. Pp. 321-39.

6. Chaffey D. Definitions of E-marketing vs Internet vs Digital marketing // Smart Insight Blog. 2013.
7. Chaffey D., Bosomworth D. Digital marketing strategy // Smart Insights. 2013.
8. Cherukur R. B., Priya V. P. A Study on Impact of Digital Marketing in Customer Purchase In Chennai // Journal of Contemporary Issues in Business & Government. 2020. Vol. 26 (2). Pp. 967-973. doi:10.47750/cibg.2020.26.02.136
9. Crescitelli E., Freundt V. A. Métricas de comunicação de marketing offline e online // Revista FSA (Centro Universitario Santo Agostinho). 2013. Vol. 10 (2). Pp. 1-25.
10. Dwivedi R., Nath P. Digital Marketing: Disruption, Expansion and its Impact on Businesses // Parikalpana: KIIT Journal of Management. 2020. Vol. 16 (1/2). Pp. 25-43. doi:10.23862/kiit-parikalpana/2020/v16/i1-2/204554
11. Felix R., Rauschnabel P. A., Hinsch C. Elements of strategic social media marketing: A holistic framework // Journal of Business Research. 2017. Vol. 70. Pp. 118-126.
12. Hootsuite. Digital in 2020. New York: We are Social. 2020.
13. Koiso-Kanttila N. Digital content marketing: a literature synthesis // Journal of Marketing Management. 2004. Vol. 20 (1-2). Pp. 45-65.
14. Mandal P., Joshi N. Understanding digital marketing strategy // International journal of scientific research and management. 2017. Vol. 5 (6).
15. Parsons A. J., Zeisser M., Waitman R. Organizing for digital marketing // McKinsey Quarterly. 1996.
16. Theep K. M. KIA. Digital Marketing during Covid 19 // Jordanian Viewpoint. PalArch's Journal of Archaeology of Egypt/Egyptology. 2021. Vol. 18 (4). Pp. 167-193.
17. Tien N. H., Ngoc N. M., Anh D. B., Huong N. D., Huong N.T , Phuong T. N. Development opportunities for digital marketing in post Covid-19 period in Vietnam // Development. 2020. Vol. 1 (5).
18. Think Forward 2020. New York: We are social. 2020. URL: <https://wearesocial.com/uk/thinkforward-2020>
19. Wymbs C. Digital marketing: The time for a new "academic major" has arrived // Journal of Marketing Education. 2011. Vol. 1 (33). Pp. 93-106.

М. Субраманиан, Аль Х. Мохаммед

СТРАТЕГИИ РЕВИТАЛИЗАЦИИ ВИЗНЕСА СРЕДСТВАМИ ДИДЖИТАЛ-МАРКЕТИНГА В ПОСТКОВИДНУЮ ЭРУ

Аннотация

Маркетинг – это постоянно меняющаяся, динамичная сфера деловой активности. Маркетинг резко изменился во время пандемии Covid-19. Сетевое взаимодействие и обслуживание клиентов являются более важными, чем когда-либо, в нынешних условиях, поскольку многие компании вынуждены закрывать свои двери, чтобы остановить распространение Covid-19. Это означает, что во время пандемии и после нее как маркетолог, так и потребители должны были в одночасье обратиться к цифровой реальности. Covid-19 вынудил бизнес к сверхбыстрому развитию цифровых технологий, и перед ним теперь стоит важнейшая задача шагать в ногу с изменениями в диджитал-сфере и выгодно использовать их во время этого кризиса. Цель этой статьи – рассмотреть стратегии цифрового маркетинга в эпоху после Covid-19. Использование цифровых технологий вовремя и после Covid-19 становится неотъемлемой частью современной маркетинговой стратегии, которая позволяет оптимизировать затраты организаций, инициировать реинжиниринг существующих бизнес-процессов за счет максимальной цифровизации. В постковидную эпоху каждый бизнес стремится к быстрому восстановлению и росту, что создает плодородную почву для развития сферы цифрового маркетинга. Бизнес-организации обратили свои взоры на новые передовые технологии, чтобы захватить потерянный рынок. В это кризисное время цифровые технологии помогают компаниям получать больше доходов и вести свой бизнес с помощью цифрового маркетинга. Мышление людей, использовавших цифровые платформы в период до Covid-19, полностью отличается от нынешней ситуации. Потребители активно перестраивают свою цифровую жизнь, чтобы защитить свое благополучие. После того, как

Covid-19 подтолкнул клиента к изменению поведения, компании должны понимать текущую ситуацию при разработке стратегий цифрового маркетинга. Компании должны обратить себе на пользу вызовы этого кризиса и предложить лучшие продукты и услуги, которые порадуют клиентов после Covid-19, с помощью различных стратегий цифрового маркетинга.

Ключевые слова: цифровой маркетинг, Covid-19, стратегии, цифровые технологии, бизнес.

УДК 339.1

A. M. Talaat

WOMEN'S ENTREPRENEURSHIP IN MIDDLE EAST

Abstract

Women's entrepreneurship is a phenomenon of the twenty-first century that has gone far beyond developed countries – such as the United States, Australia, Canada, and others – with a strong infrastructure, an established ecosystem, and access to finance. Women are becoming a key part of the growing economy in other areas of the world like the Middle East and Africa. However, some of the main problems holding them back are cultural stereotypes, lack of quality education and access to educational resources. What opportunities do women have to build a career in such conditions? The business environment for women in the Middle East has specific features and characteristics. This article considers the factors that influence the development of women's business in this region. Also, the image of a female businessman in the Middle East and the factors that improve or worsen the situation of a business woman in the Middle East. What characteristics do you need to have in order to be successful in business in the Middle East? What difficulties does a woman need to go through? Will it be gender-based religious and other stereotypes?

The prospects for the development of women's business in the Middle East will also be considered.

Keywords: Middle East, Women, business, stereotypes, development, entrepreneurship.

Introduction

Women's entrepreneurship dates back to ancient times, it is not a phenomenon of the 21st century. Capitalism drew women into productive labor, social labor, prepared the ground and made possible the struggle for equal rights and emancipation of women, who had to pass another stage of the capitalist economic system – the stage of wage labor. The manufactory opened wide access to unskilled female labor. Throughout the manufacturing period, women supplied the world market with luxury goods and basic necessities. At the same time, she worked from dawn to dawn.

A qualitative analysis of individual characteristics was applied, which allowed us to establish the patterns of development and trends of this type of activity in the region. This article analyzes the features of women's business in the Middle East, collects data on business participation and development in this region, and identifies problematic aspects and factors that hinder the development of women's business.

A woman employed in all spheres of the national economy and to this day she is the main productive force. It still does not destroy the spirit of self-expression, diversity of interests and their implementation.

In the Middle East, the business woman combined the roles of the guardian of the family hearth and professional agent. Scientific and technological progress has led to the professionalization of production. Business men and women were in a hurry to acquire the highest educational status - a diploma of graduation, and later a scientific degree. This latest trend has not only brought the chances of men and women closer together, but, for a number of reasons, has given a certain priority to women. This article aims to focus in women's situational because this represent a particular equal gender case. Hutchings et al. (2012) state that it is necessary to analyze the cultural barriers that affect the professional development of women in the Middle East and are governed by the Islamic ethical framework. Likewise, it highlights the role and particular cases where women have contributed to