

## DIGITAL MARKETING IN TIMES OF COVID-19: Suggestions and recommendations



One of the results of COVID-19, is the rigorous change of the digital world. As World Economic Forum had stated in one of its articles<sup>1</sup>, the coronavirus pandemic has caused a drop in advertising spending. More specifically, ad spends were down 9% on average across Europe, with Germany and France reaching the 7% and 12% respectively. In this context, the pandemic imposed a debate on what new considerable challenges were generated in the digital marketing world.

Based on the above, market and digital advertising should consider the following areas to transform in the meantime of Covid-19 crisis:

1. **ADAPT:** Businesses of all sizes are changing their digital marketing strategies to reflect consumer needs and activity. A key example is OLX.PL, the most popular online marketplace in Poland, which had recently introduced a new family of quirky heroes, each assigned a different task that is related to their character and reflects new responsibilities due to the coronavirus pandemic.
2. **CHANGE:** It's likely that you already had a content marketing strategy in place before the pandemic challenge. However, your organization may find that this should be updated. Your organization should change change the theme of your content and trying out something new and exciting. This can be related to new covering topics that interest the youth community. By using analytics and questionnaires you may discover these new trends that you can cover.
3. **COMMUNICATE:** You may keep track of common questions of your audience to understand what they think of you. You can consider using a blog in your web to publish your responses to crucial topics customers are asking you about on a daily basis. In this context, you should review your social accounts and Google reviews daily.
4. **BUILD:** You should identify the goals for your online store in the short, medium and long term. Other core questions may include what is your ideal target audience? What are your top selling products? You may signup to Shopify, choosing a name for your store and register your account. You then proceed with adding your first product to your store<sup>2</sup>.



<sup>1</sup> Li C., Hall S. (2020). This is how COVID-19 is affecting the advertising industry. World Economic Forum. Available at: <https://www.weforum.org/agenda/2020/06/coronavirus-advertising-marketing-covid19-pandemic-business/>

<sup>2</sup> BDC. Adapting your marketing strategy. Available at: <https://www.bdc.ca/en/articles-tools/covid-19/how-to-build-online-marketing-strategy>