

## MARKETING STRATEGIES DURING PANDEMIC

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### ABSTRACT

*The pandemic has isolated and transformed ourselves in a practically unavoidable way. The current pandemic has changed our conduct, our utilization, our lifestyle, however above all else it has influenced the business climate. The current paper intends to emphasize on different marketing strategies that have happened in the lives of the associations and of their promoting exercises because of the pandemic. The thoughts of self-seclusion, independence, self-anti-extremism are terms that made new marketing and publicizing systems that the organizations should embrace on the off chance that they need to endure. The paper brings up a few changes that the organizations attempted to adjust their marketing and promoting message to the current circumstance joined with the requirement for inventive and creative activities and systems need for endurance in a profoundly serious and questionable business climate.*

**Keywords:** *Marketing, Strategies, Business, Pandemic.*

### Introduction

The pandemic has forced changes and difficulties for the organizations and for the marketing professionals, as well as to people in the society. Due to the limitations and restrictions to the business organizations, the business world had to change and adjust their action as per the constraints forced by the pandemic.

The ongoing pandemic has acquired changes in implementing different marketing strategies in numerous fields, however particularly those identified with the experience between the organization and the person, in the disconnected marketing climate. Changes have happened in marketing territories like internet promoting, web based business, online experience items, web-based media and social missions, advertising correspondence, buyer conduct and purchaser morals and substantially more.

### Objectives of the Study

- To understand the successful marketing strategies during pandemic.
- To identify the marketing strategies followed during pandemic.

### Research Method

The methodology of this article is thought, or determined reliant on intellectualize and mirrors the powerful marketing strategies. The primary wellspring of the information is auxiliary.

### Review of Literature

**Harris (2020)**, brought up that "the effect of Covid-19 on the worldwide economy is probably going to be uncommon since the 1930s Great Depression. Thusly, likely the Covid-19 pandemic speaks to one of the main natural changes in the cutting edge showcasing history, which might profoundly affect corporate social responsively (CSR), buyer morals, and essential advertising reasoning". A similar thought is underlined in by Euronews (2020), referring to a source from inside the International Monetary Fund.

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Like Kotler et al. (2018) recommended the fundamental thought behind the promoting idea is the advancement of solid shopper connections and the formation of client esteem. Notwithstanding this, the pandemic appears to have produced a sufficient stun, that the showcasing directors are compelled to adjust their exercises to a post-pandemic culture, driven by independence, self-disconnection, distant working and so on.

### Marketing Strategy

According to Michael E. Porter, "Marketing strategy has mainly one aim to cope with competition .... There are five major and vital forces that decide the nature and intensity of competition the threat of new entrants, bargaining power of customers, and bargaining power of suppliers, threat of substitute products and the jockeying among the existing contestants.... The collective strength of these forces determines the ultimate profit potential of an industry. And the strategist's goal is to find a position in the industry where his company can best defend itself against these forces or can influence them in his company's favour.... Strategy can be viewed as building defence against the competitive forces."

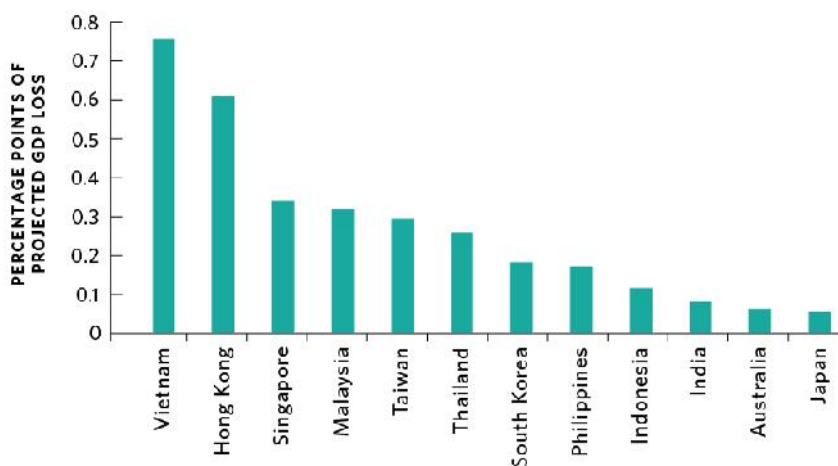
"Marketing strategy is the basic approach that the business unit will use to attain its goals and which comprises of elaborate decisions (strategies) on largest markets, market positioning and mix and marketing expenditure allocation. Moreover, the marketer should take care of the other two strategic aspects, viz., expected environment and competitive conditions while determining the marketing strategy". — Prof. Philip Kotler

### The Effect of Pandemic on Business

The effect of the pandemic on the economy is exceptionally upsetting. Slow development in the market has because of pandemic and affected each person from the entirety of its evil impacts. There was a bigger effect on cordiality, amusement and flight organizations. Greater part of organizations are as yet in the emergency the executives stage, though couple of organizations have begun previously investigating how they can set themselves up on the correct direction for astonishingly out the opposite side. Organizations need to organize the prosperity of staff and business congruity, they need to audit whether their techniques stay flawless for reason. Organizations need to consider course rectification plans taking into account mechanical advances, investigation of developing client and worker conduct, the requirement for authoritative and production network rebuilding.

We have seen a significant huge move on the planet monetary market where the offer market slumps step by step. Processing plants, Restaurants, Pubs, Markets, Flights, Super Markets, Malls, Universities and Colleges and so forth were closed down. People restricted their development because of lockdown limitation and dread of Covid, this affected the economy of the world in general. The worldwide development has been decreased from 2.9% to 2.4% and this could fall as low as 1.5%.

## The Projected Economic Impact of the Coronavirus



SOURCES: CEIC, UNCTD, Natixis

NOTE: This figure assumes that 20 percent of Chinese manufacturing capacity will be closed for one quarter.

### **Marketing Strategies during Pandemic**

- **Identify your Customers**

Advancing customer behaviour because of pandemic has hindered the business development. An away from of what sort of clients managing will assist you with boosting your business execution and which presents to you the most income. Zeroing in on such sorts of client and segment will develop the business. Distinguishing such data will place business in an extraordinary situation to recognize various methods of conveying an incentive to explicit customers.

- **Monetary Management**

During a pandemic, an appropriate appraisal of fixed and variable costs of the business just as the genuine incomes and chopping down certain use is of most extreme significance to acknowledge business development. This appraisal will give an away from of where an organization stands monetarily and help the business in preparing in the current agitated market.

- **A Good Relationship with contracted people**

Easing back business during lockdown made troubles for business in masterminding payouts to sellers/providers because of absence of business. Giving important notification well ahead of time to merchants, providers, landowner's and so forth that there will be deferral in making instalments to them, will assist them with arranging their business in these troublesome occasions.

- **Build up Your Team**

During these questionable occasions a business requires qualified and committed representatives to lead your business and defeat the related difficulties. Remain associated with your workers and keep refreshed about each advancement in the business as representatives depend on it. Continue recruiting experienced experts as more individuals keep on working distantly as they welcome a specialist's knowledge on the business.

- **Assess Marketing/Supply Chain**

During pandemic business needs to put a strong promoting plan and continue exploring showcasing procedures occasionally. Exploiting person to person communication destinations market items/administrations, drive client commitment and construct brand mindfulness. Offer more noteworthy accommodation dependent on the idea of your business and convey the items to client entryway steps. Assess production network to comprehend the potential weaknesses that may influence the business. Make a rundown of crude material providers past first-and second-level providers.

- **Computerized Transformation of Business**

In the Era of digitalization even independent ventures can rival more settled brands and can develop their business during times of moderate development. Business needs to comprehend the significance of advanced change for developing business and move towards computerization to make better outcomes. Innovation will contribute expanded business productivity and will set aside time and cash.

- **Assess Your Competitors**

During and following the pandemic organizations will encounter moderate development. Recognizing principles against which a business can be analyzed and estimating the advancement will assist the business with being more forthcoming. Assessing the contenders will give business development information, which can be utilized to assess the business execution dependent on the business development rate. The fundamental exploration will assist us with learning the procedures different organizations in your industry are utilizing to accomplish income and development.

- **Get ready for the Recovery Strategy**

Organizations need to zero in on the future and devise a recuperation methodology once the pandemic is put levelled out. Remaining on top of things in business will include buying materials, improving the workplace for your staff, getting new shipments and building a solid business culture. Since the standard, worn out working and client assistance practices can be followed organizations need to present more noteworthy readiness and adaptability in their store network.

- **Determine expected purposes of disappointment.**

Recognize the basic cycles or administrations that rely upon the groups or people. Repay people for the basic jobs that need ability aptitudes. Discovering the chance of giving far off working conditions to the representatives to decrease the degree of human cooperation.

- **Consider different dangers**

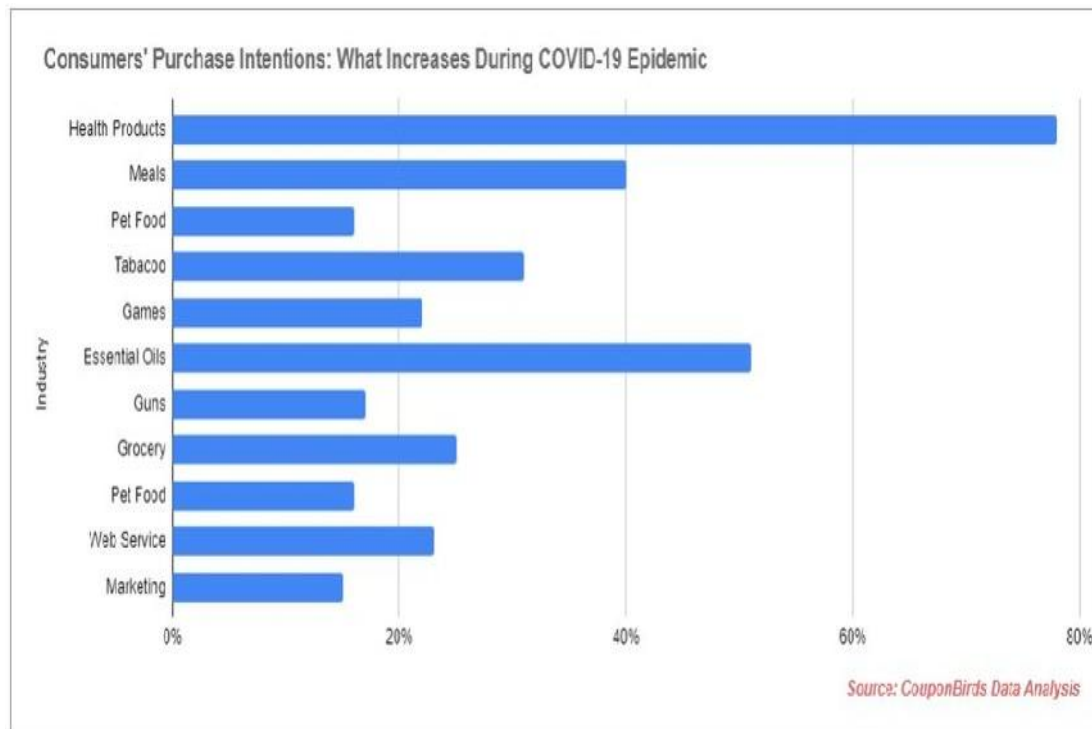
Numerous different dangers that are related with the business faces aren't decreased before the finish of the pandemic yet impact the business. Watch out for such danger and make all the conceivable examination and being prepared to face such hazard should be on top of psyche to the organizations.

**Few Illustrations**

Dabur India Ltd. furthermore, The Himalaya Drug Co. are seeing appeal for conventional items like chyawanprash, its deals across the business developed 283% in June and marked nectar rose 39%, as per Nielsen Holdings Plc. Dabur, one of India's biggest ayurvedic items providers, said its chyawanprash deals flooded 700% from April to June.

Patanjali Ayurved Ltd., the organization related with VIP yoga master Baba Ramdev, likewise revealed high net deals among April and June, as indicated by Brickwork Ratings. In June, the Indian government requested the organization to quit asserting that its "Crown Kit," comprising of three home grown meds, can fix Covid-19.

Nestle India Ltd. — whose moment Maggi noodles are mainstream — saw income grow an "noteworthy" 10.7% in the quarter finished March, driven by deals floods for Maggi, KitKat and Munch, as indicated by Haitong Securities Co. investigators GaurangKakkad and Premal Kamdar.



**Conclusion**

Pandemic has sent organizations turning, with many battling for endurance. Fortunately, nothing is totally lost when an emergency is over instead of taking a moan of alleviation and getting back to ordinary schedules, it's ideal to invest in amounts of energy to improve the organizations for the future and shape the business with the current client needs and request.

In any event, during the typical time nothing will make organizations 100% downturn verification, however actualizing some preventive measures and dissecting approaches to improve can clearly guarantee that organizations endure difficult stretches. Remember that mishaps, disappointments, and emergencies are a piece of business. Everything descends to organizations' capacity to continue on through even the hardest misfortune while never surrendering. Organizations need to think each conceivable way, break down your client needs, keep refreshed with the current market patterns and serious scores, and moving towards digitalization

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