

## ROLE OF E-MARKETING IN POST COVID-19

---

Dr. Prashant H. Bhagat\*  
Ms. Sushma S Ahire\*\*

### ABSTRACT

*Marketing implies the craft of investigating, making, and conveying worth to fulfil the requirements of an objective market at a benefit. At the point when Digital innovation is utilized to present products or administrations to clients, it is called E-Marketing. E-Marketing is utilized by practically every one of the makers/advertisers to impact their objective clients. It is the minimal expense marketing method that arrives at an enormous number of clients. At the point when Covid 19 distressing changes in open approaches were seen everywhere in the world. The government forced limitations on large gatherings, physical business tasks and urged individuals to work from home as much as could be expected. Public policy orders resulted in all the operations being followed at a distance and the Internet become a powerful communication tool. This set out open doors for marketers to associate consumers online only like never before previously. E-Marketing expanded all the more quickly satisfying clients' demand only because of Covid 19. E-Marketing had to face challenges in meeting the customer's demand because of their changed behavior. This paper is made with an endeavor to comprehend, investigate, and feature the effects of Covid 19 on E-Marketing.*

---

**Keywords:** E-Marketing, Covid-19, Public Policy, Social Media, Web Banner.

---

### Introduction

E-Marketing is innovation-based marketing that utilizes computerized advancements like PCs, cell phones, websites, messages, application programming, online media stages, the internet, and others. E-Marketing utilizes online methods and systems to arrive at target clients. There are a great many internet clients that entrance various sites every day by utilizing an assortment of gadgets like laptops, tablets, smartphones, PCs and there is a quick expansion in the number of internet clients. Subsequently, E-Marketing is an internet or online-based publicizing that utilizes internet technology to elevate online messages to clients. A few models are social media marketing, web banner, mobile marketing, and email. It has upgraded direct sales and gives details of the product, its various offers, and promotions persistently to clients. Applying different methodologies of E-Marketing like Search engine progression, online media paid pursuit, and email publicizing has helped with affecting customers and show up at the goal customers. Huge usage of online media and the web has helped with growing E-Marketing in this developing world. It is surveyed that nearly 666millions will be internet customers by 2023 in India which is a sign of prospering in E-Marketing

The Covid-19 spread has constrained purchasers to adjust the online way of life and has acquainted online-based business objectives with First Time Users in the lockdown time frame. A large portion of the clients has changed from malls, shops, and supermarkets to online entryways for purchase

---

\* Assistant Professor, Chetana Hazarimal Somani College of Commerce and Economics and Chetana's Institute of Management and Research Centre, Mumbai, Maharashtra, India.

\*\* Assistant Professor, SNTD College of Arts and SCB College of Commerce and Science for Women, Mumbai, Maharashtra, India.

transactions. The customary method of procurement was radically supplanted by online purchases. As per Adobe report, delivered in April 2021, Global customers are required to burn through 20% more online in 2021 than they did in 2020. This will make more tension on supply ties to satisfy the needs of purchasers. Customers have begun more online purchases than face-to-face purchases. This has driven numerous retailers to close their actual stores and putting resources into online stages.

### Objectives

- To comprehend the idea of E-Marketing.
- To analyze the role of E-Marketing post Coronavirus.
- To analyze the future role of E-Marketing post-Covid-19.

### Scope of the Study

The extent of the study is identified to understand the idea of E-Marketing and to know the role of E-Marketing post-Covid-19 and the future role of E-Marketing post Covid-19 pandemic.

### Research Design

A secondary source of data is adopted for the study undertaken. Secondary data of information are gathered through textbooks, journals, newspapers, magazines, articles, and blogs published on websites.

### Limitations of the Study

- The study is limited to secondary data.
- Generalization of all data is not preferable from this study.
- Time challenge while gathering the secondary data.

### Literature Review

**Dr. Ranjith Somasundaran Chakkambath and Andrew Mathew Jose (2021)** investigated as a part of the examination that how e-marketing affected the buyers post Covid-19. Chi-square tests demonstrated that sex has no impact on picking the online purchase. Online purchase has made it simple for shoppers to purchase at any point of time and from any part of the world. Pandemic made individuals easily available the online arrangement of transactions at a click and has discovered to be all the more simple, helpful, protected, and dependable to utilize.

**Vikram P Balekar (2020)** analyzed what Corona has meant for the economy of India in areas like business, training, and work. The examination featured the status of E-Commerce before Covid-19 and recommended how India could confront this pandemic test and rival China in E-Commerce. Consequently, the examination came to comprehend the effect of the pandemic, its spread in India, its striking and introduced ideas to weaken this situation at different perspectives from web-based exchange to preparing and economy to work.

**Pandey and Parmar (2019)** meant to explore the elements influencing purchaser's internet shopping conduct. The investigation results recommend that purchasers' internet-based shopping conduct is being influenced by a few components like segment factors, social variables, customer web-based shopping experience, information on utilizing internet and PC, web composition, web-based media, situational factors, working with conditions, product qualities, and deals limited time plot, installment alternative, conveyance of products and after-sale administrations are important in internet shopping.

**Orion Market Research Private Limited (2020)** comparable to the effect of Covid-19 on internet-based business market investigates the components which drive the advancement of the online market before the COVID-19 pandemic consolidate strong and reliable improvement of online customers and rising care related to online purchase, extending electronic purchase, minimal expense in view of huge purchase, and so forth . The elements which brought about the expansion of the online-based business area before the Covid-19 remembered development for the number of online customers alongside expansion in the consciousness of online-based shopping items, the offers accessible through mass buy, and so on. The constraining items market and the economies of scale were added factors that prompted the worldwide internet business market.

Post the COVID-19 pandemic, restrictions on large gatherings and remaining back at the house are moreover expected to push the buyers towards internet shopping. Uncertain purchaser interest and stock organization issues can impact the web business industry. The pandemic issue can in like manner impact huge vendors are confronting a drop in accommodating shopping, store network aggravation, and addition in obtaining essential toiletries, goods, and various things.

**Abdelrhim, Mansour, Elsayed, Abdalla (2020):** as a feature of exploration investigated the effects of the spread of COVID-19 on overall online business associations, where the five greatest web business associations in the world were selected with respect to value in market and income. The outcomes demonstrate that the worldwide web-based business market is influenced by the spread of the Covid-19 and the independent variables were the most significant and affecting the returns of shares of worldwide web-based business organizations, the variable (total deaths) was the level of its effect in the principal rank, and in the second position a variable (total cases) and in the third position Variable (new cases)

**The report named – 'Internet business Trends Report 2020'** revolves around the advancement of online business in India close by counting out changing client lead and the business response to address the as of late-emerging on the web business designs. The report makes reference to the pre-Coronavirus internet business development in India which showed the development of twenty rates with medical care, pharma, FMCG, and agriproducts showing development possibilities. Post-Covid, when the online business started to ascend in its activities, the development proceeded at seventeen rates after the misfortune during the lockdown period. The Pharma, Healthcare and FMCG areas thrived during post lockdown period

**Nakhate and Jain (2020),** planned to discover the impact of the Covid-19 on trade. The greater parts of the kits are produced in China and subsequently, steadfastness is exceptional. With the impact of Covid, every one of the shipment measures is frustrated which brought down the internet business development of nation and state. The exploration paper here contains the effect of Covid on the online business of India. After analyzing, it has tracked down that online organizations are genuinely hamstrung because of this pandemic infection.

According to an article published in **Business Standards, 10th March 2021,** 'Indian e-commerce to grow 84% in 4 years, helped by Covid-19 impact'

India's internet business industry will grow 84% to \$111 billion by 2024 as it gains from interest made by the Covid pandemic's effect."Carriers will be all through masterminded to be useful on the off chance that they put client experience at the focal point of the checkout affiliation. Individuals who position themselves with state of the art divides limits will be all through orchestrated to get the going with flood of headway in the retail and E-Commerce market in India," said the report. The 2021 Global Payments Report by World pay FIS, a monetary innovation item and administrations supplier, followed patterns in 41 nations to track down that computerized trade sped up during the pandemic. "The Indian E-Commerce industry (sic) has seen a gigantic upsurge because of COVID-19 and there is considerable space for future development," said Phil Pomford, overseeing head of Asia Pacific, World pay from FIS.

**Mounika, Nikhil, Rishitha, M. Guruprasad (2020):** "Consumer Buying Behaviour towards E-Commerce during COVID-19" They aimed at analyzing the purchasing behavior of consumers towards Ecommerce during covid-19 and resulted in showing that the purchasing insight changed towards E-trade locales during the pandemic around 46% during the pandemic. The most ordinarily favored destination during COVID is Amazon followed by Flipkart over the other online locales as fundamentals are being exceptionally liked, who has most elevated offers in basics domain. 43% of individuals like to pay sum utilizing obligation card (recorded most elevated number of exchange) trailed by COD. Shoppers are bound to precede with online buys Post Coronavirus additionally as online shopping makes hustle free transactions and simple to shop with various offers. Incredible fairness of things with reasonable expense will satisfy the clients' necessities. Eventually, this will be an affectation point for advanced change across the environment.

### **E-Marketing**

In the quickly growing and steadily moving computerized age where we reside, the part of Internet marketing in current promotion is not, at this point a minor one. Online marketing is an indispensable piece of the accomplishment of any organization today. From IT backing to lead age to deals, Internet marketing is advantageous to practically every part of the business.

Electronic marketing, which likewise passes by the names of internet-based marketing, advanced marketing, web marketing, e-promoting, and so on, is characterized as the way toward advancing brands, products, or administrations, over the Internet. It incorporates any limited-time activities that are done through the internet, Web, or remote media, including email marketing, publishing content to a blog, SEO, and web-based media.

The overall reach of the Internet has made it feasible for organizations to handily arrive at many new customers and has re-imagined connections between Business to Business (B2B) and Business to buyers (B2C). Through the Internet, advertisers from associations of all sizes are currently ready to share brands, items, and administrations on a worldwide scale and can do as such constantly. Through sites, web journals, and web-based media stages, customers can discover and get data about and from an association 24 seven, from any place they are.

Because of the significant part of Internet marketing in present-day promoting, organizations can't easily overlook marketing on the web. Since by far most the individuals invest a lot of energy on the internet, regardless of whether they are busy working or home on a PC, at school on a PC, or holding up at the air terminal on a cell phone or computerized gadget, marketing through the Internet gives the company's a more powerful approach to advance themselves. It's anything but a more proficient way since it doesn't include the costs that frequently accompany conventional marketing. Costs that frequently incorporate printing leaflets, dispatching out limited-time mailers, and paying for board promoting. By eliminating uses, Internet marketing permits associations to encounter higher income.

E-Marketing likewise assists companies in achieving worldwide marking and in building a more prominent consciousness of the products or services that they offer. Through online marketing, companies can all the more deliberately arrive at their intended interest group; and if Internet promoting is done well, missions can undoubtedly be followed, estimated, and tried to guarantee appropriate outcomes are being received. Correct internet promoting techniques are a significant part of assisting organizations with marketing their products and services to buyers, interface with customers, and make deals.

### **Importance of E-Marketing**

In days past, most organizations were restricted to one physical area that was simply noticeable to the individuals who lived nearby that area. Once in a while, tourists may go to the area subsequent to catching wind of it through informal. Today, notwithstanding, an association can be apparent to a great many individuals without a moment's delay through different advanced areas. Building up a strong presence on the Internet through social media platforms, a website paid to advertise a blog, and so forth permits organizations to grow their permeability in manners that were recently thought outlandish.

The Internet has empowered the ascent of shrewd customers. Marketers are not, at this point the only ones directing how their brands, items, and administrations are seen; purchasers are as well. Through social media channels, rating and survey sheets, and discussions, buyers can interface with different shoppers, give their endorsement or dissatisfaction with regards to a product or service, and impact the purchasing choices of expected consumers. Customers are additionally ready to interface straightforwardly with organizations and the other way around. By staying in contact with buyers through follow-up messages, customized offers, and thank you letters, emails, companies can make connections and set up a feeling of the local area around their brand.

### **E-Marketing Tools**

- **Configuration Tools**

Another crucial piece of E-Marketing is arrangement and this is especially typical concerning making promotions and content like blog entries and online media posts. Since E-Marketing is such an arrangement significant field, doing it effectively wouldn't be possible without configuration instruments like Canva and Photoshop, programs that grant those without wide visual portrayal capacities to add dynamic pictures to their substance.

- **Online Media Platforms**

An average piece of any organized marketing methodology, online web-based media stages like Snapchat Facebook, and Instagram are an uncommon way for advertisers to attract their groups and produce master around their picture. Despite the standard features these stages offer, there are moreover a couple of features that are arranged unequivocally for showcasing. These consolidate Facebook Ads Manager, which grants publicists to run advancements and track advancement execution. On the off chance that that wasn't at that point enough, web-based media the administration gadgets like Buffer and Hootsuite furthermore fuse well with these stages, simplifying it to design social posts and measure responsibility.

- **Miniature Video Marketing and Video Marketing**

Miniature Video Marketing and Video Marketing are gaining a huge buyer responsibility over the several years. This is a technique whereby video constant stages like YouTube and Miniature video web-based media stages like Tik Tok moreover, Vigo Video are utilized by the brands to introduce their products and services to the consumers.

- **Configuration Tools**

Another crucial piece of E-Marketing is arrangement and this is especially typical concerning making promotions and content like blog entries and online media posts. Since E-Marketing is such an arrangement significant field, doing it effectively wouldn't be possible without configuration instruments like Canva and Photoshop, programs that grant those without wide visual portrayal capacities to add dynamic pictures to their substance.

- **Content Marketing Tools**

For marketers who are more based on content marketing, instruments like CoSchedule and Hubspot are significant help with respect to content creation and curation. They can help marketers with perceiving content opportunities and claim to fame attracting site and online media posts that will resonate with their designated clients. Since Buffer moreover offers the ability to see what fans are talking about through online media, that content is almost bound to be viable and to make thought for a specific event or report.

- **Logical Tools**

Another plan of obliging contraptions for E-Marketing is investigation instruments. These consolidate everything from Google Analytics (proposed to follow subtleties for web traffic to a particular website page) to online media examination instruments like Facebook Insights and Twitter Analytics which give estimations related to responsibility and help advertisers with propelling their missions. For assessing subtleties on the backend of a site (particularly related to deals, changes, and clients economics), there are extra instruments like Periscope that track customer data, site searches, and change estimations

- **E-Marketing Instruments**

The last course of action of devices in a high-level marketers tool stash is email advancing E-Marketing devices. These help marketers in making email crusades that increase their substance and inclination their shoppers to end up being more attracted to their brands - taking additional steps like seeking after events and buying things. Typical email showcasing gadgets consolidate email advancing stages like MailChimp and Iterable which grant promoters to collect email records and robotize their email crusade. These stages furthermore offer examination to each email crusade, making testing and improvement quick and basic.

### **Role of E-Marketing post Covid-19**

The boundless of Covid-19 had an extreme adverse consequence on-field marketing exercises, principally because of lockdown. Nonetheless, this opened the entryways for E-Marketing as individuals moved to online mediums quicker than expected. The accompanying points clarify the effect of Corona virus on E-Marketing

- **Expanded Social Media commitment cleared the way for expanded Social Media Promoting:** Because of Covid-19 flare-up coming about in lockdown and work from home being set up, individuals had part of extra energy, which they generally spent via online media. Thus, this gives a chance to marketers to gain by and better associate with their customers through different Social Media sites, like Twitter, Instagram, Facebook, and so forth,
- **Shift from K.P.I assumptions to lifetime esteem:** Computerized Marketing is customarily founded on investigation and Key Performance Indicators (K.P.I) for estimating the viability and proficiency of computerized marketing efforts. Notwithstanding, the Corona Virus has downgraded the significance of, and accentuated on K.P. I's and expanded the significance of Consumers Lifetime Value.
- **Accentuation of Experiential Marketing:** As individuals are investing more energy on the internet during this lockdown period, the producer has to accentuate on making the customers on the internet experience connecting or, in all likelihood the odds are that the customer can get exhausted soon, if the website page, greeting page or virtual climate doesn't give a decent encounter. Hence, the advertisers are intensely stressing on making the customer's online experience a wonderful one when they visit the website, join in online courses, webinars, visit curated centre hubs, visit landing pages, and so on.
- **Expanded interest for Video and Micro- Video Content:** While the internet unrest lead by Reliance Jio made the web less expensive, the approach of Covid-19, made individuals to such an extent free that they made some parcel memories to spend now. Thus, the interest for video

substance in Video streaming-based stages like YouTube has expanded enormously. Essentially, in the event of miniature video content stages, there has been a colossal expansion sought after. These things provided the marketers with a chance to count on Video and Micro Video substance to present their products and services.

- **Expanded significance of A. I based Chatbots:** While the online exercises of individuals have expanded during isolate and the larger part of the labour force was on telecommute status, the organizations received to A. I based Visit bots, that would give important help to the clients however a prearranged visit room. The utilization of these sorts of visit bot the clients enjoying towards these bots has likewise expanded startlingly, and as a result, these visit bots have gotten a virtual assistant to the customers.
- **Expanded Product Research among consumers:** In the course of the most recent couple of months individuals are investing more energy in exploring products and services on the web. Along these lines, it's driving brands and marketers to deal with their online standing successfully and be responsive towards the client audits and asks for and keeps away from any conceivable backfire.
- **Flood popular for O.T.T. Content hub:** Coronavirus lockdown period likewise saw a flood in interest for and viewership of Over-The-Top Content Hubs such a Netflix and Amazon Prime. The flood popularity for these O.T.T stages furnishes the Digital Marketer with a chance to advance and market their products and services through these platforms

#### **Future of E-Marketing Post Covid-19**

There is no doubt that Covid-19's impact on Digital marketing is positive for most of the part, but going forward in the future, post-Covid era the marketers have to maintain or rather improve on the current digital opportunities in order to retain the customer base so acquired during the Covid period.

- **Maintaining Online Reputation**

With an increase in the customers' online time spend and increase in social media activities, any mistakes from the brands or company's part can lead to faster widespread of negative information and may lead to a drastic backlash. Thus, maintaining the online reputation will be very much difficult and essential as well.

- **Administer Web Traffic**

Post-Covid-19, as individuals return to their typical ways of life and schedules, the test before the seller is getting a similar amount and quality web traffic on their websites and greeting pages. The seller needs to keep making drawings in computerized content and virtual climate even post Covid-19 to oversee and keep up with the web traffic.

- **Being Socially Responsible in Social Media**

Although the companies have gained a great quantity of customer engagement on various social media platforms, going forward in the future the firms have to maintain this engagement while ensuring that they act with responsibility.

- **Venture on A.I based Chat-bots**

As the use of visit bots are expanding during the lockdown time frame and the consumers are discovering it as valuable assistance, the seller will be contributing more on such A.I in future as their responsibility. Use experience and user interface should be the main input while designing new technology in the market.

#### **Conclusion**

In the current situation, advanced technology is at the core, everything being equal, and E-Marketing is a fundamental apparatus in the possession of sellers for carrying out marketing systems during the Covid-19 pandemic. While the field of marketing overall was radically affected, the role of E-Marketing has seen a huge lift. Coronavirus has put E-Marketing on Fast-track and made it ready for an additional turn of events in the future.

#### **References**

1. [https://www.researchgate.net/profile/Ranjith-Somasundaran-Chakkambath/publication/352093236\\_Post\\_Covid\\_Impact\\_of\\_E-commerce\\_on\\_Consumers/links/60bb496992851cb13d7ab793/Post-Covid-Impact-of-E-commerce-on-Consumers.pdf](https://www.researchgate.net/profile/Ranjith-Somasundaran-Chakkambath/publication/352093236_Post_Covid_Impact_of_E-commerce_on_Consumers/links/60bb496992851cb13d7ab793/Post-Covid-Impact-of-E-commerce-on-Consumers.pdf)

2. Bhalekar, Vikram, Novel Corona Virus Pandemic-Impact on Indian Economy, E-commerce, Education and Employment (April 19, 2020).
3. Available at SSRN: <https://ssrn.com/abstract=3580342> or <http://dx.doi.org/10.2139/ssrn.3580342>
4. Pandey A, Parmar J. Factors Affecting Consumer's Online Shopping Buying Behavior. 10th International Conference Proceedings on Digital Strategies for Organizational Success, 2019
5. Impact of Covid-19 on e-commerce, Orion Market Research Private Limited, ID: 5013567, <https://www.researchandmarkets.com/reports/5013567/impact-of-covid-19-on-the-e-commerce-market> Abdelrhim, Mansour, Elsayed, Abdalla. The Effect of COVID-19 Spread on the e-commerce market: The case of the 5 largest e-commerce companies in the world, 2020. 2020/07/22,
6. [https://www.researchgate.net/publication/343123992\\_The\\_Effect\\_of\\_COVID-19\\_Spread\\_on\\_the\\_e-commerce\\_market\\_The\\_case\\_of\\_the\\_5\\_largest\\_e-commerce\\_companies\\_in\\_the\\_world](https://www.researchgate.net/publication/343123992_The_Effect_of_COVID-19_Spread_on_the_e-commerce_market_The_case_of_the_5_largest_e-commerce_companies_in_the_world)
7. Impact of COVID 19 on the E-commerce Market. (n.d.). Retrieved May from, 2021,
8. <https://www.researchandmarkets.com/reports/5013567/impact-of-covid-19-on-the-e-commerce-market>
9. Nakhate SB, Jain N. The Effect of Coronavirus on E Commerce. Studies in Indian Place Names 2020;40(68):516-518
10. [https://www.business-standard.com/article/economy-policy/indian-e-commerce-to-grow-84-in-4-years-helped-by-covid-19-impact-study-121031000846\\_1.html](https://www.business-standard.com/article/economy-policy/indian-e-commerce-to-grow-84-in-4-years-helped-by-covid-19-impact-study-121031000846_1.html)
11. <https://www.journals.resaim.com/ijresm/article/view/292>
12. <https://www.wayup.com/guide/top-5-tools-for-digital-marketing/>
13. <https://www.techfunnel.com/martech/role-internet-marketing-modern-marketing/>
14. [https://www.researchgate.net/publication/346647663\\_A\\_STUDY\\_ON\\_IMPACT\\_OF\\_COVID-19\\_ON\\_DIGITAL\\_MARKETING](https://www.researchgate.net/publication/346647663_A_STUDY_ON_IMPACT_OF_COVID-19_ON_DIGITAL_MARKETING)
15. <https://mediawaypoint.com/the-importance-of-digital-marketing-during-the-covid-19-pandemic/>.

