

STUDY OF EFFECTIVENESS OF SOCIAL MEDIA MARKETING
DURING COVID-19 TIME PERIOD

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Abstract: In the year 2019 novel corona-virus has been evolved in Wuhan district of China. It is also known as COVID-19 at worldwide level. It is highly concerned with the health of people & economic of the countries as it is severely damaged the both. Then after there is a big problem has been stand in front of the government that how they run the economy and how they can operate the businesses. During this period many business are run online to attract more and more customers as they do not go outside from the house. The key purpose of the study is to study the effectiveness of social media marketing during the COVID-19 time period as it evolved one of the dangerous problem for countries.

Keywords: Social media, covid-19, social distancing, digital market, pandemic

CORONA-VIRUS (COVID-19)

The genesis of corona-virus is held in Wuhan district of China in the year 2019. After some time this virus is spread in all over the world and highly damaged the countries. The current situation is very complex as no one can go anywhere without masks and sanitizer facility. People are daily died from this virus at high rate. The economies of the nations are badly damaged. People are suffered from the hunger even they do not afford two times of food. This can badly impact on the labor class and middle class people as the budgets are totally spoiled. To protect from this government take many initiatives and launched campaigns which are as follows:

- Karo Namaste
- Use of hand sanitizer and masks
- Proper lockdown
- Provide one nation one ration scheme

- Improved hospital facility
- Spread awareness about safety measures

In spite of all these there are lot of other which implemented by different countries. Whole world are suffering from this crisis and take measures to cope up with this problem.

THE ADVANTAGE OF QUARANTINE DURING COVID-19 CRISIS

- Business buildings are maintained continuity as premises are not used by anyone in any reason.
- Flexible hours for staff. They can do work in anytime.
- Work from home can stop the transmission of illness. And staff can take rest home properly and do work as well.
- The population level is also go down as transportation is less.
- Companies can prepare themselves for after lockdown challenges.
- Many companies get to know that they can work effectively and efficiently even in half of the staff available.
- People get to know the effectiveness of social distancing.

However, all these work is done with the IT literate people and also requires some staff to become more efficient in the use of IT & web. Literate people can easily do their work at home.

THE DRAWBACKS OF QUARANTINE DURING COVID-19

- The high use of online marketing is raising the long queues as it is an alternative of shopping.
- Essential and non essential both kind of products & services are purchased online which create busy time for e-commerce firms.
- The online entertainment has been done through internet as other mode of entertainment is closed. But due to this internet are not properly worked.
- It is connected the people who are not living close as people are not go anywhere to visit relatives & friends home to meet them.

DIGITAL MARKETERS DURING COVID 19

The time to evolved in the digital market then it is the right time. Nobody has been standing in the streets, very less people are delivering goods or venturing out for any

work, all kinds of events are closed. And people are completely free to do anything at home. At this time lot of people are going online for their work, broadcasting ads on different social media with the help of blogs & posters as the use of this has been increased.

There are lots of social media in which one can connect with the target market and digitally delivered the goods on demand. Some of the digital market platforms are:

- Social media this is a most important media in which links are maintained.
- Websites in which different kind of work has been done.
- Emphasizing ethics – In this, firms are work ethically to retain staff & paying staff or support in other ways such as helping food banks. Some firm can build goodwill and others are damaged their goodwill for doing this activity.

The outcomes of the crisis are not showing good result as lot of changes has been done in different sectors. There is a need to focus on the essential goods which are commonly required by the people either to focus on different needs or wants. The important element of the market is to fulfill the common needs.

STRATEGIES ADOPTED BY BUSINESSES AND CHALLENGES

According to International Monetary Fund the global development is negative fall down with -3% as many countries are implemented social distancing & quarantines activities to diminish the effect of pandemic. The major downfall has been found in many industries such as textiles, furniture & appliance, fabricated & machinery metal products, hospitality, transportation equipment and aviation & retail. But few of them are suffering most such as hospitality, retail, transport, etc. In all over the country 20% rates are fall down whereas transportation is down approx 95% in the year 2019.

Many businesses are re-executed their market strategies such as they broadly advertising in the social media and focused on their promotional & marketing strategies to build the consumer interests. They spend their money to shop online and handling wealthy returns from media expenses.

Several challenges are raised in front of the companies that how they handle this problem as customers are not going to anywhere. They have to focus in different ways to solve these problems. These challenges are given below:

- Problem of sustaining brand.
- New products should be launched or not as the markets are closed.

- Problem of dealing with competitive environment as consumers are completely changed their spending habits.
- Problem of fulfilling concerns about wellness, health and personal requirements.

To cope up with these issues several strategic planning has been changed but no strategy has been done properly due to various reasons which are given below:

- Government does not adopt any identical criteria to reopened businesses again therefore the no strategy has been effective in the market launched by the marketers & manufacturers.
- No proper strategy has been given to promote goods & services in the market during the COVID-19 crisis.
- Problem of communication has been raised as they do not communicate with customers after problem of returns.
- There is a big problem that how branded products can persuade people to buy brand products

Impact on Marketing & Advertising

Nowadays various businesses are launched various marketing and advertising strategies to face this problem and think innovatively & creatively to planned unique marketing activities & strategies which can grow in this period. Instead of this there are various other impacts on marketing & advertising which are follows:

- High competitive market.
- Dealing with high modified market.
- Evaluating operational options & challenges presented through strategic planning in an uncertain environment.
- Addressing sustainability.
- Examining brand goodwill problems.
- Effective use of social media.
- Identifying new products which meet the needs & wants of the customers.
- Focusing on strategic & innovative marketing campaigns.

All these challenges are very vital as manufacturers are facing lot of problems during the COVID-19 as expenditure on advertising is reduced and stores closed as well which decrease the revenue of the firm. Many companies have been announced that they refused their marketing activities in the year 2020 and save hundreds of millions of

dollars. On the other hand, various businesses are also spending more on different marketing such as mission based marketing, cause related marketing and purpose driven market to improve the facilities of customers as they highly engaged in work from home activities. People are spending more time on social media due to quarantine period. For instance:

- Approx **45%** of worldwide costumers are spending more time on **social media**.
- Increased **online gaming traffic** on telecommunication company's servers.
- Approx **26% online video** streaming has been increased (e.g. PUBG, Ludo King)
- Increased online food delivery use.
- **Online pharmaceutical** and other essential commodities are also raised exponentially.

Consequently several brands are optimizing their marketing activities to imitate the communication, online transactions and get feedback from the customers. In many other big countries such as UK, U.S.A, etc. the high rate of corona cases has been found and the death ratio is also high. On the other hand high recession has been faced by all over the world as transactions are strictly banned and no products & services are circulated among the countries. Government takes many crucial steps to face this problem and come back to the prior way. After that economy is dangerously shackled and takes lot of time to stable again.

The benefits are only taken by the supermarkets, online retailers and takeaways during the crisis as people are highly purchase goods online and avoid going anywhere. Many business staffs are working from home to support the economy.

This crisis is severely damaged that business which are providing services direct to the customers like pubs, market and so on. They do not connect with people and faced damage, profits are also going down.

MEASUREMENT OF EFFECTIVENESS OF SOCIAL MEDIA MARKETING

In context to scope and trend of different marketer's strategies, the effectiveness of social media marketing can be measured in two ways :-

- 1. Continuous analytics**
- 2. Campaign oriented**

Continuous analytics refers to tracking ongoing activity related to marketing and consumer demand pattern. It can be done through various surveys, analyzing the demand pattern from retailers etc.

Campaign oriented measure refers to clear and prominent beginning and end of event or campaign.

MEASUREMENT OF EFFECTIVENESS OF SOCIAL MEDIA MARKETING

1. Examine click through rate

CTR helps you to identify whether your social media campaign is on right track or not.

2. Reactions to your post

The likes, comments, and the way user reacts to your business posts is a sign of the right track.

3. Identify the reach

The more and more people you manage to reach through social media, the better your campaigns or advertisements are.

4. Referral traffic

It plays a vital role when you are measuring the success of your social media campaigns.

5. No. of followers

No. of followers or prospect customers are very vital factor. If your followers rising that means you are on right track.

6. Paid partnerships

Usually start-ups can't go for paid partnerships due to lack of funds but if you can afford such types of methods then joining hands with more valuable social media brand helps you to increase in more no. of prospect customers.

Recent trends on social media (facebook & instagram) during COVID-19 Pandemic

As per the recent report of **Socialbakers**,

There is growth of interactions in **Instagram** about **2.2% to 10%** where pandemic affect normally or moderately. However there is decrease in interactions

about **10.5% to 30%** in countries like US, UK and Israel where pandemic affects very badly.

There is growth of **3% to 7.7%** in interactions through **facebook** in various countries whereas there is also reduction in interaction from **3.6% to 15%** in countries like Sweden and Italy.

During pandemic, the **hashtag(#) trends** growing rapidly. Post and advertisement related to **personal hygiene** growing rapidly such as **masks, sanitizers, PPE kits**.

CONCLUSION

During the COVID-19 crisis, there is a only way to connect with people is social media. Social media can connect communities & individuals virtually as they do not meet physically. In the year 1918, one kind of pandemic flu has been spread which effect the one third population of the world. Even people do not have the source of communication to take information about them. As this time any kind news spread in a few second through social media. This corona-virus disease 2019 is put the effect on all over the world. The rate of infection & pattern of transmission frightens the sense of human but government introduces some safety measures to protect people from this disease as the vaccine is not developed yet. Social distancing and safety is the only way to protect ourselves.

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