



How Digital Marketing Can Help Brands Survive Covid-19 Pandemic?

Coronavirus is, by far, one of the biggest challenges this generation has faced, and its impacts will last in the years to come. The worldwide impact of COVID-19 on the economy cannot be overseen. It is important for every business to face the current situation and come up with a plan of action. As we don't know when and how the circumstances will evolve, the time to maximize the (digital) impact on your business is now. But it's a slippery slope. There's an immense pressure on the brands to present a positive picture of their brand because if they strike one wrong tone, they may be perceived as cynically exploiting a catastrophe. Brands are going to become more reliant than ever on their digital marketing strategy, in many cases it will be the deciding factor in whether they make it through the tough times ahead.

The unprecedented, almost-total disappearance of all channels related to live events and conferences, and the increasing barriers on face-to-face business, pose an enormous challenge. But how digital marketing can act as a bridge to connect customers to the brands or attract more customers? Following are the way digital marketing can be a silver lining for some businesses.

1. Strengthen Your Brand's Online Presence

The lockdown has forced people in resulting in more people spending time online right now than in their cars or walking the sidewalks. Search traffic has increased significantly over the past week and will continue to climb as we hunker down. We're all glued to our computers and phones looking for updates within our community. We're also looking for entertainment and ways to pass the time. Anything online right now will be consumed more than ever before. This is not the time to be hidden online. That goes without saying that you should sharpen your SEO strategies to climb to the top of Google's search engine results pages (SERPs) so your business can be easily found.

2. Review your accounts

If you have paid advertising campaigns in place for things like Google, Facebook, and Instagram, now's the time to stay on top of them. Covid-19 might have change the way people respond to certain search terms but all is not lost. You might see that some of the keywords that used to work well for your business are dropping in value. However, searches for "local delivery" and "virtual" services might be increasing. Watching your accounts and your ROI from certain search terms will give you a good insight into what your customers need most from you right now. Depending on the business that you're running, it might even be a good idea to start implementing some additional keywords and phrases, like "COVID-19" or "coronavirus."



3. Adjust Marketing Campaigns and Scheduled Content Timelines

An online brand not only maintains your relevance in the market, but can also increase your brand's visibility as a result of increased online traffic. But the key to achieve this is empathy, and relevance. Some brands are able to produce quick-turn campaigns created for a specific moment like how Dettol is focusing its TVCs on healthy hand etiquettes. So audit what you have currently running or in your pipeline, especially any pre-scheduled content where launch is imminent but might come across insensitive or opportunistic amidst pandemic.

4. Evaluate Your Imagery and Language

Content audio, video or print is going to be your weapon here but it needs to be

properly filtered. We are speaking specifically about "push" content here—the content you are actively putting in front of people across channels during this time (e.g., email subject lines, social posts, current campaign taglines, content, blogs). Avoid or reframe visuals of crowds or people touching or marketing language that describes close interaction. Visual communication is powerful, as are the words we use, so it's important to think about the messages your brand is sending.

5. Ensuring Accuracy & Credibility

Inaccurate or information from unreliable sources regarding or relating to Covid-19 might impact your brand adversely and will also harm your customers about the coronavirus is everywhere, so make sure you get your facts straight during content creation— especially for social media captions or ads that can get shared. Now more than ever, taking the extra steps to stay accurate will help you to maintain the trust you've worked so hard to build with your audience. It will also help you to keep up with changing search trends and even filter out any unreliable COVID-19 resources of your own.

We all are under crisis, with no active or solution to this situation in near future Brands need a proactive plan to adjust and adapt how they lead their teams, speak to their customers, and manage their brands. It is challenging to take the right actions and finding the right message, especially in a fast-changing situation but not impossible. All Brands should operate with integrity, compassion and trust even as they come under pressure from a swiftly evolving situation



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