

DIGITAL MARKETING

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**ABSTRACT**

We can't deny that the economy will be heavily affected by the current global situation. So what we are witnessing now is not only an economic shift but also a huge behavioral change in world-wide consumer mentality. Digital economy is one collective term for all economic transactions that occur on the internet. It is also known as the Web Economy or the Internet Economy. With the advent of technology and the process of globalization, the digital and traditional economies are merging into one.

**Keywords:** Business, Company, Staff, Benefit. Profit, Digitalizing.

An already sensitive market will be easily irritated by many ads that show a "business as usual" attitude. It's expected since people are stressed and anxious in expectancy of the next life-altering measure that will take place.

We know that marketing is and always will be impacted by context. That of the economy, events and sometimes life-changing situations. So think solely within the current global context. Products are made to serve people's needs and digital marketing lets consumers know about these products.

How can your product or company help in this situation? What type of approach can provide easier access to the goods or services that people need? Be aware that digital marketing's role has changed. It is no longer to let people know about everything but to let people know how anything helps them in the current situation.

Maybe you have an app that can help the medical system. A delivery company that can let those stuck at home in quarantine know that they can order food and supplies. Even a game that has community-based functions can be stress relieving for those who are alone at home and feel the need to escape loneliness by digital means. No matter how, if it can help, it will be relevant.

Contextual video and photo productions will be pretty hard to obtain since gathering a production crew will likely not be an option. The good news is that digital alternatives to the classical solutions have been around for quite a while.

You can use stock footage, photos and songs to put together videos that are relevant to what you offer and to the consumers that you're offering them to. If you have an app, you can use AppStore previews.

If you want something more specific than stock footage can offer, then you can use video animations to showcase your product. Animations can help create a story and explain the use of your product in a softer way to your audience.

Last but not least, the easiest way to advertise is to just use text. Simple text informing people of what you need them to know. Keep in mind though that video has the best results on social platforms. So If you want text that “pops” then you can turn to kinetic typography or other types of motion graphics that will make your ad stand out.

As people stop going out, traditional advertising is taking a major hit. Because of this, companies start looking more closely on their digital marketing strategy and spend. So what can you do to make sure that your brand stays relevant and communicates responsibly?

Improve your SEO through the release of written, relevant content to your target audience. Activate your Social Media pages and keep them active. Re-think your channels of promotion according to where your audience’s attention has shifted. Update your website to fit the current context of your business and make sure that all your social channels send the same cohesive message.

Because of the behavior shift that we mentioned earlier, the audience might respond negatively to sales campaigns. Therefore if you have to launch ad campaigns that are unrelated to the needs of the population in the current situation (delivery/medical services etc.) then make sure to have a sensitive approach.

If you had planned a more aggressive approach to an ad campaign, try not to rethink it into a more toned-down version. There is no use to overcrowd an already burdened online environment if the product or service is not of paramount use.

Another thing that you should expect, is for your ad spend to increase since your relevance score will drop. It’s normal in the current situation so there’s no reason for worry, just be aware of it and plan accordingly.

If you are a business owner, be understanding with your employees and your teams. Try to put your business purpose and objectives to use in the current context. Stay relevant to the current market developments and be aware that results might stagger during this time.

If you are a marketing manager or advertiser, be sensitive to your audience’s burdens. Communicate responsibly and inform your clients of both the context and the impact that it might have on the results and campaign costs.

Last but not least, if you have any questions as to how animation and motion graphics can help in digital marketing, get in touch.

### **1. Promotes Use of the Internet**

If you think about it, most of your daily work can today be done on the internet. The massive growth of technology and the internet that began in the USA is now a worldwide network. So there is a dramatic rise in the investment on all things related – hardware, technological research, software, services, digital communication etc. And so this economy has ensured that the internet is here to stay and so are web-based businesses.

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## **2. Rise in E-Commerce**

The businesses that adapted and adopted the internet and embraced online business in the last decade have flourished. The digital economy has pushed the e-commerce sector into overdrive. Not just direct selling but buying, distribution, marketing, creating, selling have all become easier due to the digital economy.

## **3. Digital Goods and Services**

Gone are the days of Movie DVD and Music CD's or records. Now, these goods are available to us digitally. There is no need for any tangible products anymore. Same is true for services like banking, insurance etc. There is no need to visit your bank if you can do every transaction online. So certain goods and services have been completely digitized in this digital economy.

The economy of a country means a combination of all the activities like production, consumption, import-export of goods and services that lead to the progress of not only the country but also of its citizens as a whole. The development of an economy depends upon an individual to a corporation to a big multi-national company to the government of that country. No economy is static; it keeps on evolving with the changes in culture, lifestyle, policies, and laws that are framed.

For this reason, no two economies in the world are the same, all try to adapt to the on-going changes, nationally as well as internationally. Being present in this global competitive scenario, all nations try to boost their respective economies to a level of success stage and beat the other one. This race has become more evident and substantial after the advent of various new technologies. Especially, with the growing importance of the digital era, countries have to become a part of it to sustain itself in the competition. It has become important for a Nation that wants to grow and adapt the essential features of this era to survive.

When a traditional economy transfers to a digital one, it may bring a lot of resistance and challenges but the digital economy also brings with it lot of opportunities and new aspects that leads not only to the revival of the set-backed economies but also enhances the structure of the evolved economies from better to best.

The start point of such digital activity is a business with an online internet connection among the people residing in various different countries across the world. Such an online connection helps in connecting businesses of different economies easily and efficiently. The industrial era has been succeeded by this new era where if companies do not possess the advanced technologies, then it will fail to take the seeds of success that this new era has sowed for it. Governments of all the countries formulate their agendas to become a part of this global platform where a representative can sit in his own country and corroborate, share, communicate, strategies or interact with another representative of the other country.

Trading has indeed become easy and viable. This convergence enables all types of information, be it data, audio, codes or even a video to be stored, processed and transmitted over networks to many destinations worldwide. The digital economy has helped to create an economic revolution, which was evidenced by unprecedented economic performance and the longest period of uninterrupted economic expansion in history from 1991 until 2007.

It helps a seller to find a buyer easily and vice versa. Now, neither a seller needs an infrastructure for selling his products nor a buyer needs to search for them by moving out of their houses. All can be done

easily, just with a click. For example, an owner of a small handloom cottage in India can sell his products in the markets of Australia and other countries directly. Knowledge and demand for the products readily come on the internet making trading communication available.

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