

Digital Marketing Is All The More Important Now - Prakash Mishra

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Rajasthan, Jaipur, Jun 18, 2021 (Issuewire.com) - Google Certified Market Researcher and Digital Marketing strategist, [Prakash Mishra](#) shares his views on why digital marketing is all the more important now. The pandemic has re-structured our lives. It brought havoc not just once but twice and it is being speculated that the third wave is also not too far. In difficult times like this where the world has literally shifted to the online virtual world, if you want to survive, you need to be where your customer is. Learning about digital marketing can be overwhelming, especially with the multiple skills required to master it. People are often confused about what skills to target that will help them boost their business.

Sharing his extensive experience as a Digital Marketing expert, Prakash Mishra, Founder and CEO of [Drive Digital](#), [Digihunts academy](#), says, “Never before has our generation experienced such disruption of life and technology. Covid-19 has made us realize the difference between the things we need to survive and the things we don't need. But the pandemic has also brought unique opportunities and new perspectives. With the closures in place, businesses were racking up losses every day and thought they

had no way out. They quickly cut advertising budgets to save money. But some brands saw it as an opportunity to take action and use advertising as a tool to bring value to customers. And they did it through digital marketing.”

With social distancing laws in place, people were locked inside their homes. The Internet has brought a bit of respite and escape. Social media provided timely information and trends to engage audiences, OTTs provided unlimited entertainment, video calling allowed work and education to continue uninterrupted, and online shopping brought some relief when you could not step out to buy the essentials.

Brands have realized that the pandemic is not the time to take a step back, but to move forward. They started to engage with audiences online and saw the true potential of digital marketing. Sharing his thoughts on the rapid growth of digital marketing, Prakash Mishra highlighted the trends and scope in digital marketing post the pandemic area.

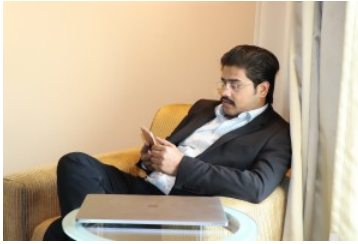
- The delivery of content will be based on the need and value provided.
- Constant observation of changes in consumer behavior will be essential.
- Consumers will remember and trust the brands that have been there for them through tough times. Therefore, staying connected is crucial.
- Innovation in business processes is more critical than ever.
- Brands need to establish multi-channel marketing strategies.

Scope of digital marketing, during and post the pandemic times.

- Social media accounts and websites will likely be the primary point of contact for brands.
- Social media will be the main catalyst for digital marketing and will help brands reach millions of customers.
- Both organic and paid searches will drive traffic to the websites. SEO will be one of the most important digital marketing strategies after Covid19.
- Email marketing will again gain resonance with customers. Brands can provide offers, discounts, and information to stay connected.
- Video marketing will be the most effective way to interact with customers. Viewing content is preferable to reading due to reduced attention span.
- Data analytics and cloud technology will empower marketers to make informed decisions and adopt personalized strategies.
- Artificial intelligence will be widely used to solve problems, provide entertainment and get answers to questions.
- Augmented and virtual reality will be used for a more thoughtful and secure shopping experience.

Digital marketing *Guru*, Prakash Mishra gives only one *Mantra* to keep going in these tough times, “The need of the hour is building your online presence and digital marketing is the key to this online success world.” To know more about the views and strategies of Prakash Mishra and stay connected with the social and digital world, you can visit:

website - <https://www.digihunts.academy>



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