

How Digital Marketing Will be Changing Post Covid-19 by Kundu Digital

What is New in Digital Marketing

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kolkata, West bengal Nov 28, 2021 (Issuewire.com) - According to the marketer study on the impact of covid-19 on the [digital marketing](#) landscape, online expenses exceeded offline for the first time followed by Kundu Digital. It's the same for more than 50% of places in the world. Salesforce and Deloitte digital conduct a seminar on how The covid-19 health crisis impacted customer behavior, especially internet media marketing approaches. Jo Coombes, Chief operating officer at publicist,

claims that Covid-19 has been the catalyst for digital transformation at a rapid pace. It caused the marketing horizon to split into two categories. One that got overwhelmed with orders, and that is lacking interactions and customers.

As expected, the change in consumer behavior is due to the shift to digitization after digital marketing in limelight. There has been a rise in online platform consumption. Online OTT platforms are continuously upgrading to meet consumer needs. So far, 2021 has thrown some curveball that we never expected.

There has been a difference in [internet marketing](#) 2021 and the changes that we expected in the latter phase of 2020.

Don't think that it is just the innovative and stockholders that are turning their backs to traditional media in favor of digital platforms. covid-19 strong-armed people who strongly supported traditional media. More and more people are embracing digital sites to stay connected to the external world.

The digital platform turned out as a solution, as it formed the means to satisfy the hunger and demands of customers. There is no denying that covid-19 dramatically increased the size and proportion of digital audiences. It likewise changed the expectation, demands, and requirements of online content.

Kantar had a survey conducted during the covid-19 where 3500 people participated. While eight percent of the participants feel that brands should stop advertising in the covid-19 scenario, 74% of the audiences found that it should stop exploiting the opportunities. 30% of the audience thought that it should offer discounts. 19% of people felt that it could take a measure to improve customer services.

For the past several years, we have been experiencing varying degrees of digitization. With regards to entertainment and media, financial institutions have had a deep penetration. Factors behind the drastic change in the banking sector include suboptimal consumer experience to limited availability. Covid-19 not only increased online purchases but also made people execute online activities and digital marketing services. A virtual healthcare firm scored 1.85 million dollars in 2021. It is three times the revenue produced in 2020.

Increased customer trust in ecommerce products and services means an increase in demand. Marketers should contribute a fraction of their interests in developing private and public ecosystems. Marketers and traders need to realize that the role of brands closely relates to interactive platforms.

It means that food processing firms can form a partnership with eHealth traders to cross-market the benefits of services.

None knows what the exact form of the next normal (post-Covid-19) will look like. Marketers need to evaluate the new indicators and trends. With commitments to changes in investments and production strategies, firms can gain the agility back to the emerging workplace.



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