

Social Media Marketing as Successful Strategy

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Abstract

Covid 19 was a new experience for a human being, this virus was able to change the life on the planet completely whereas, the days before covid19 not as the days after covid19 everything has become different. Unfortunately, the effects of these changes were negative on the economy and it caused a recession and a lot of losses to companies and even to countries. Every part of the economy was forced to change their strategy to face the pandemic whereas, companies started to review their strategies and draw new one from first day of the pandemic. Thus, marketers, in general, were a force to set a new plan to face the pandemic ramifications and to alleviate the effects on their companies like decreasing of sales and revenues thus, more cost has been added to increase the protections measurement against covid 19 for either their employees or customers. Thus marketers were imposed to set more suitable promotions strategy to reach their customers during the lockdowns. This study used search engines including google scholar and other reputable academic websites to gather the relevant literature by using all relate literature on social Media Marketing during Covid. The paper is also showing the social media marketing strategy as an effective and efficient strategy to face the pandemic ramifications and sustain the brands.

Keywords: Social Media, Covid 19, Marketing, Competition and Sustainability.

Introduction

The coronavirus pandemic started in the beginning of 2020 in China and it had not taken a long time to outbreak the whole world whereas, it was a new experience for all the world whereas, it has created different new kinds of serious challenges for each person on the planet thus, the effect of the pandemic influenced all the life aspects whereas, the world economy has faced a unique situation had estimated its ability on resistance and recover rapidly in different sectors.

Methodology

An extensive literature on social media during the pandemic exists in the field of marketing. The author focused on the literature on the marketing strategies that were followed by the companies to face the challenges during the pandemic in general, and social media strategies during the pandemic as well as its consequences in specific which are published in English. Several unique papers have concentrated on the challenges and difficulties of marketing strategy and advertisement and especially those challenges relating to how to manage expenses in the pandemic and how to fulfill the return on investment by using an effective advertisement strategy

which can provide low cost and fulfill the company's goals efficiently. A survey of the literature was carried out and gathered from search engines including Science Direct, and google scholar using keywords such as social media in pandemic the effect of the pandemic on marketing strategies, and how pandemic raises new challenges to the companies to handle thus build more effective advertising strategies to make a profit and minimize cost as much as possible.

At the height of the coronavirus outbreak, the number of lockdown days, monetary policy decisions, and international travel restrictions enforced substantially harmed overall economic activity.(Ozili, 2020).The long-term economic effects of the COVID-19 epidemic are still being felt around the world, causing unemployment and difficult times (Mont et al., 2021).

Thus, some economic effects were there like, Manufacturing of critical items has slowed, the products of the supply chain were destabilized, Business losses on a national and international scale, the shortage of cash flow in the market and, Revenue growth has slowed significantly as well.(Haleem et al., 2020)

As a result of all the changes in economics and the way people live and communication way, The role of various mass media channels and social media in people's lives and their effects on individuals, society, community, and business has been increased.(Kietzmann et al., 2011)

We have come to rely on communication and information flows in increasingly creative ways as a result of our everyday physical and emotional separation from one another, social media allows for unprecedented access and speed to information, both in terms of quantity and distribution.(Daly et al., 2020)

With the rise in popularity of social media, During COVID-19 pandemic appears to have altered consumer' decision-making habits by increasing their reliance on social media.(Mason et al., 2021)the pandemic effected all sectors and enterprises in general, This is due to social and physical constraints, which limit community activities and force many firms or companies to close their doors thus, running business activities by using social media in marketing have become the best alternative (Syaifullah et al., 2021)

Social media influencers effect on consumer purchases decision and Behavior increased during the pandemic, whereas Influencers marketing has a strong influence on customer purchasing decisions, with at least 7/10 consumers purchasing or considering purchasing a product as a result of it and, It has helped consumers become more aware of a variety of brands, goods, and product possibilities while also providing incentives in the form of discounts and deals. It has aided many consumers in learning about market trends and which products to buy. (Gupta, n.d.)

The pandemic and its effects created a strain on companies and their marketing strategies which pushed the companies to think about new strategies to face the decrease in sales, the new communication style, medical requirements of social distance and avoiding crowded policies also the care of customers about the hygiene of the product and their lives and ,in same time decrease the cost which thus, that allowed the social media marketing Flourished during the pandemic where, also the companies adopted different strategies during different times of the covid19 outbreak (Patma et al., 2021)

Social Media Marketing

In the twenty-first century, social media has become the technique of expression, allowing us to communicate our beliefs, thoughts, and manner in a completely new way, this mode of communication has also had a significant impact on corporations, which have realized that they have no chance of standing out in the continuously changing digital freedom without a proper plan and social media strategy. (Saravanakumar & Suganthalakshmi, 2012)

People, in general, increase their time of using social media, even they increased the tasks that they used social media platforms for.

Social Media platforms are low-cost but valuable sources of "live" client feedback, allowing businesses to fine-tune their marketing efforts by using Social media as public relations, promotional tools, customer influence instruments, and tools that allow customers to personalize their online experience and purchases where, social media may be utilized to stimulate customer interaction with the brand through contributions to the production and innovation

process.(Constantinides, 2014) marketers understand very well the importance of social media as an effective tool in building their promotion or integrated marketing communication strategy.

An successful social media strategy should explicitly outline marketing objectives, assess opportunities, and choose the best type of social media to communicate where,Today's social networking platforms are gaining analytical skills, allowing them to assess the reach, diffusion, and impact of a social media message.(V. Kumar &Mirchandani, n.d.)

The technology of socialmedia made it a prosperous environment for marketing activities. With social media, customers take on a new role, instead of just consuming, customers are becoming "content creators" and, as a result, functional consumers. Blogs, microblogging programs, social networking sites, podcasts, video and photo sharing sites are examples of social media applications or technologies which support that function, where the marketers, benefits from incorporating social media into their marketing strategy.(Nadaraja&Yazdanifard, n.d.)

Social media enables the customers to be partners in the marketing activities where, customers not only receive the marketing messages but they can react, share, make their content, express his opinion and being influential by benefiting from multi-functions of communication which is offered by social media platforms

Companies that wish to run successful social media campaigns should think about the benefits, values, and advantages they provide to their customers in their campaigns, as well as what makes customers more likely to stick with their brands.(Erdoğmuş&Çiçek, 2012)Social networking can also be used as a framework for fundamental Internet marketing activities, Building communities around products and services has long been a well-known strategy for increasing brand loyalty, erecting exit barriers, and promoting viral marketing through self-emergent consumer testimonies.(Assaad& Marx Gómez, 2011)

The brand's communities on social media let the brands to have more human aspects, it gives them opportunities to brand to engage more with its customer, which reinforces the relationship between brands and their customers. Also wecan't ignore the fact that Specific sorts of social

media may be more suited to certain types of products (for example, the music sector may profit more from platforms like YouTube, while home decoration or fashion may gain more from Pinterest.(Zhu & Chen, 2015)

Marketers should be cautious about the suitability of the social media platforms to be used in their marketing strategy in order to get the required results where, the different social media platforms have different users, different reach levels, different functions, and even different usage favorability for different customers segments.

Social media is increasingly changing how people connect and communicate in society, businesses must assess the relevance of social media effectively and use it to communicate with customers whereas social media allows businesses to engage with large groups of people, shape and develop their image, maintain client relationships, and grow sales very effectively and at a low cost.(Jucaitytė&Maščinskienė, 2014)

The effect of social media on people life still going on where, the use of social is still increasing with more technologies and features added to it, which motivates marketers to adjust their marketing strategy, especially with a new generation of social media “metaversa” which is going to change the social media marketing conception completely.

The effect of the Pandemic on people life and economy

COVID-19 has spread over the world as a health and economic epidemic, affecting people's emotional responses at the bottom of Maslow's hierarchy of needs pyramid, Consumers modify their behavior to focus on "panic buying" of non-durable things that aid in survival during times of discomfort or anxiety, including food, water, and medication.(Loxton et al., 2020)The pandemic has changed the consumption habits of people by changing the priorities and making people think about how to survive their daily life.

The closing of restaurants and limited-service dining establishments had an impact on consumers' eating and spending patterns, resulting in an unusual shift in demand from food service to retail. where the number of visits to the grocery shop reduced, but the amount of money spent per visit increased where, the consumers have concentrated on products with a long shelf life and stocked up on these goods at home.(Aday&Aday, 2020)

COVID-19 altered previously understood parts of customer behavior, making it difficult for managers to make informed decisions about their products and services,where the product availability has a positive and substantial relationship with consumer behavior, Due to the consumer's focus on the availability of necessary products, lack of interest in the brand, and great interest in the quality of the necessary product.(Raewf et al., 2021)

Since the epidemic began, the majority of consumers have increased their use of television, the internet, and social media,these three mediums have become the primary sources of coronavirus knowledge,and especially online news. (Chauhan & Shah, n.d.)

The new conditions that were enforced by covid 19 from like quarantine, lockdowns. made people spend a long time at home which pushes people to use social media and go online to kill the boringness and to keep in touch with their surroundings.

Impact of Covid on Marketing

People's reactions to consumer product advertising become different, they start to ignore discount coupons sent to their emails, and others become tired with companies sending advertisements to their emails whereas, Consumers are uninterested in news and information unrelated to the coronavirus pandemic, thus marketers are beginning to tie news and information to the commercials they put out to get their attention, marketing agencies are turning to animation, illustration, CGI (computer-generated imagery), VFX (visual effects), motion graphics, compositing, stock video, and user-generated material.

The pandemic effects, has requested from marketers to make a special strategy to face the Ramifications of the pandemic and the change in consumer behavior

The businesses adapted in various ways. Several actions were taken to combat the epidemic, including addressing the marketing influence of COVID-19. The definition of brand strategies, as well as the design of new purposeful payoffs, logos, and marketing messaging, were among the responses (Margherita &Heikkilä, 2021).

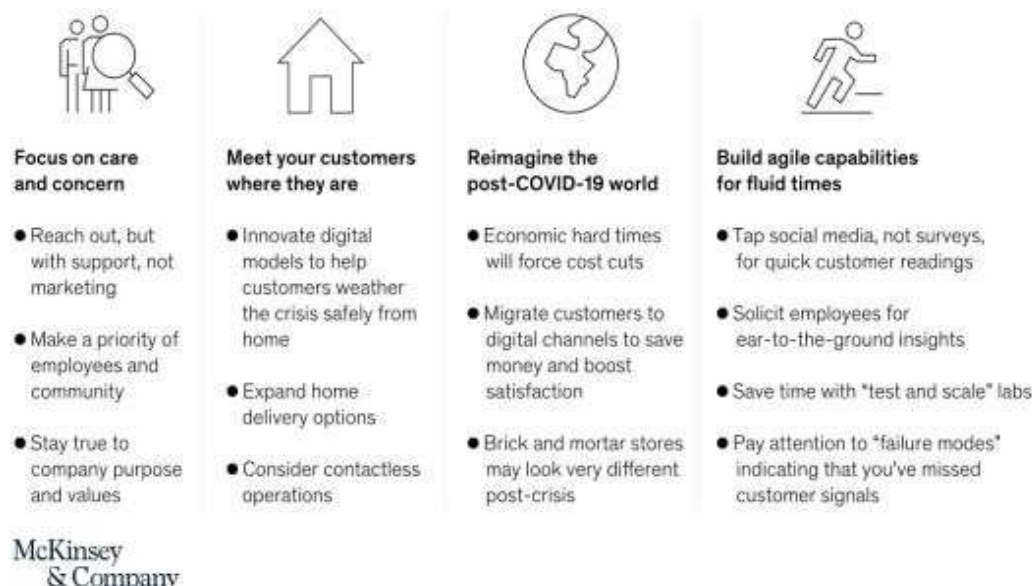
Most large companies adopted new marketing strategies rootly to, face the new pandemic time which had made new expenses and a lot of strain on the company budget, for example, Volkswagen and Audi have temporarily changed their well-known logos to emphasize the need of practicing social separation in this regard.(Margherita &Heikkilä, 2021)

Businesses must alter marketing initiatives depending on the customer perspective, branding, and situation, whereas Brand equity has been shown to have a significant impact on consumer behavior and decision-making, As a result, brand equity should be assessed regularly to discover areas for improvement, To deliver relevant information and enhance brand equity, (Dubbelink et al., 2021)

The brands in the covid19 era were forced to do completely take new steps to adapt to the new situation and to lessen the damage that happened as a result of the pandemic.

for example, connect and engage with customers through product-related material, influencers, firm-generated content, and user-generated content to improve the customer experience. (Dubbelink et al., 2021)

The marketing plan should aim to quickly alter the marketing strategies to suit shifting consumer preferences and attitudes. Marketing budgets should be reallocated based on reach, frequency, and return on investment (ROI), whereas Companies may consider altering marketing spending in channels such as digital search and social as entertainment and media consumption patterns change.(Becdach et al., 2020)



source:(Kumar, 2020)

Covid and Social Media Marketing

The use of social media has evolved from a method of exploring anything from the outside world to a means of conducting business, for example, social media can be used for marketing as well as receiving feedback on items or services that are being promoted to attract clients.(Bisnis et al., 2021)

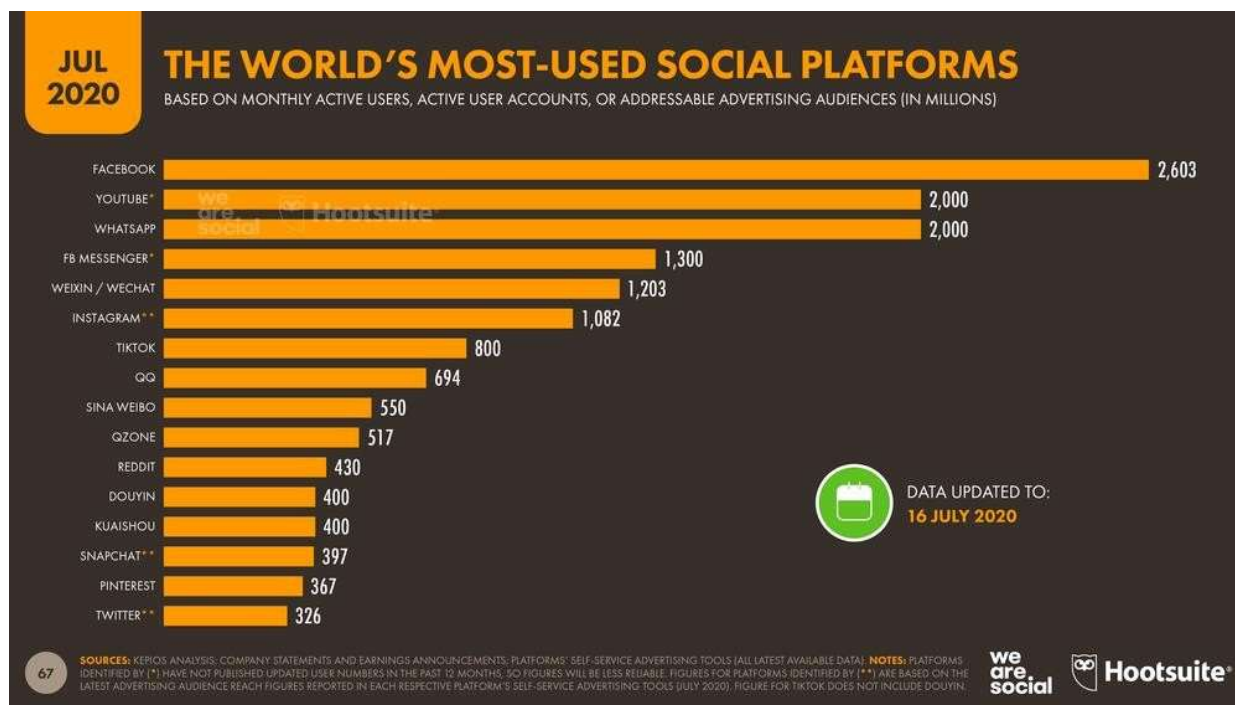
The way firms run their operations has shifted. Messages are created, transmitted, and delivered through social media technologies, channels, and software thus, the company's advertising plans are influenced by social media trends.(Arzhanova KA et al., 2020)

Businesses have revolutionized transactions through digital marketing during the covid epidemic whereas,the pandemic has expedited the expansion of digital marketing, which has influenced consumer behavior toward online commerce.(Junusi, 2020)

Social media marketing has flourished during the pandemic as a result of different factors for example lock down, social distance where, the customers were required something to compensate their social needs, which made the social media platforms that made it the most proper way to reach customers by companies.

Companies can take advantage of this opportunity by joining in debates, launching welfare programs to assist people during times of crisis, providing special offers and discounts, and encouraging less formal engagement with the target audience.(Vapiwala, 2020)

In addition, consumers are increasingly turning to social media to compare product options, assess product dangers, and make purchases thus, Businesses may use social media data analytics to determine consumer interests and create effective social media communications with them where, The firm can then develop buzz and excitement to generate consumers' product demands by sending tweets, videos, and exciting product events to the consumer's numerous social media platforms, based on the consumer's interest.(Mason et al., 2021)



Global Ranking of Top Social Media Platforms July 2020 DataReport(Kemp, 2021)

The Competition during Covid 19

Micro, Small, and Medium Enterprises around the world suffering from a downturn due to Covid-19 pandemic thus, in order to the success of MSMEs in competing in the global market It is suggested that they use digital marketing to advertise their products and offer them a variety of

innovations, creativity, appealing packaging, and, of course, product distinction.(Affandi et al., 2020)

The enterprises in different sections in the economy suffered from high competition during the covid 19 whereas the new conditions of covid 19 like lockdowns, decreasing in sales the high level of unemployment, and the social distance as well, have increased the competition

For example, Consumers may migrate from their typical retailers to competitors for a variety of reasons, including geographical proximity or assortment unavailability during the new situation Second, consumers may continue to visit shops that assisted them during the pandemic after the situation has passed, Third, consumers discover benefits from services they had never utilized before as they analyze their purchase habits, For example, senior customers are shifting to online purchases, something they had never considered before, after learning about the security and convenience of home delivery.(Pantano et al., 2020)

Growing small businesses with clever cutting-edge technology helps build and sustain competitive strategies in today's competitive business landscape, thus, the current COVID-19 pandemic provides an opportunity for a new generation of entrepreneurs to resurge and lead the next industrial revolution by inventing new methods of doing business using cutting-edge technology.(Akpan et al., 2020)

Although the world has been relieved a little bit from covid 19 due to the vaccinated campaigns in most countries, still the effects of covid 19 on people habits exists where, still people wear masks, keep social distance avoid crowded places and spend a long time on social media platforms.

Many consumers have financial, personal, and social issues as a result of the pandemic. Thus, they may place a high value on customer service and corporate social responsibility, Customers may link product or service difficulties to the company more than ever before, resulting in low customer satisfaction and a high customer attrition rate.(Ding & Li, 2021)

Executives and managers were compelled to design systems, operations, and tactics to be able to reach customers where, the pandemic needed agility, for example, life-water strategy has been more necessary than blue or red ocean strategy.(He & Harris, 2020)

The additional cost of covid 19 on companies

The COVID-19 outbreak has had a severe influence on the performance of many businesses, lowering investment scales where, the pandemic has a detrimental influence on some or most industries' production, operation, and sales, which is reflected in their negative return rate thus, tight quarantine measures restrict consumption and production, delivering a negative message to managers and stakeholders, (Shen et al., 2020).

The lockdowns penalized the movement of the economy in general and the company growth in specific whereas the decrease of sales caused a serious decrease in revenue which as result added more costs on the company and more losses which pushed the companies to take effective actions and steps to face this situation.

substantial sales losses experienced by so many various types of businesses, particularly those shut down due to mandated restrictions, nevertheless larger retailers and chains with a strong internet presence their survival chance was better.(Fairlie& Fossen, 2021),

Usage of social media as a result of stay-at-home instruments has been increased as mentioned earlier many advertising opportunities around the world have been postponed or canceled, including for example the Olympic Games, thus for most businesses, the question is not if they should cut spending, but how much, when, and where they should redeploy it.(Beccach et al., 2020)

To increase revenue the company might engage in internal rapid marketing innovation to investigate new revenue streams from existing and new consumers. Whereas many consumers work from home thus, companies can quickly implement online marketing innovations and establish and expand an online business team to transition their offline businesses online, connecting customers directly using private messaging apps, providing personalized offers and interactive content to customers, and using digital and social media to form authentic relationships with customers and other stakeholders.(Ding & Li, 2021)

Social media platforms offer companies an effective and efficient marketing tool that reach different segment of customers in any place in the world at a very low cost the social media

marketing strategy is cheap because companies and customers already exist in a virtual world and they interact with each other, for free or for a very cheap cost.

Customer's Health in the pandemic

the COVID-19 epidemic had more strains companies in several ways whereas, The immediate and urgent need to protect people from COVID-19 while also saving jobs, also, the unprecedented uncertainty surrounding the pandemic's causes, development, and repercussions have shifted focus to short-term solutions to alleviate how the future will be..(Slawinski, n.d.)

The health of customers during the pandemic has become the essence of the company's job where, the companies have modified their marketing, production, human resources, and operations, strategies to address the customer health issues during the pandemic.

The businesses have been adapted in various ways, The conversion of manufacturing to deliver protective materials and products, the optimization of production capacity, and the restructuring of plants to improve employee security were among the measures taken to combat the epidemic, for example, Companies such as General Motors have invested in the development of protective products (such as face masks) (Margherita &Heikkilä, 2021)

The company redesigned access to stores and facilities and implemented several preventative measures across all customer interaction points whereas, Customer mobility was measured and reported, and digital channels and contact centers were improved for instance Walmart, has taken steps to limit customer access and flow in stores, adopt sanitation and social distancing, and provide sneeze guards in all locations, Customers have also received payment relief and financial aid, as well as other types of support services, from companies.(Margherita &Heikkilä, 2021)

Customer safety and health are the responsibility of the companies. the company which able to market their efforts in protecting customer against the pandemic and offer to them all support to stay safe and healthy were more responsible in their customer's eyes and they were able to adapt in facing pandemic ramification in better way.

Also, Facebook users began to respond to coronavirus-related content on Brand pages with more love reactions Where, this coincides with the fact that during COVID-19, many brands began to post messages of support or demonstrate how they were assisting communities. The most popular Facebook posts were all from companies that advised ways to combat COVID-19 or offered support to their employees during this time of crisis.(Margherita &Heikkilä, 2021)

Social media helped the companies during the pandemic in their marketing strategy to build a strong relationshipwith their customers through spreading awareness about the pandemic, protection instructions and providing customers withall useful information to fight the pandemic

Conclusion

The pandemic has changed the world face, especially the business activities where, the pandemic imposed new challenges on companies relating to the changes that happened to the markets, consumer behavior, government policies and restrictions, and global trade which have created new situations require new and different strategies to deal with and, to alleviate the repercussions of the pandemic. this paper tried to shows some effects of the pandemic on the marketing strategy and how companies tried to adapt with pandemic by adjusted its marketing activities and using the social media as marketing tool which can provide low cost advertisement way ,which can lessen the impact of covid19 onits expenses budget ,and to build more suitable marketing strategy that able to reach customers in their homes in separate places ,whereas social distance and protective instructions have become a dailyin addition the social media marketing support the companies in the heavily competitive market. this paper shows how the social media strategy has become an important way for sustainable brand strategy through the posts on social media which promote to customers health and protect them against the pandemic. this study is limited to review the previous literature in the field. further study can be deeper and able to be generalized in the same field.

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