

Study of COVID 19 Impact on Mobile Marketing and Online Advertising

Karthiga Rani

Kalaniketan Polytechnic College, Jabalpur, India

Abstract: *Digital marketing is that the fastest e-Commerce solution available. We will buy or sell fast during this marketing strategy. You'll reach out maximum audience or customer with the assistance of digital marketing and you'll do this fast. It really plays a crucial role in modern commerce system. Digital marketing is infinitely cheaper than traditional offline marketing methods. This epidemic, having impacted all sectors; mobile marketing and advertising, is not any exception. Within the short term, companies have and can curtail their marketing spend, till things stabilizes. However, going forward, the shift of advertising budget from traditional marketing like print, and ATL-outdoor activities to digital and mobile marketing, would witness a spike with user being indoors, and preferring to consume content totally on their mobile phones or TV; and social distancing, Possibly becoming the new normal. Mobile marketing features a great scope as people spend maximum time on their mobile devices and hence to succeed in customers has become easy. Big brands have gotten their location based mobile apps developed so as to serve customers better. they provide out discount coupons on messages or emails to customers.*

Keywords: Marketing, Digital Marketing, Covid-19, Ecommerce, mobile, advertising

I. INTRODUCTION

Digital marketing is promotion of products or brands via one or more sorts of electronic media. Digital marketing is usually mentioned as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. mobile marketing may be a subcategory of selling which uses digital technology to put and sell products. Internet usage continues to explode across the planet with digital becoming an increasingly important source of competitive advantage in both B2C and B2B marketing. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the web, but also including mobile phones, display advertising, and the other digital medium. the web is an interactive medium. It allows for the exchange of currency, but quite that, it allows for the exchange useful. A business on the web can gain value within the sort of time, attention and advocacy from the buyer. For the user, value are often added within the sort of entertainment, enlightenment and utility; content marketing is one powerful thanks to create value. The stats, that have began to pour from various research and analyst firms; India (and globally too)- news and social chatting platforms, music & entertainment - streaming TV and Video games, and television are seeing higher usage and thus, possibly, will get more ad spend within

the current period of time, to catch the eye of the USER. within the latest BARC data—the viewership of stories channels in India grew by 57%, and therefore the advertising on news grew by 21% to about 10 million seconds of free commercial time (FCT). Advertising on kids' genre went 27% up while Hindi Movies genre and Hindi GEC witnessed a jump of 8% each, in FCT.

II. CHANNELS OF DIGITAL MARKETING

The digital marketing industry has introduced various digital marketing channels which helps marketers target the proper audience and attract them towards the merchandise or service being marketed. it's this boom in digital marketing that necessitates the necessity for a brand to make a solid online presence and project a picture in tandem with the platform getting used also as their vision and mission.

- **Email Marketing:** The digital marketing industry has introduced various digital marketing channels which helps marketers target the proper audience and attract them towards the merchandise or service being marketed. it's this boom in digital marketing that necessitates the necessity for a brand to make a solid online presence and project a picture in tandem with the platform getting used also as their vision and mission.
- **Search Engine Marketing** - Search Engine Marketing or SEM covers the ground SEO ignores, paid traffic from search engines. With SEM you purchase advertisement space that appears on a user's SERP. The most common paid search platform is Google AdWords. Next, is Bing Ads.
- **Affiliate Marketing** - Affiliate marketing refers to the method of paying for conversions. consider it like hiring a sales person for your product or service. That affiliate earns a commission. you identify the speed for affiliate marketing. you simply buy conversions. this suggests there's no upfront cost to affiliate marketing. Many bloggers or e-commerce websites use affiliate marketing. once you prefer to use affiliate marketing make sure that all of your terms and limits are discussed beforehand.
- **Influencer Marketing** - Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by your target market to drive traffic and sales. Influencer marketing is popular on social media channels like Instagram and Snap chat. Companies hire Instagramers with large followings to promote their brand by posting one or more photos with the product.
- **Social Media Marketing** -One of the most popular types of digital marketing is social media marketing. The rise of Face book, Twitter, LinkedIn, Instagram, YouTube and many other platforms has created a burgeoning marketplace where businesses can connect with audiences.
- **PPC (Pay Per Click)** -Search, also known as PPC, is the management of paid adverts in the search results of a search engine. These paid adverts are typically placed above, or to the right of the 'organic' search results and can be quite cost effective.
- **Online Advertising**- Online advertising differs from PPC in that you are advertising on

other peoples' websites. For instance, you may want to buy banner space on a specific website, and you would pay the website owner either based on the number of impressions, or the number of clicks the advert receives

III. BENEFITS OF MOBILE MARKETING AND ADVERTISING INCLUDE

- Text messaging as a sort of advertising is extremely cost-effective.
- When offering deals or coupons, the amount of responses are often easily calculated supported the amount of individuals who claim the offers.
- Responses to mobile marketing are almost five times above responses to print ads.
- Mobile marketing allows businesses to make brief and concise messages to consumers. Customers appreciate a brief and straightforward message.
- Mobile marketing over cell phones is that the fastest thanks to hook up with your customers.
- Online advertising may be a Long-Term Strategy.
- You're on top of things With Online Advertising.
- Online Advertising Can Create an enormous Fan-Base.

IV. IMPACTING AREA

The impact on new age Internet /e-commerce businesses viz. retail; essentially fashion, food, clothing, travel & tourism, is critical and there's a clear hit in ad-spend, there. If one talks, specifically about mobile marketing and advertising, from the Indian and South Asian market perspective, we do see more that 45-50 % marketers holding or pausing the campaigns, as of now. Our assessment of the market suggest that this marketing budget, which is currently placed on hold thanks to the uncertainty, and every one trying to know and assess things , are going to be spent, with proper re check out the strategy in H2 of this year, with the changed environment, post the COVID-19, recede. There is also, 15-20% of segment, who are coming, with the philosophy; that the present time is that the best to urge the main target on their brands, with less competition or clutter within the market. There are discussions, with few on the tactical changes- like revisiting the messaging/content for the mobile campaign strategy. Its best for advertisers and marketers and that we are witnessing too, that to an extent- a switch to purpose or say cause related campaigns, to possess a positive brand image build, within the current crisis scenario

V. OPPORTUNITY FOR MOBILE MARKETING AND ONLINE ADVERTISING

Optimism and therefore the incontrovertible fact that every challenge brings in opportunity, the COVID1-19 and its challenges, has made the compelling need of newer ways and means of connectivity and thereby a relook at digital -mobile marketing and advertising approach- one among which is IOT based applications to succeed in bent masses (especially, just in case of pandemics or natural calamities), in today's or should say post COVID -19 times. We may even

see a rising awareness and focus to IOT solutions being weaved in by the marketers and digital heads, going forward within the marketing mandates.

VI. ONLINE ADVERTISING: INDIAN PERSPECTIVES

Online advertising remains within the embryonic stages in India, while in other parts of the planet it's already taken deep roots. The share of India's online advertising in world pie is nearly negligible. But developing countries like India; here Internet users are growing very rapidly, it's huge potential. India's leading advertisers are beginning to advertise online, but at a really slow pace. Indian companies also are showing keen interest in promoting their products or services online. Currently finance sector is most dominating sector in online advertising and accounted about 40% of total online advertising in India. a number of the leading companies from this sector are HDFC, Citibank, SBI, and UTI etc. FMCG goods have just began to are available led by companies like Hindustan Lever, Procter and Gamble etc. India is among the fastest growing economies of the planet . Economic Survey of India has predicted that Indian Gross Domestic Product (GDP) will grow at a rate of 6 June 1944 within the fiscal year 2013-14. the expansion that has occurred in India since the adoption of commercial Policy of 1991 including the recent economic recession within the developed western countries has made India one among the foremost wanted business destinations within the world. Also, an outsized population with continuously increasing purchasing power has resulted in reaction of a stupendously huge and lucrative market. This augurs well for Indian Advertising Industry which is now watching harnessing the advantages of internet to reinforce its growth. Total Online Advertising market of India was estimated at INR 785 crores for the fiscal year 2009-10 and is estimated to grow within the coming fiscal year . This amounts to an interesting increase of roughly 26 conquer the previous fiscal year . Display advertisements constitute a serious portion of this revenue generation followed by text advertisements. Display advertisements contributed about INR 417 crores, whereas text advertisements about INR 368 crores, within the total revenues generated by the industry during the fiscal year 2009-10. Display advertisements are expected to post a growth of 30% within the fiscal year 2013-14 followed closely by text advertisements which are expected to grow at 26% during an equivalent period.

VII. REASONS FOR THE GROWTH OF MOBILE MARKETING AND ONLINE ADVERTISING IN INDIA

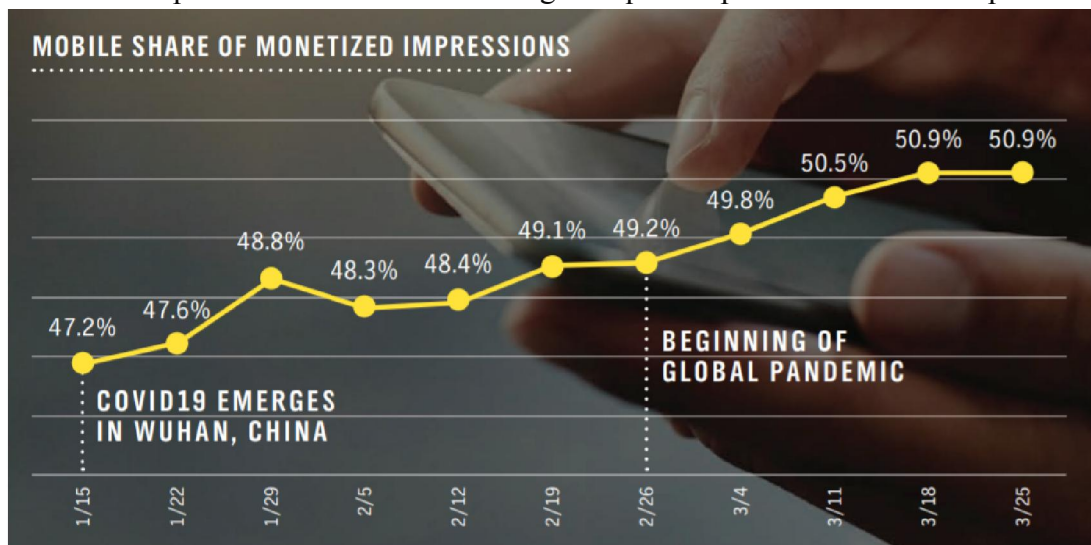
- Advertisement can reach very sizable amount of potential buyers globally.
- In online advertisement specific interest groups or individuals are often targeted
- Online advertisement works 24 hours each day , 7 days every week , three hundred and sixty five days a year.
- Location and personalization
- Viral potential
- Instant transactions

VIII. THE FUTURE OF MOBILE MARKETING AND ADVERTISING

Artificial Intelligence Will Make Mobile Ads More Personalized -As far back as 2016,71% of consumers said they wanted more personalized ads. once you don't give people personalized ads, your ads get hidden by ad blocker by disgruntled customers. mobile screens are called an extension of self because they're such a lot more personal than a desktop screen. Only 22% of mobile users are using ad blockers, it's time that marketers began to make their mobile ads more personalized. this is often where AI comes in. Companies like Amazon and Netflix are already leveraging machine learning to plug to specific customers. One such machine learning technique is named dynamic creative optimization. Its algorithms produce ads that are presumably to interact positively with a selected individual. These mobile ads are personalized consistent with previous interactions, demographics, and locations. If you would like , they will even be personalized consistent with the weather. The good news is that49% of consumers are hospitable you tracking their buying behavior if it means you present them with more relevant deals.

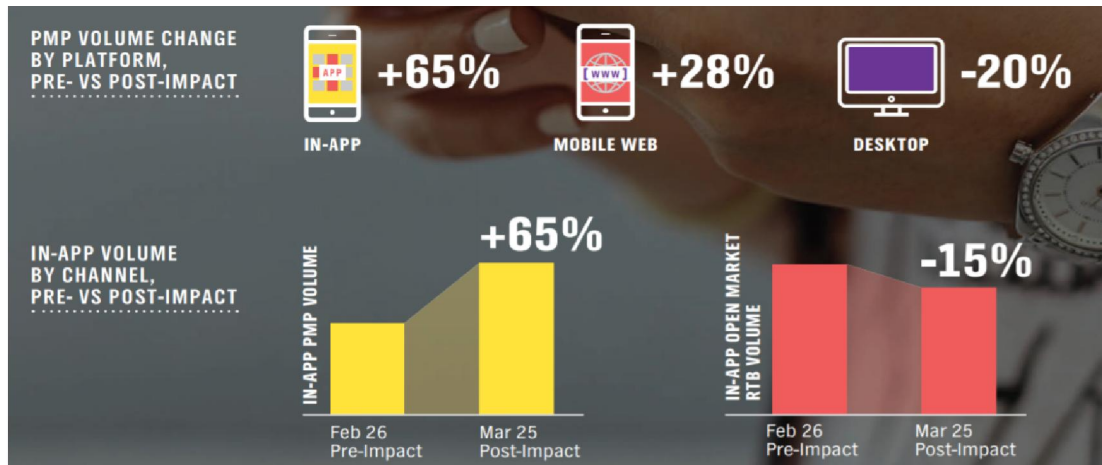
AI is Shaping Apps -Apple bought Siri way back in 2010, in what already looks like a lifetime ago. Since then, competitors have emerged within the sort of Cortana, Alexa, and Google Assistant. AI is powering more and more mobile apps because its algorithms can do such a lot . Just check outKraft Foods iPhone Assistant. Using AI, it offers up many tasty recipes supported the leftovers you've got from previous meals. It also can create awesome shopping lists in accordance together with your budget and dietary preferences.

Mobile apps themselves are incredibly important for businesses because they boost engagement, conversions, and sales. Making your own AI-powered app is really simpler than it sounds. Naturally, you'll got to work with a developer if you're not a developer yourself. Then, you would like to return up with a thought that solves a selected problem. Shift from desktop to mobile is accelerating Mobile was less impacted by coronavirus, with ad spending falling 15% post-impact (vs. desktop ad spending, which fell 25%). As a result, the shift in share from desktop towards mobile is occurring at a quicker pace than before the pandemic.

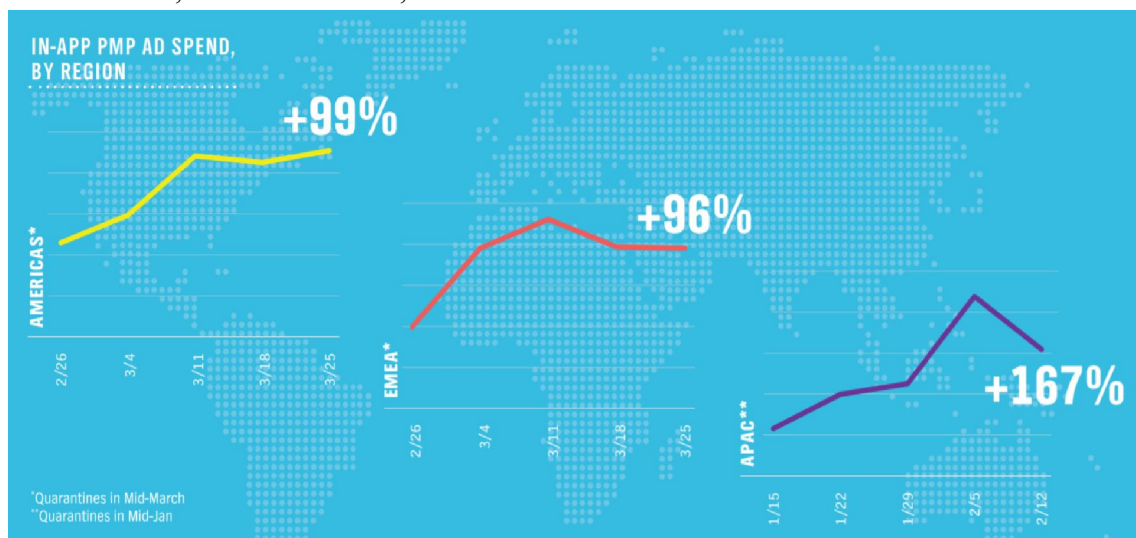


In-app PMP ad spending expands across all regions

Advertisers swung budgets to in-app PMPs, away from the open market. Mobile in-app PMP volume rose 65% during the pandemic while desktop PMP volume fell 20% and in-app volume in the open market fell 15%.



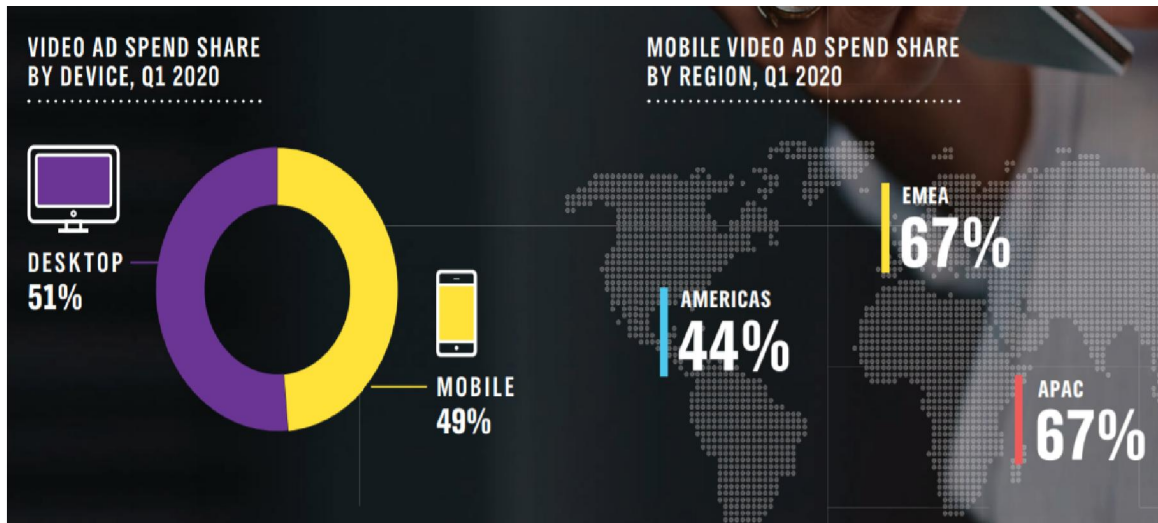
Within the first five weeks after lockdown, in-app PMP spending nearly doubled in each market: +99% in Americas, +96% in EMEA, +167% in APAC.



Mobile video ads contracted more than display

As one of the most expensive offerings, mobile video was first to be cut as advertisers slashed spending. Mobile video ad spending declined 27% whereas display fell 12% after impact. However, PubMatic noted that mobile video spending was expanding so quickly before the crisis that mobile video ad spend declined less than display in the quarter overall.

It added that the global mobile share of video ad spend remained constant at 49% in Q1 2020 over the last quarter, while the share varied across regions: Americas – 44%, EMEA – 67%, and APAC – 67%.



“Coronavirus has shifted consumer behaviour towards mobile. As the economy recovers, advertising will follow, giving publishers with advanced mobile advertising capabilities an advantage,” said Paulina Klimenko, SVP of corporate development and general manager of mobile at PubMatic. “While recent surges in viewership will likely recede through the summer and as stay-at-home orders ease, the preference for mobile will remain, which will drive advertisers to mobile over the long term.”

IX. CONCLUSION

The main purpose of knowledge collection was to review the importance of digital marketing within the new era. What are the varied problems faced by the Digital marketing. It also showed how the role of digital marketing helped in development of India. “The Role of digital marketing play vital role in business for growth. Because it’s have less time and fewer amount do advertising through world. And also if any changes occurred in product we’ve to vary easily and it create more awareness instead of traditional marketing .So it play major part in product awareness (i.e. especially in New product introducing).In this digital marketing we’ve to use numerous types tools .so we lot of choices in digital marketing. because the recent business insider report indicated, mobile is growing at a rapid pace, both in terms of usage and monetization. Consumers now spend longer using mobile apps than desktop computers and mobile is that the top digital ad category for growth (occupying a fantastic 42.6%). Everything goes mobile. From mobile websites to mobile payments, the fashionable phone has completely changed the planet , but it’s a very interesting future for digital marketeers. We approached 5 experts within the mobile marketing field for his or her predictions on the longer term of mobile marketing.

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