

'The New Normal' and the Strategies of Marketers to Attract Consumers

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Abstract

In the middle of the pandemic, marketers are creating unique tactics to drive new demand, reorganize value chains, and deliver brand experiences. Marketers are grabbing the chance to rethink their fundamental marketing strategies in order to align with the new normal of marketing, which is digital evolution. The crucial question is how marketers can expand their marketing approach in the 'New Normal.' The perspective presents the various perspectives of marketers who are creating high impact, from designing innovative approaches to delivering the best customer experiences.

Keywords : new normal, COVID-19, marketing trends

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The smartest will survive in a VUCA (volatile, uncertain, complex, ambiguous) environment, especially at the time of the COVID - 19 pandemic (Saleh & Watson, 2017). Organizations change in reaction to evolving clients and consumers, and in order to accomplish VUCA, they need street-smart people who can help them transition quickly (Giones et al., 2019). Social distancing and restriction in movement have become the new normal in the COVID - 19 pandemic, with a large increase in the use of digital platforms by always-on clients (Waizenegger et al., 2020). Consumers nowadays are mostly dependent on various app-based services (Chakraborty, 2019; Chakraborty, 2021; Chakraborty & Altekar, 2021a). As a result, the marketing strategy must be carried out across all digital channels (Chakraborty, 2018; Chakraborty et al., 2022). Advertising must get smarter in order to comprehend the behavior of the 'consumers in the new normal scenario'(Chakraborty & Altekar, 2021b). Machines must evaluate and forecast their activities depending on the types of communication and engagement that must take place in virtual interactions (Chakraborty et al., 2019). Marketers must use digital technologies to their advantage, but they must also improve their skillsets to sustain in the new normal era (Chakraborty et al., 2021; Raisch & Krakowski, 2021).

Connections and growth are fueled by content. Content is still the king (Dash & Chakraborty, 2021b). Marketers must be real and trusted by customers now more than ever. The most effective approach for them to do so is to spend in developing humanistic and relatable advertising material. The public is well-informed and can see right through advertisements. The traditional medium of television continues to dominate, but digital is gaining ground, and with the need for OTT platforms on the rise, the choice of consumers as well as marketers is to move

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away from television (Mehta & Kaye, 2021). Digital technologies have already started replacing most ATL and BTL activities in metro cities, and sooner they will also grasp the markets of tier 2, tier 3, and others too (Dash & Chakraborty, 2021a).

The 'New Normal' and Marketing Strategies

COVID-19 will have an extraordinary influence on the lives of customers (Tull et al., 2020). Marketers must be aware of how the customers' lives are constantly evolving. This will also depend on the business marketers work in, and they may need to adjust their marketing methods as a result (Berthon et al., 2012). Regardless of the industry in which marketers work, the four pillars of success are: social, mobile, analytics, and cloud, which will capture the most customer mindshare. Mobile and social will be the primary drivers of customer interaction on the front end, while cloud-based solutions and a deep grasp of analytics and data will be supplied on the backend (Shakeel & Limcaco, 2016).

Marketers will need to take a fresh approach after COVID-19. This could be an excellent opportunity to spend on future customer advertising because paid ads are now more affordable, and marketers may try out a few different platforms and build a long-term traffic source. Ad campaigns, on the other hand, should place a greater emphasis on attracting repeat customers (Srinivasan et al., 2016). Marketers must develop customer-centric performance marketing strategies that are aligned with their product offerings. During these exceptional circumstances, marketers must focus on the fundamentals and examine their media mix (Constantinides, 2006). Digital marketers should devise marketing strategies that yield the biggest return on investment and the most devoted customers.

Practical Implications

During this time, it is critical to keep track of and analyze changes in consumer behavior and purchase needs. Marketers may need to reconsider their messaging, identities, and strategy (Campbell et al., 2020). It is now more important than ever to retain customers and ensure that they remain loyal to businesses because most non-essential businesses have lower conversion rates and interest, and marketers should concentrate on retention rather than acquisition for a while (Mont et al., 2021).

The most successful technique to gain customers is by word of mouth (Melancon et al., 2021). Quality is considerably more important than number when it comes to forming communities. Growth can be fueled at near-zero cost by a small but highly engaged population. Consumer demand is expected to remain weak for the next few quarters, providing marketers with the ideal chance to launch advocacy activities.

Conclusion

The COVID-19 pandemic is a watershed moment in human history. It has resulted in a shift in customer behavior, hastening the digitalization process in numerous industries. People have been rapidly adopting digital solutions in recent months, promoting the expansion of different web platforms. These things, which happened only a few months ago and considered as an afterthought, have now become an essential part of human lives. Marketers have often been obliged to reduce their marketing expenses in order to keep their businesses alive during these difficult times.

Limitations of the Study and Scope for Further Research

We also go over some of the study's limitations and suggest some research recommendations. The study is based

wholly in India, and we have discussed the Indian background. The outcomes may be different from those in other countries. Furthermore, the study focuses on the COVID-19 pandemic and its impact on marketers and marketing strategies, but the results could be different in a normal situation.

Authors' Contribution

Dr. Debarun Chakraborty generated the conceptualization, performing the review and design for investigation of the study. Dr. Ganesh Dash did the writing and revision of the perspective.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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