

# **We're in a Global Pandemic- Now What?**

## *How Covid-19 Has Changed Marketing*

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In the early weeks of 2020, most people had no idea that in a few short months, their entire world would be turned upside down.

You were no longer walking around the mall on Saturday afternoon, Starbucks drink in hand, looking for all the sales at your favorite stores. You were not meeting friends at your favorite restaurant after work or planning that trip to the tourist destination your dad told you about. Your best friend's wedding was canceled, and that concert you'd been looking forward to for months was indefinitely postponed.

Covid-19 had devastating effects on the general population. Covid-19 also changed the economy and the way businesses approach marketing. This required companies and organizations to face a decision: get creative or get shut down. Unfortunately, many businesses simply did not have the resources to get by in an unprecedented pandemic, but for businesses that were able to, it was important to look a little deeper and come up with some solutions to stay in the game. Covid changed the ways we look at marketing in three very important ways.

### [The Power of the Internet](#)

For the past few decades, businesses have relied on the internet to spread their message. This became even more important during the pandemic. Customers were not visiting stores to buy products. To reach their target audience, businesses needed to rely on other methods. By February 2021, [internet sales](#) were up to 19.4 percent. A huge jump from 2019, when sales were only at 12 percent. Places like [restaurants and stores](#) realized the importance of SEO and driving traffic to their websites to make sales. They advertised more delivery options and ways to get products to customers safely through their websites. Even when the world finally does go back to normal, it is likely that internet sales will continue to increase.

### [Digital Ads](#)

Have you ever been browsing Facebook, come across an ad, and thought, "How did they know I was looking for that?" Because of the rise of AI, or Artificial Intelligence, [ads can be targeted](#) toward individuals who are likely to be interested in that product and make a purchase. Many marketers increased their use of digital ads during the pandemic. People were spending more time on social media, streaming services, such as Hulu and Netflix, and browsing the internet.

Digital ads became a great way to get customers' attention and make up for losses created by the pandemic.

### Video Marketing

Most humans are interactive creatures. We want to see what a company and product can do for us instead of just listening to someone talk about it or reading pages of information. Videos can be a quick way to get information you need. Video ads, reviews, or tutorials are just a few ways businesses can take advantage of this media. People often need an emotional connection to make a purchase, and video advertising can play on this as well. According to [Amba](#), ad spending for digital videos was up 4 percent in 2020. This is another avenue businesses might choose to get their message out there when people are stuck at home.

The world of marketing has changed, most likely for the long haul. It can be frustrating and challenging for businesses to keep up. It is necessary, however, to keep business running smoothly. By getting creative and problem-solving, businesses can survive in the post-Covid world.