

Summer Internship Project Report

On

IMPACT OF COVID 19 ON DIGITAL MARKETING

By

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Roll No.: 2018BBA031



Under the Supervision of

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(Submitted in partial fulfillment of the requirements for BBA degree)

Institute of Management
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DECLARATION

I, the undersigned solemnly declare that the project report, “**Impact of COVID 19 on Digital Marketing**”, is based on my own work carried out during the tenure of my summer internship program in Raletta Technology Pvt. Ltd. Under the supervision of my company mentor, Mrs. Pritika Kalani and faculty mentor, Dr. Upasana Singh.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other institution for any other degree/diploma/certificate in this university or any other university of India or abroad.
3. I have followed the guidelines provided by the university in writing the report.
4. Whenever I have used materials from other sources, I have given due credit to them in the text of the report and giving their details in the reference

Name : Yogesh Saini

Company Batch: 45 Days Interns

(College) Roll No: 2018BBA031

CERTIFICATE

It is certified that the Summer Internship Report titled IMPACT OF COVID 19 ON DIGITAL MARKETING submitted by YOGESH SAINI is an original piece of research work carried out by the candidate under my supervision.

Name of the Faculty Guide

Sign. Of the Faculty Guide

Dr. Upasana singh

ACKNOWLEDGEMENT

In the accomplishment of this project successfully, many people have bestowed upon me their blessings and the heart pledged support, this time I am utilizing to thank all the people who have been concerned with this project.

Primarily, I would thank my company mentor; **Mrs. Pritika Kalani** and Faculty mentor, **Dr. Upasana Singh** whose valuable guidance has been the ones that helped me patch this project and make it full proof success. Their suggestions and instructions have served as the major contributor towards the completion of this project.

Then I would like to thank **Dr. Ashwini Sharma**, Director – Institute of Management, for providing me with this opportunity and being able to complete this project with success.

Lastly, I would like to thank my parents, faculty members and friends who have helped me with their valuable suggestions and guidance which has been helpful in various phases of the completion of this project.

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PROJECT SUMMARY

I believe the impact of COVID-19 on global, regional, and local marketing and advertising stems from a truly human response to a completely unique zeitgeist. Marketers and customers alike face uncertainty surrounding health, social, and economic stability with no immediate end in sight. Marketers are torn between the need to support their brands while remaining keenly aware of the appropriate messaging and action needed during this unprecedented time. Behavioral shifts such as working remotely, spending more time indoors, researching real-time news, juggling kids at home, adapting to homeschooling, avoiding crowded areas, and focusing on health first have all had significant impacts on advertising and marketing efforts.

INTRODUCTION

In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Digital marketing has been around for quite some time but it hasn't been very well defined. I tend to think that digital marketing encompasses banner advertising, search engine optimization (SEO) and pay per click. Yet, this is too narrow a definition, because digital marketing also includes e-mail, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging. Yes! digital marketing has a very wide scope.

In digital marketing, a reporting and analytics engine can be layered within a campaign which allows the organization or brand to monitor in real-time how a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made.

- ❖ The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24x7 services to make the customer feel supported and valued.
- ❖ The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from their customers as well as determine what media platforms work well for them.
- ❖ Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the Web matures.

OVERVIEW

Raletta Technology Private Limited is an Indian Non-Government Company. It's a private company and is classified as 'company limited by shares.

They are the only IT company in Indore with its feet into E-commerce, Deep core coding, VFX and Digital Marketing.

Company's authorized capital stands at Rs 1.0 lakhs and has 100.0% paid-up capital which is Rs 1.0 lakhs.

Raletta Technology Private Limited is majorly in Community, personal & Social Services business and currently, company operations are active.

Company is registered in Gwalior (Madhya Pradesh) Registrar Office. Raletta Technology Private Limited registered address is 142/2, G.N.T MARKET FIRST FLOOR INDORE Indore-452002.

OBJECTIVES

- ❖ To get to know what impact does COVID-19 has done on digital marketing and how people in digital marketing business getting their things done without hampering their business much.

RESEARCH METHODOLOGY

- ❖ **Data available on the internet**
- ❖ **Government and nongovernment agencies**
- ❖ **Public libraries**
- ❖ **Educational Institutions**
- ❖ **Commercial information sources**

DATA ANALYSIS & OBSERVATION

HOW SIGNIFICANTLY WAS REVENUE IMPACTED BY COVID-19?

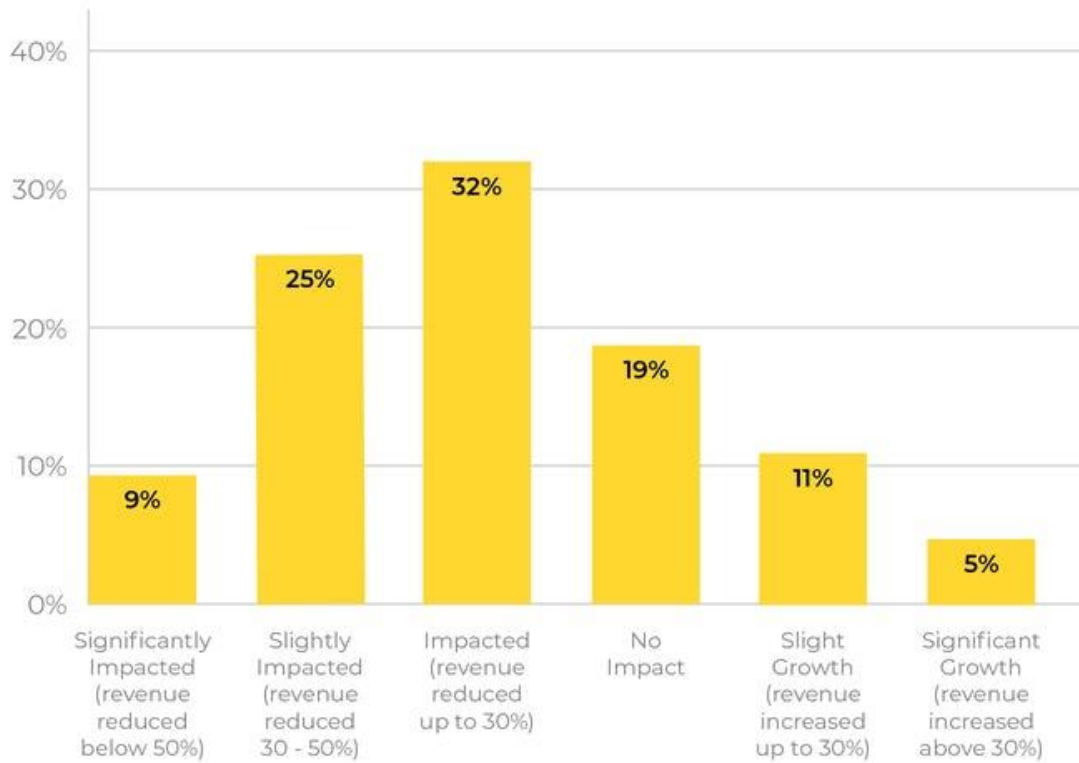


Figure-1

Figure 1

Digital agencies are among those that are learning to cope with this unprecedented situation. At Uplers, they uniquely placed to see how it has affected the lives of agencies and businesses at large.

That is why they decided to conduct a survey to understand the issues and learn about how digital agencies around the world are dealing with them.

The insights that have emerged will, we hope, provide a route map for businesses to make informed decisions.

The agencies surveyed, 66% witnessed a decrease in .0overall revenue. However, 16% actually saw an increase. The ones more heavily impacted by this aspect were smaller agencies, with under 25 employees.

It's been widely noted that the use of technology has played a significant role in these times. This is also reflected in our survey. Among sectors, technology saw the most growth, with a rise of 16%. Then, there was ecommerce and healthcare, at 15% and 14%, respectively.

Sectors negatively impacted were consulting and legal services, and manufacturing. Manufacturing fared the worst, at 5%.

WHAT DID AGENCIES DO TO COMBAT THE SITUATION?

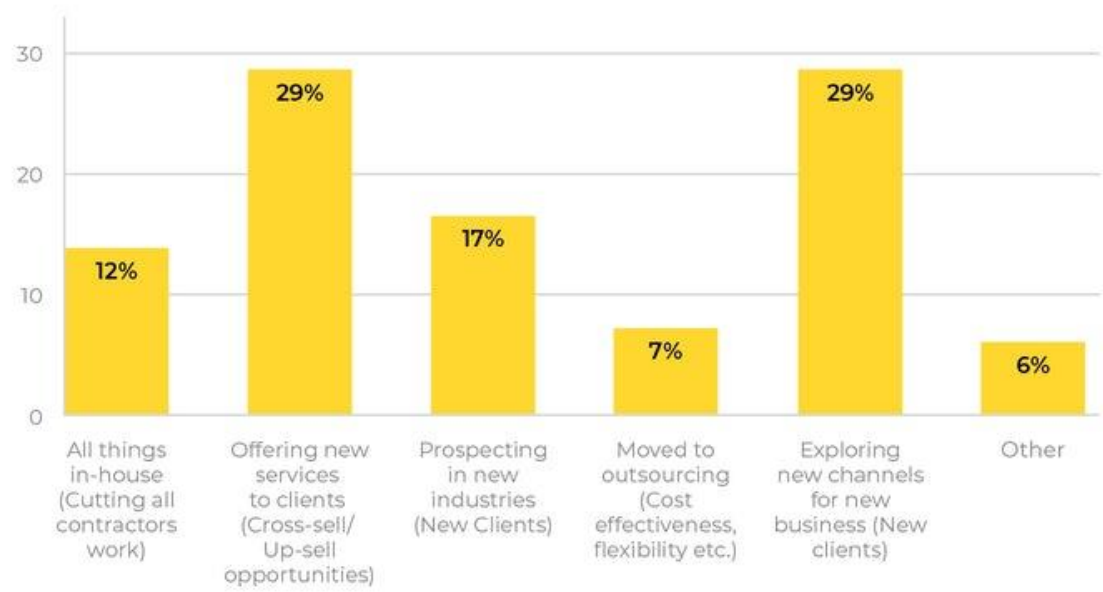


Figure-2

Figure-2

There was a spectrum of approaches to combat the crisis: 29% of agencies said they would explore new services for their current clients and an equal number said that they would explore new channels for new businesses.

Among the approaches were:

- ❖ Reducing costs by bringing all work in-house.
- ❖ Presenting new services to clients via cross-selling and up-selling.
- ❖ Reaching out to new clients and industries.
- ❖ Exploring outsourcing for its advantages of cost-efficiency and flexibility.

For clients, the most recommended digital marketing channels were:

- ❖ Email marketing (15%)
- ❖ Web development (13%)
- ❖ Blog content (13%)
- ❖ Paid social (13%)

Almost one-third of agencies recommended new marketing messages and recommended that their clients increase digital marketing spend.

WHAT ARE AGENCIES' APPROACH TOWARDS OUTSOURCING POST COVID-19?

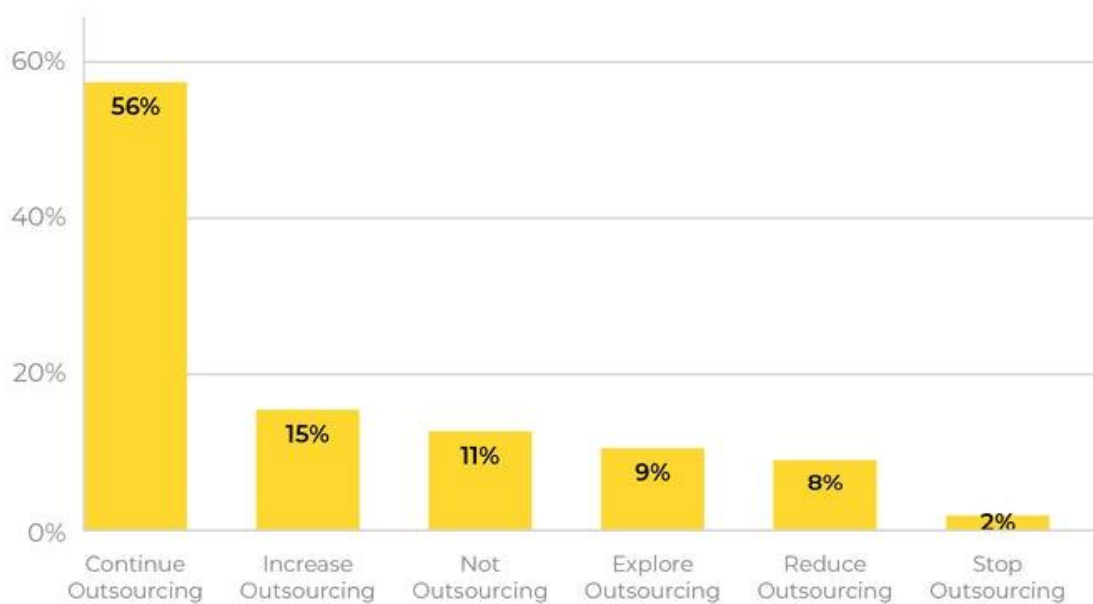


Figure-3

Figure-3

A full 80% of the agencies said that they would either explore, continue or increase outsourcing. In fact, 80% of the agencies who saw above 30% growth in their revenue are outsourcing.

The reasons for this are not hard to find out. During these testing times, outsourcing can:

- ❖ Help in client retention because of increased profit margins.
- ❖ Reduce workload management because outsourced teams allow for a pause in operations and easy re-engagement.
- ❖ Provide the unmatched benefit of scalability, to quickly add resources when opportunities for work arise.

RECOMMENDATION

Check Your Numbers: Make sure you're evaluating all angles of your business health, including revenue trends, retail foot traffic, and website traffic, to understand how COVID-19 is impacting your business. If you currently don't have visibility into how these metrics impact your business, now is the time to catalog your needs so you can solve for the gaps later.

Assess Your Brand's Value: In today's world, people are turning to brands to meet their current needs state. Understanding that needs state and where your brand fits might mean temporarily shifting strategies. If brands can create opportunities for customers to try new things, such as a short-term loyalty discount, they may gain full-price customers going forward.

Evaluate and Test Your Messaging: Examine messaging that is receiving positive traction within your website, organic media, and paid media. Shift your messaging to align with where you're seeing positive results.

Maximize Changes in Media Consumption Trends: It's no surprise media consumption is changing as more people alter their daily routines. Shifting your media channel mix can align with opportunities in market and performance within your campaigns. Exploring strategies and platforms to message specifically to your existing client base is equally as important as attaining your next customer. Determine the lines of profitability within your paid media. If you're netting loss, consider changing messaging strategy unless your focus is maintaining brand equity rather than driving revenue creation.

CONCLUSION

With the longevity of this crisis still unknown, it will be essential to continue evaluating the impacts on the marketing and advertising ecosystem as the situation develops. Below are a few current implications to consider.

❖ Overall

- Marketers are scaling up spend in channels that align with customer behavior shifts and cutting costs where they are no longer relevant or appropriate.
- E-commerce advertising is forecasted to grow by 17.7%, and social media spending is expected to rise by 22.2% (according to research from The Drum) — while people seek answers on social media and their home goods needs via e-commerce channels.

❖ Media Channels

- Traditional TV ad spend is being impacted due to consumption losses with the suspension of most live sporting events.
- Out-of-home advertising spend is already declining due to social distancing and self-isolation, while people are spending increased time online.
- People are increasing time spent with social, advanced TV, and gaming for indoor entertainment.
- Marketers are leaning on digital alternatives to offset event cancellations (video conferencing, virtual events), which magnifies the need for 5G technology and improved mobile experiences.
- Marketers are focusing more on high traffic channels like Amazon DSP, paid search, and social to follow news and shopping trends.

❖ Measurement

- Campaign measurement and KPI expectations are likely to adapt to the market – shifting away from CPA or ROAS and looking at longer lifetime value or profitability-based metrics.

REFERENCES

The data collected is through secondary data and the data collected from the websites the links for the following are given below

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