

Marketing in Post-Pandemic Environment

Authors : Mohammad Mehdizadeh

Abstract : COVID-19 forced marketers to change their marketing strategies, focusing less on reactive approaches and more on proactive approaches, primarily social media. The next few years will be dominated by employee engagement and customer experience, leading to businesses focusing more on "long-term customer relationships." A large number of marketing strategies need to be employed in an ever-evolving online environment, which is both filled with opportunities and dangers, as well as being an intimidating platform to use, incorporating new and exciting opportunities for businesses and organizations as it constantly evolves. In this article, we examine the effect of social networks on marketing in post-pandemic environments. A descriptive survey is used as the research method. The results show that social networks have a positive and significant impact on marketing in a post-pandemic environment. Among the social networks studied, Instagram, Facebook, and Twitter have the most positive effect on marketing advancement.

Keywords : COVID-19, customers, marketing, post-pandemic

Conference Title : ICFERMME 2022 : International Conference on Financial Engineering, Risk Management and Market Environment

Conference Location : Vienna, Austria

Conference Dates : December 29-30, 2022