

PANDEMIC AND DIGITAL MARKETING: INSIGHTS AND IMPACT

The COVID-19 pandemic has affected almost every area of society – employment, education, health issues and practices, home life, relationships, entertainment, business and commerce.

This "new normal" has changed buying patterns and the way products and services are promoted to potential buyers. The pandemic has changed the way businesses operate. More and more companies are moving to digital work.

The impact of digital marketing, which has grown exponentially even before the pandemic, is having more impact than at any time in history. The global pandemic has forced many companies to reevaluate what they can do and offer online.

During the existence of COVID-19, there are several major trends in digital marketing that have managed to amplify the pandemic.

In pre-pandemic times, a significant number of companies did not invest heavily in creating and regularly updating their online space. However, the movement of consumers into the digital space has contributed to the active use of digital marketing tools.

Since personal interaction with customers has become impossible, online ways of communicating with customers have gained popularity. However, in order to avoid the feeling of impersonality and mass character of the client, the concept of personalization is used, using data from Facebook profiles to create a campaign based on the specific interests of consumers.

There has been an increase in the use of artificial intelligence tools such as chatbots. It's connected with their ability to instantly respond to customer requests and round the clock service. Chatbots ease some of the hard work involved in developing marketing strategies and focus more on creating great customer experiences.

During the period 2019-2021, there was a significant increase of active users of such social networks as: TikTok – 38%, Facebook – 19%, Instagram – 16%, Twitter – 8% [1]. Therefore, the creation of content and the promotion of products by companies through social networks has gained immense popularity. Demand for influencer collaborations has increased significantly as consumers see them as more authentic than corporate advertising.

As technology continues to evolve and shape the way we live and work, companies must learn to adapt digital marketing efforts and stay ahead of trends.

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CONTRIBUTION OF DIGITAL TECHNOLOGIES TO THE INTERNATIONALIZATION OF CHINESE EMERGING ENTERPRISES

Thanks to the progress and application of digital technology, more and more Chinese emerging enterprises have started internationalization attempts through cross-border e-commerce mode and made brilliant achievements. This is a new opportunity for Chinese enterprises to try to enter the international market, but also brings new problems.

SHEIN is an international B2C fast fashion cross border e-Commerce platform founded in 2008 by Chris Xu. in Guangzhou, Guangdong China. The company improved on the ultra-fast fashion model by leveraging real-time retail, which quickly turned fashion trends in clothes' collections through its strong digital presence and successful branding campaigns. Using Xu' s SEO expertise, SHEIN experienced a high volume of sales – leaving little time to launch new products. In response, Xu decided to change direction by re imagining SHEIN as a women's clothing brand with its own supply chain in 2014. SHEIN is a company that originated in China, while it has a base in China, this doesn't mean there is some physical store or chain of shops responsible for managing orders. SHEIN began as an online retailer that has occasional pop-up locations internationally. And SHEIN produces the operation and maintenance of distribution in the supply chain. It also produces the operation and maintenance of the distribution of digital IT infrastructure and supply chain.

Based the research on the born-digital (BD) companies This kind of the company can be defined as any product or services company for which all value chain activities are digitalized at inception or soon after [1], of which some serve international customers shortly after establishment [2] and co-create value with their customers and other stakeholders[3]. Like Baker & Nelson's "making do by applying combinations of the resources at hand to new problems and opportunities" and is fundamentally important to BD companies in their efforts to build their internationalization strategies [4] and run their value chain activities because, when coupled with digitalization, it makes solutions to challenges more achievable by making critical resources more obtainable and reducing costs [5].

According to our observation, SHEIN is such a born-digital company. The founder, Chris Xu , who was born in SEO, knows the mystery of digital marketing and can control the supply chain with the help of digital technology, making him a leader in the field of fast fashion clothing[6].