



Covid-19: The new digital marketing landscape

In the post Covid world, the digital experience economy and shop-streaming will become the new normal for retail brands says marketer Filipe Monteiro

Everything is Going Digital! There is no question that the new pandemic (COVID-19) is a major disruption for all of us. Luxury brands produce free hand sanitiser for hospitals; artists are playing live concerts on Instagram to combat isolation; Audi or McDonalds “separates” their logotype elements to promote safe physical distancing; universities have turned entirely to e-learning in a few days; technological communities like Tech4-Covid19 (+5000 volunteers) are developing disruptive concepts like 3D-printed ventilators, mobile apps to track infected people, virtual triage assistants and many other projects in the fight against the Covid-19 virus. So, what brand reinvention are we seeing today?

Portuguese consumers continue to feel the economic effects of the crisis, and their concerns about health, safety, and the economy are increasing. They expect to cut their spending across almost all activities, and home entertainment is the only category with positive online shopping intent. A majority of consumers believe that the personal and financial impact of Covid-19 will last well beyond four months.

According to the McKinsey Survey 2020, Portuguese consumers expect to increase their online shopping for food, household supplies and at home enter-

tainment. As most people might expect, Portuguese consumers have picked up on the new digital activities since the start of Covid-19. Procter & Gamble (P&G), Galp, Prozis or Science4you are great examples of brands that implemented effective digital marketing strategies, reinvented their core activities and have offered more human interaction during this trying time. So, are Portuguese organisations ready to run their businesses online?

“Digital Experience Economy” and “Shop-streaming” are the new normal. The brands that do this best will undoubtedly rebound most quickly.

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According to the Digital 2020 report, developed by We are Social and Hootsuite, the Internet penetration in Portugal stood at 83%, while social media users have passed the 7.00 million mark in 2020 (69% of penetration). Even though Portugal is close to the European average in terms of digital competences, it needs to reinforce the strategic mindset, commitment and investment. This applies to the entire human workforce, including all decision makers that need to understand the tasks that have to be done.

Business leaders will need to stay on top of market trends, embrace the data-driven mindset, while understanding that new consumer behaviours will be the key to moving forward. Now, even toilet paper is being purchased online! As Portugal pushes through this challenging time, brands should be the support for their stakeholders and society. Making sure that organisations take a compromise approach will lead to winning long-term consumer trust and loyalty. Let's think digitally. Let's keep finding solutions faster than the virus can spread and mutate. Let's keep fighting this together. Be safe. Be strong. Be Digital!

Filipe Monteiro is a Senior Digital Marketing Executive, Assistant Professor of Marketing at the Polytechnic Institute of Setúbal, and a contributing opinion writer. ■