

Prakash Mishra Talks About The Digital Marketing Trends Post Covid



Rajasthan, Jaipur, Jun 21, 2021 ([Issuewire.com](https://www.issuewire.com)) - Prakash Mishra, Founder, and CEO of Drive Digital and Digihunts Academy share his views on four trends in the COVID era.

COVID restrictions lasting over a year have been tough, to put it mildly. But as pragmatic optimists backed by “what now” ideas, we are drawn to the glimmers of hope that have emerged. As devastating and overwhelming as the pandemic has been, it has also highlighted the changes in consumers that are already transforming the future of marketing.

The main catalyst for these changes has been our experience at home. It has redefined the way we work, shop, and live. It has had an impact on the way we express ourselves and the way we consume everything from content to products. As people have adapted to these changes, so have businesses. Brands needed to get creative and find new, more meaningful ways to connect with consumers and the most promising way to do this is my digital marketing. Marking your footprints in the online world is the need of the hour. Prakash Mishra talks about the four trends that enrich the B2C and B2B relationship and improve products and consumer experiences.

- **Useful buying experience:**

One of the most obvious and relevant trends driven by the pandemic is the acceleration of digital adoption, especially e-commerce. Although the acceleration of e-commerce has been profound, India alone saw a 42% increase in the number of regular internet users. It is time that all the businesses, whether huge giants or small startups need to add digital marketing strategies in their plans.

- **Customers will be more careful:**

With travel restrictions, shelter-in-place orders, and physical distancing guidelines, we have been shaken by increased awareness of the value of our local communities. This could be noticed with the rapid increase in the search on Google with words “near me”. This “near me” search broke the world record last year. Consumers will return from the pandemic more connected to their communities and more concerned about playing a role in the community. This means that brands will be forced to forge deeper relationships with these consumers.

- **The brand value will converge with personal value**

Another indication of the impact of the pandemic on people's connectivity is our way out of life on autopilot. For many of us, our long period of isolation has led to a dive into our deepest psyches and a series of awakenings throughout our lifetimes. We were forced to review the fundamentals of happiness, family, and health. Belief-driven buying also shows the importance of values in consumer decisions. More and more brands will allow it, going beyond the simple discourse on the values of their brand to integrate these values as differentiating “characteristics” of their products and services.

- **Marketers will sympathize with creativity:**

We can expect the products, services, and designs that consumers experience to change because the people who develop them have changed. Why? Because we stopped “going to work” and started “getting work at home”. We have entered a new dimension of professional and personal empathy and respect. As people in business, and especially in marketing, this should only extend to a deeper appreciation of the depth of what our consumers think, need, and feel.

Concluding his thought, Prakash Mishra states, “While we can't fully predict it, we have the power to shape the future we want. It is a basic human tendency to learn from our experiences. We can't help but think that we have a similar possibility of defining “what next”. A rebirth of the way marketing is done is coming, let's take advantage of the positive dynamic and build a digital future together.”

To know more about the views and strategies of Prakash Mishra and stay connected with the social and digital world, you can visit:

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