**How should companies like Learnweel, Byjus use this opportunity to enhance their market.**

In the upcoming months, companies would have to be more reliant than ever on their digital footprint or strategy. Unwittingly sounding too alarmist, but in many cases digital marketing will be the deciding factor for startups like Learnweel, Lido Learning, Byjus etc which primarily focus on students whether they make it through the tough times ahead. They need to grab almost every opportunity that typically every student sitting on his bed right now with a laptop in his hands is offering them. This online time is being spent in many ways Netflix, Facebook, Instagram and for some career oriented people on Coursera or other education imparting resources which have come together at this time of the pandemic to offer free education. This is high time for these prospective startups to use their digital marketing strategies to implement a plan which not only helps the financially but also in stretching hands in the corporate environment.

Every person out with a cellphone in their hands is a very valuable resource for these startups to extend their name in the ears of the public, by providing prospective students with resources that too at a nominal price which can help them gain skills and at the same praise the organization for their efforts, same as done by other MNCs so that they can reach out to a vast horizon of unused human resources which can be anyone with a device looking to upskill themselves. Many Certifications like TCS iON- Take down the Lockdown have been launched free of cost for the general public so as to put forward a really good name of the brand in addition to services being offered to students and graduates which an help them not only in learning new skills but also to make something really good out of their careers. Oracle, Redhat etc. many organisations are coming forward to provide free certification to people not only to skill more people related to the technology but also to put forward good word of mouth between the applicants, which have increased exponentially due to this COVID 19 pandemic. Almost everyone is online, looking to upskill, learn and know about more opportunities offered by multiple organizations. If looked onto through a broader perspective, now is the best time for startups to invest in a digital footprint, an online presence offering not only resources but also prospective internships so that the large no. of human capital that is wasting its time on multiple social networking platforms is highly motivated to work for a particular organization.

We have been noticing tons of LinkedIn posts about internships getting cancelled or offers being rescinded by various MNCs, this is where startups can make a grand entry onto offering internships to these prospective students online, so that they can grasp onto a larger audience through offering these programs at a larger level. In companies with zero digital footprint, they may be less refined in their strategies of digital growth and customer relations. specially for smaller businesses, getting new customers through referrals of word-of-mouth or just upon the strength of some hard-won reputation, the loss is imminent. Digital is more likely to be the strong leader here, and companies, including ones that don’t even have a Facebook page, will need to move onto digital marketing, content marketing, Search Engine Optimization and campaigns led by influencers

Being curbed to the office, or even home, rather than on the road, means marketers or salespersons now have more time to develop strategies to move onto a digital foreground. This means research and analysis where prospective clients can be found online, and how diverse methodologies and strategies would impact your success. If an organization earlier had put efforts into channeling onto a digital presence like other businesses, now the time is to revisit them, Which could be as simple as giving the website/social pages a new start, with an innovative approach.

These are uncertain times, but with the increase of companies offering remote working , they are whirling to digital channels and accepting the revolution. There has been a real spike during the last few weeks from MNCs desiring to craft or update their websites, inaugurate fresh e-commerce channels and develop social media campaigns which mainly focus on home-workers and prioritize on using influencers and Search Engine Optimisation targeted to reach new and larger audiences.

It is definitely a window of opportunity, when processes will be back to normal, finances will be going back into measures and that’s what people will be dedicating their time on. But if the prospective audience understands the benefits and opportunities that startups through their digital channels can offer, it will become part of their life, a really important one which they spent on learning. This is what should be targeted by the startups.

It’s indeed true that the coming months, or however long these circumstances last, it will be a challenging time for any company which isn’t prepared to think about how they will use the opportunities that can be offered to the youth which in turn will help themselves for the future which is now digitally strong.

This definitely means there are opportunities out there for the taking, if you are startup in an industry which is slow to adapt to digital marketing. A vital feature in flexibility is compliance. If the standards in a company are to go out and meet new clients by face before you do business, adjusting would mean to initiate new channels over internet or social media platforms where relationships can be made fostered.