|  |  |  |
| --- | --- | --- |
| Covid-19 | | |
| covid 19 and its impact | | |
| COVID-19 IMPACT ON ECOMMERCE BUSINESS The corona virus Covid-19 was originated in China and now has spread around the whole world. The corona virus pandemic has affected the people so badly in every sense including their lives. Great loss for the business sectors and economy of many countries. The main reason behind this is social distancing. Lockdowns are increasing so people are advised to stay at home. Hence people are depending on e-commerce industry. E-commerce contains buying and selling of goods through electronic medium or internet. The gathering of people in a single place is reduced from 100 to 10. Business are going down by down day by day. Public meetings are not allowed Shops, Theatres, bars, Churches are closed. The workers face many new challenges daily. As major cities are going through lockdowns. A Business which are not so essential are ordered to shutdowns. The changing lifestyle has attracted the people to purchase things online. That gives importance to the e-commerce business and it becomes more attractive than the olden days. People had many options before. However, demands of the people and suppling issues are affecting ecommerce industry. The supply chain issues occur mainly due to the factory closure in China. One of the most affected industry is the electronic devices as per the International Trade Union Federation China is the largest producer of the electronic device. The factory shutdown will impact the e-commerce industry. The e-commerce transaction can be B2B, B2C and C2C. | B2B WORLD **MEASURES TAKEN TO AVOID LOSING BUSINESS IN A B2B WORLD** | |
| B2B company means business to business it is a business model and the main motive of B2B is to sell their product to other companies. For a successful B2B the main focus is to maintain great customer service. Satisfy the customer and loyalty is an important factor. B2B should have the strategy to reach other business. The marketing plan should be clear for B2B success  **B2B in Industry**  • 20% was purchased by mobile marketing in 2017  • 80% of B2B buyers use mobiles  • 51% mobile users have come with a new company  • 70% of B2B search inquires will be made for smart phones by the end of 2020 before it was 50%    **BUSINESS PLAN AFTER PANDEMIC IS OVER**  **AN UNEXPECTED FUTURE AND A NEW BEGINNING**    Like the lockdown exit, business should also think about the strategy after the Covid-19 How they can bring the staffs back, for that companies have to introduce new things and the flexibility in supply chain should be improved. So that you can find new suppliers if it is necessary. Bring the employees back and discuss the strategy among them.  **OPTIMISATION OF SUPPLY CHAIN**  **CREATE FLEXIBILITY FOR CHANGES**  To increase the supply chain strategy should be developed to meet the demands. INCREASE QUICKNESS • The supply chain should be ready for the change at any time. • The business should develop strategies to increase the agility of the supply chain.  **WORKING FLEXIBILITY**   * The companies have to provide the employees with good working facilities as to do the work efficiently. * Shifting your employees to working remotely will make your workforce adaptive   **USING TECHNOLOGY FOR AUGMENT PEOPLE**   * During this crisis Technology help us to rethink the activities we performed. This is the time to use the technology to increase the people, improve the lives of the employees this will achieve the productivity gain. * Deliver better services and products to the customers for economic growth. | **MARKETING PLAN For B2B Success**  Make a plan so that will have different strategies, it will be well structured and secured. Some of the basic fundamental to have a successful B2b company are  **“COMMUNICATION” PLAYS A GREAT ROLE**  • As our society is facing this issue of Covid-19 communicate with the people properly.  • Make the people aware if you are planning to shut down or any further steps you take and if you are planning to open then what safety measures you will be taken to avoid this situation.  **MAINTAIN GOOD PERSONALITY**  • Bring your voice in appropriate situation other than headlines for the wrong reasons  • Rather than sounding like a robot be like an actual human  • Always use conversational tone and rather than giving broadcasting messages, try to engage with the audience  **SOCIAL MEDIA MARKETING**  • Start marketing in social media for an audience not just for your business.  • Start building audience by sharing worthy content. Increase the reach among people.  To know the details about how your B2B marketing going to use social media analytics, which helps you to measure the performance in LinkedIn, Instagram, Facebook, Twitter The statistics of B2B marketing 97% marketers use social media to reach the audience.  **WRITTEN STRATEGY**  Write about what you want to accomplish and how you measure success. Only 32% have written strategies.  When you start social media consider some of the following strategies   * Who will be the target? * What kind of content you are willing to publish? * Which social platform you are going to use? * How can you do better than your competitors?   **VIDEO MARKETING**  • Start making videos as video content positively impacts on customers. Example: VidYard - video software company  • 81% use video as marketing tool  • Most of the B2B Clients watch videos before making a purchase |
|  | | |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  | |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | |  |
|  | |  | |

|  |  |
| --- | --- |
|  |  |
|  | |