



Marketing Management Product Marketing Strategy Against Covid 19

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Article Info

Article History:

Received Oktober 5, 2022

Revised November 20, 2022

Accepted: December 13, 2022

Keywords:

Marketing, Products, Covid 19.

Abstract

This article discusses product marketing strategies during the Covid 19 period. The crisis that occurred during the ongoing Covid 19 pandemic has put pressure on SME businessmen to continue to survive. There are some businesses that are improving, while others are struggling for just a sale or two. The purpose of this article is to know the purpose of marketing, know the purpose of the product, know the intent of the marketing strategy, know what Covid 19 is, and hopefully be able to provide solutions related to product marketing problems affected by Covid 19.

Introduction

Companies in carrying out their activities, both companies engaged in services and goods, have the same goal, namely to make a profit. In addition, the company also wants to provide satisfaction to consumers for the products it produces, because customer satisfaction is a measure of the company's success in producing quality products and what consumers want. In achieving the right and best marketing strategy to be implemented, one company can see from the marketing mix factor (Al Badi, 2018). This is important because the marketing mix is one of the main considerations for consumers in making a product purchase decision. If the company is not sensitive to what consumers need, then it is certain that the company will miss many opportunities to attract consumers and the products offered will be in vain.

Marketing is one of the economics that has long developed, and until now marketing has greatly influenced the success of a company to survive in market share (Kotler & Caslione, 2009). Therefore, we need a marketing strategy that can have an influence to determine the success or failure of marketing the product (Krizanov et al., 2019). If the marketing strategy implemented by the company is able to market its products well, this will affect the company's goals.

As it is known, the state of the business world is dynamic, which always changes at any time and there is a relationship between one another (Hanelt et al., 2021). Therefore, the marketing strategy has a very important role for the success of the company in general and in the marketing field in particular (Nagy et al., 2018). In addition, the marketing strategy applied must be reviewed and developed in accordance with market developments and the market environment (Paul, 2020). Thus, the marketing strategy must be able to provide a clear and directed picture of what the company is doing in using every opportunity or a combination of several target markets.

Marketing

The definition of marketing or marketing is the activity carried out by companies to promote a product or service they have (Bara et al., 2021). This marketing includes advertising, selling, and delivering products to consumers or other companies (Campbell et al., 2020).

In conducting promotions, they will target people who are in accordance with the product being marketed. Usually they also involve celebrities, celebrities or anyone with popularity to boost these products(Lazăr, 2020). Not only that, in marketing, the department that has this task will make attractive packaging or designs for advertisements so that many people will be interested(Petry et al., 2022). In addition, marketing is also very helpful for consumers. So, they will find it easier to find products that match what they need. When marketing is in accordance with its target, the company will get many buyers and profit can be obtained (Cova & Salle, 2008).

Marketing Function

Product Introduction

Introduction is the main function of marketing carried out by companies. With marketing, the product will be more easily recognized by customers. Marketers must highlight the advantages of the product being marketed. So that it can attract more attention than competitors' products (Narayandas, 2005).

Research

Research allows marketers to get precise information about the target market for a product. Some things that usually need to be researched are popularity, age, gender, needs to wants and so on. Later the products produced can be adjusted according to their target market.

Distribution

With good distribution, it will ensure that products can be easily moved from the production site to the wider market using land, water and sea routes. In addition, it also ensures that products can be easily obtained by customers. As a marketer, you also have to plan things such as fleets, finances in the distribution process.

After-sales service

In a sale, after sales service is really needed. Marketers must help customers after they buy a product. For example, like a machine product, customers may find it difficult to find problems with the machine they have purchased. The marketer's job, to ensure and help the machine run properly.

Product definition

Products are the results of the production process carried out by producers or companies which will later be sold to consumers who need them. Most of a company's income comes from the products it sells to consumers, consumers will buy these products for their daily needs, or to fulfill their satisfaction. Currently, there are many companies who think that consumers prefer products that are relatively cheap but have good quality. Product (Product) is an offer to satisfy the needs of the company. This offering can be in the form of goods, services, or a mixture of the two. Products describe how the company creates the right product for the target market. Related to products are branding, packaging, assurance, new product development, product quality and existing product lines. There are 3 parts that must be considered in a product strategy, namely product selection, product packaging and product brands.

Selection of goods / products

The company's policy in choosing products to sell or products to buy (for trading companies) greatly influences the determination of prices, strategies, promotions, which will be carried out in order to be successful in carrying out the sales function of the marketing sector. The selection of the right goods or products to be marketed or in accordance with the behavior of buyers or

the purchasing power of consumers will benefit the company so that the results of the company's activities that are achieved will be able to maintain or be improved for the survival of the company.

Before the company is late in overcoming the product journey in the product life cycle, the actions that must be taken are what strategies will be carried out or what policies will be taken so that before the product is no longer sold, the company has prepared a new product, as a replacement or a new strategy. The life cycle stages are divided into 5 stages in which for each stage a company must install a different strategy or policy to ensure that the company's survival is guaranteed. The five stages are as follows; (1) This introductory stage shows that the goods being marketed are really new or the public does not know or do not know them, so it is necessary to introduce these items to the public through the delivery of information through promotional activities that aggressively and aggressively emphasize the sales brand, its advantages compared to similar products or how its use for consumers and others; (2) The growth stage is indicated by a rapidly increasing sales volume because the product has been placed in the appropriate market segment. The effort carried out in this stage is to reduce its promotional activities to be replaced by expanding and increasing distribution to areas (market segment locations) which have not been entered or promotional activities are replaced by price competition with competing companies. At this stage, competing companies emerge that try to seize the market segment that we control by using strategies that can slowly and surely shift the position of the companies that entered the market first; (3) The stage of maturity and saturation is the peak point of the company's glory, which is indicated by a very high increase in sales volume. At this stage the company's products are well known to consumers, so that promotional efforts have very little role in increasing or increasing sales volume. Additional sales volume has been made, while the market share that we control has a lot of competitors' products that are gradually starting to erode our market segment, plus consumers have started to look at other similar products that have more advantages, or in other words, consumers. already saturated with the products we sell; (4) The stage of decline / decline, due to bad consumer behavior reduces the sales volume of the company so that the company must quickly adopt policies so that the company does not go bankrupt.

Goods wrapping

Packaging of goods is the second consideration after a similar product turns out to have the same quality, the same quality, the same taste or relatively different activities. So, buyers who feel confused by these various brands will finally consider the outer packaging of the product to be selected. Therefore, packaging also plays an important role in product sales. To make wrappers to attract buyers, the company must consider various aspects, both economic, beauty and practical aspects (Cook, 2010).

Brands of goods

Brands of goods that are stated in words only or accompanied by certain images to emphasize it is very important for companies to distinguish one company from another. By looking at the brand of someone who is already fond of or fanatical about the taste, quality or condition will no longer choose in choosing again in buying goods, it is enough just by looking at certain images or certain words in a product to consider it enough to decide to buy.

With a brand that has become a subscription, users can save time in buying because they can ask other people to buy it (practical) and make a certain budget in using it. The many benefits that can be obtained by consumers are also seen by producers so that manufacturers often use these brands as one of their marketing strategies by producing goods that are not too different every time, they use various brands, this is done to dominate the market.

Definition of marketing strategy

Marketing strategy is essentially a series of efforts taken in order to achieve certain goals. For our interest in designing a marketing strategy, we will rely on the notion of marketing strategy conveyed by William Zikmund and Michael D'Amico. The definition of marketing strategy according to William Zikmund and Michael D'Amico is a series of efforts taken in order to achieve certain goals. In developing a marketing, every step taken in formulating a marketing strategy must be oriented towards efforts to achieve customer satisfaction. Customer satisfaction is the main key of the marketing concept and marketing strategy. This means that the process taken by each party may vary according to their respective abilities and characteristics but the final goal will still lead to achieving consumer satisfaction.

Promotion

Promotion (Promotion) is how companies communicate their products / services to distribution channels and target markets to influence their attitudes and behavior. Promotion is divided into 3, namely personal selling (personal selling), mass selling (mass selling), and sales promotion (sales promotion).

Promotion purpose

According to (Parker & Choudary, 2016).the main purpose of promotion, namely; (1) Informing can be in the form of informing the market about the existence of a new product, introducing new ways of using a product, conveying price changes to the market, explaining how a product works, informing the services provided by the company, straightening the impression that erroneous, reduce the fear or worry of the buyer, build the company's image; (2) persuading target customers (persuading) to form brand choices, shifting choices to certain brands, changing customer perceptions of product attributes, encouraging buyers to shop right away, encouraging buyers to accept salesman visits; (3) Reminding can consist of reminding the buyer that the product in question is needed in the near future, reminding the buyer of places selling the company's products, making the buyer remember even if there is no advertising campaign, keeping the buyer's first memory falling on the product company. In short, promotion is related to efforts to direct someone to get to know the company's products, then understand them, change attitudes, like to believe, then finally buy and always remember the product. The third promotion is publicity. Publicity is a promotional activity to lure customers through activities, such as exhibitions, social services, and other activities. Publicity activities can increase a company's reputation in the eyes of its consumers. Therefore, promotion through publicity needs to be increased. The fourth promotional activity is personal selling or personal selling. In the world of business, personal selling is generally carried out by salesmen and salespersons by way of door to door.

What is Covid 19

COVID-19 is a contagious disease caused by a newly discovered type of coronavirus. The new virus and the disease it causes were unknown before the outbreak in Wuhan, China, in December 2019 began. COVID-19 is now a pandemic occurring in many countries around the world. People can catch COVID-19 from other people who are infected with the virus. COVID-19 can be spread primarily from person to person through droplets from the nose or mouth that come out when an infected person coughs, sneezes or talks. These splashes are relatively heavy, they do not travel far and fall to the ground quickly. People can become infected with COVID-19 if they inhale the splashes of an infected person. (Takayama & Pantofaru, (2009). IEEE. Therefore, it is important for us to maintain a minimum distance of 1 meter from other people. These splashes can stick to objects and other surfaces around people, such as tables, doorknobs, and handrails. People can become infected by touching these objects or surfaces,

then touching their eyes, nose or mouth. This is why it is important to wash your hands regularly with soap and clean running water, or clean them with an alcohol-based hand rub (Widmer et al., 2010).

The Impact of the Covid Pandemic on the Economy

Industry affected

The first is high-level, such as automotive manufacturing companies are under great pressure because their dependence on global supply chains hampers the production process. The garment industry, which implements a system of reducing employee density by means of two working weeks and two weeks off to reduce the spread of the corona virus, of course this has an impact on decreasing production so that companies can experience losses that lead to layoffs(M. A. Islam et al., 2020). The tourism and aviation sectors are empty of passengers due to social distancing policies, as well as non-food retail that has fewer visitors(Indriyanti et al., 2020). The two levels are medium, such as the film industry which reduces the shooting process, the media industry and the press which are hampered by finding content and news(Medyńska-Gulij et al., 2021). The three low levels, such as the service sector industry, have only a few obstacles, namely service orders that have decreased but can still be overcome and are not too affected(Yacoub & ElHajjar, 2021).

Product marketing strategy in the midst of the Covid pandemic 19

The more the Covid-19 Virus spreads, the more businesses will suffer. The existence of restrictions on leaving the house and quarantine for each of them makes customers even more alienated (Tanveer et al., 2020). The ongoing crisis is pressing SME entrepreneurs to survive. There are some businesses that are improving, while others are struggling for just a sale or two. This means, you as a businessman have to rethink what efforts will be made to keep the business running(Komulainen et al., 2020).

Here are seven marketing strategies for SME products that can be implemented during times of crisis.

Use Topics and Keywords for Precise Targeting

Coronavirus is big news. It's natural for everyone to talk about it. Even customers are starting to find out for themselves what Corona Virus is and buy products according to their needs for the next few weeks to protect themselves from transmission. This presents opportunities for several business sectors such as healthcare, medical products, food and beverage and other necessities(Wohlgemuth et al., 2021). Using the right tools, you can analyze online data to identify who is reading content about Corona Virus and what type of content they are reading(Hua & Shaw, 2020). After that, you can group the topics or keywords they are interested in so that your business can provide the right content and according to their current needs(Rauschnabel et al., 2019).

Improve Online Applications and Content

If your business has an application, you can maximize the features of your application(Morkunas et al., 2019). The maximized features can be in the form of old features or new features according to customer needs(Kang et al., 2020). You can also enter content that you have created by searching for previous topics and keywords into the application(Haenlein & Kaplan, 2019). But the content that you create must remain relevant, for example, when you are running in a health or fitness business, you can create a special feature for reporting symptoms of the Covid-19 Virus or you can create content about simple sports and making healthy foods to help customers fight the Corona Virus(Gorwa et al., 2020).

Ensure Your Product Safety Is Shown during Sales Promotion

You need to pay more attention to any promotions or sales that you offer. Avoid all negative impressions that can damage your business brand(Kassinis & Soteriou, 2015). suggest that it is likewise possible to provide videos to customers how product safety and assurance have been carried out. This will help them increasingly believe that you are indeed minimizing all risks of transmitting the Covid-19 Virus.

Communicating with Customers in Various Media

If your current business has a high demand for a certain product but it is difficult for your business to get stock due to temporary production closures, logistical delays or other issues(Bandara et al., 2019). You can inform the customer about this. Provide information about the estimated delivery time, give reasons why the product is arriving slower than usual and tell them any problems you are having so they can be certain(Ding et al., 2021).

Target Loyal Customers

Instead of trying to find new customers, the better business is increasingly focused on the customers who have transacted with your business. Your loyal customers must have believed in the products you produce and they will continue to be loyal even if there are a few obstacles (Zichermann & Linder, 2010). Stocks that run out quickly and late delivery will be better understood by old customers in waiting for your SME products.

Create Relevant Marketing Materials

With the Corona Virus crisis in mind, including keywords and visuals that are relevant to the current situation in your marketing campaign can attract attention. Also create marketing materials with useful messages so that customers feel hooked and buy your product.

Conclusion

From the discussion of this paper, we can draw a conclusion that in order to win the competition in marketing, marketing management must first know what situations the company is experiencing before determining what strategies are suitable for dealing with these situations.

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