

Chapter 4

Developing Relationships, Personalization, and Data Herald in the Pandemic

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ABSTRACT

Marketing is a vital aspect of business, regardless of whether the business is big or small. Marketing is also obliged to update its systematics with the social or era or even the situation and conditions prevailing at the time. In this pandemic situation and condition, marketing has changed drastically. The era now in charge is Marketing 5.0: a world of mobile technology and global social interaction that can reach customers anytime, anywhere. Therefore, developing a personalized relationship with customers is also something that must be continuously developed along with the development of the era and the adjustment of situations and conditions. Customers want a new level of satisfaction with products and services that not only meet their basic needs but also complement their creativity and value by offering something more. Some are compliant with Marketing 5.0, which will provide a personalized experience. This study will address upcoming and important topics in Marketing 5.0. In other words, renewable marketing during a pandemic will be more focused on in the discussion in this study.

INTRODUCTION

The emergence of a new type of virus in Wuhan in 2019 which resulted in the impact of this pandemic triggered many changes in the lifestyle of all creatures on earth.

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Starting from the tourism sector, industry, and all community activities that require socializing with other humans, all have changed. Especially in the business sector, as business people who must be ready to adapt to the conditions and situations that occur, they cause business people to turn their brains to cope with and find solutions to this sudden lifestyle change. In the business world, business people change their strategies from the aspects of marketing, operations, human resource management and their finances. The marketing revolution has just begun. There are still those who reject the basic idea, just as there will always be those who will resist change in business, government, or any other form of human institution. As the marketing revolution gains momentum, there will be more changes. The concept of the customer at the center will still apply; but businesses must adapt to changing tastes and preferences as well as wants and needs that have always characterized consumers (Keith, n.d.).

Automatically, in today's era all life can only rely on social media or online. All aspects such as education, entertainment and even marketing can only be done through gadgets. Previously, all senses could feel and act now only two senses, namely visual and audio. Therefore, marketing during a pandemic has undergone drastic changes that only focus on digital marketing. One aspect of life that is quite massively affected by the pandemic is marketing strategy. Many companies have switched to using digital marketing to promote and introduce companies and their products. In other words, digital marketing can be interpreted as the establishment and development of mutually beneficial relationships between producers and consumers. On the other hand, Heidrick and Struggles (2009) define digital marketing as an advertising strategy by utilizing the development of the digital world, where the product campaign does not need to be carried out directly but still has a significant impact on sales (Jelanti et al., 2018). This is also supported by the tremendous increase in affordable computing power now in a time of pandemic enabling today's direct marketers to retain as much relevant information about each customer as twentieth century mass marketers across the market have. This represents nothing less than a revolutionary change to marketing opportunities. Furthermore, the revolution is not over: computer power continues to get cheaper and marketing continues to become more sophisticated (Holder, n.d.).

Another important thing in running a marketing business is establishing good relationships with customers. This is one of the most impactful aspects of the COVID-19 pandemic. The back impact of establishing good relationships with customers is that our profits will automatically increase. Basically, marketing can be divided into several aspects, such as aspects of product needs and product wants. The split of these aspects has different conclusions and resolutions. Needs products can be promoted through an approach like Google. While the desire product can be promoted through different social media which most of its users are very attached to

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