

Beyond Survival: How Smart Digital Marketing is Powering the Post-Pandemic Boom

Mohammed Usman¹ Rupesh Kumar.M²

¹Professor Alliance Ascent College, Alliance University, mohammed.usman@alliance.edu.in

²Associate Professor, Alliance Ascent College, Alliance University

Abstract

This study looks at how digital marketing tactics are changing to better connect customers in the time after the pandemic. Businesses have relied more and more on digital marketing tools to keep in touch with customers, raise brand recognition, and boost sales during and after the Covid-19 pandemic, when platforms quickly moved online. The goal of this research study is to examine how well social media marketing, SEO, and personalized content marketing work at getting people to interact with brands more. Fifty people from different businesses were asked to fill out an online poll and use a quantitative research method for the study. The study used descriptive statistics, association analysis, and Bayesian regression models in SPSS to look at the data. The slope numbers for social media marketing and SEO are 0.62 and 0.58, respectively, which means they are the best ways to guess how involved customers will be. Personalized content marketing still works, but it only makes people slightly more likely to take part. The results show how important it is to have a digital marketing plan with SEO, social media marketing, and personalized content to get the most out of your audience. Businesses have problems like not having enough resources and not being able to figure out the return on investment (ROI) of their digital marketing efforts. The study also talks about these problems. But the study also finds a lot of opportunities for businesses, especially since digital tools let them reach more people and make things more personalized. This research contributes to the existing research on digital marketing that has been done since the pandemic. It shows that digital marketing techniques are very useful for getting people involved. It is helpful for companies that want to make their marketing better and change with the times in the digital world.

Keywords: COVID-19, Digital Marketing SEO, Artificial Intelligence, Content marketing, Social Media Marketing

INTRODUCTION

Digital marketing can be defined as the practice of advertising products and services to customers using digital mediums such as the Internet and associated technology (Karthika, 2024). Online advertising, content marketing, social or digital media marketing, SEO, email marketing, and a host of other things are all part of it. Digital marketing has grown in importance in the business world over the last 20 years since it offers organizations a dynamic and affordable way to reach and interact with consumers. The relevance of digital marketing has grown in the post-pandemic era as businesses adapt to changing consumer habits and a culture that prioritizes digital interactions (Mishra & Varshney, 2024). Following the COVID-19 pandemic, digital marketing was swiftly adopted by enterprises of all stripes. People were unable to meet face-to-face due to global lockdowns and social isolation, so businesses shifted their focus to online platforms (Chopra & Saini, 2021). For many companies, making the switch to digital media was more than simply the right thing to do; it was survival. More and more, companies of all sizes are depending on digital marketing platforms and tools to increase brand awareness, foster customer connections, and ultimately, revenue (Saikia, 2024).

Despite it, the pandemic altered consumer habits in a manner that will be around for quite some time. Online purchasing, remote service, and brand interaction become second nature to customers. They began to anticipate that businesses would provide them with experiences that were more tailored to their needs, accessible, and seamless. Businesses need to reevaluate their marketing strategies to account for these shifts and prioritize digital channels even more (Durmuş Şenyapar, 2024). This shift highlights the significance of digital marketing in the post-pandemic era, as businesses strive to maintain relevance and competitiveness in an increasingly digital landscape.

Problem Statement

Due to COVID-19, digital marketing has changed a lot, especially when it comes to social media, optimization of search engines, and content marketing. It became more important than ever for

businesses to be visible and connect with customers online because they had to do most of their work on digital platforms (Murtiasih *et al.*, 2023). In a world where people rarely or never met in person, social media, SEO, and content marketing were necessary to keep in touch with customers, increase sales, and make brands more well-known. Businesses, especially SMEs, were not ready to use digital marketing tools, even though the pandemic sped up the move towards these strategies. Many companies found it hard to keep up with how quickly things changed, especially when it came to SEO and social media (Suhail *et al.*, 2022). To stand out in a place that was getting more and more crowded, businesses had to rethink their content strategies. Similarly, SEO techniques had to change as people changed the way they searched for things, looking for more local, relevant, and personalized results. Businesses had trouble with content marketing because it was hard to make content that was both important and interesting while also meeting customers' new demands for sincerity and care. Even though internet marketing is becoming more important, many businesses had a hard time changing their plans (Madiudia *et al.*, 2021). Some of these were not knowing how to use digital tools well, not having the means to carry out full plans, and having trouble measuring return on investment (ROI). Businesses that want to do well in the world after the pandemic need to understand these problems and change their strategies to deal with them. This will help them keep growing and keep customers interested.

The study has the following research objectives:

- To find out key digital marketing trends that emerged during and after the pandemic.
- To examine the effectiveness of these trends in improving customer engagement.
- To recommend best practices for leveraging digital marketing in the post-pandemic era.

Research Questions

- How have digital marketing strategies in social media, SEO, and content marketing evolved post-pandemic?
- What are the key challenges and opportunities for businesses in adapting to these changes?
- What are the effective strategies for enhancing customer engagement through digital marketing?

This study is mainly about how digital marketing tactics have changed since the pandemic. It focuses on social media marketing, search engine optimization (SEO), and content marketing. The COVID-19 pandemic caused a lot of changes, and companies had to quickly switch their marketing to digital outlets. Companies that want to stay connected with their customers and keep their brand visible need to use social media, SEO, and content marketing more than ever. Businesses had to switch to online strategies, so it's important to know how these key areas have changed to ensure long-term success in the world after the pandemic. The main purpose of this study is on how companies have changed how they use SEO, content marketing, and media marketing since the pandemic began. Businesses need to change their content strategies to keep up with changing buyer tastes because social media has become an even better way to connect with customers and talk about brands. Because of the outbreak, people have changed how they look, which has made SEO tactics more important than ever. Companies have had to change how they do SEO to keep up with new search trends, such as more people wanting results that are specific to them and their area. Content marketing strategies have also had to become more real, caring, and focused on giving value because customers now expect companies to be more open and socially responsible. This study mostly looks at how these trends have affected people around the world because they have been hit hard by the pandemic. Sometimes businesses do not have as many tools or experts; small and medium-sized businesses often have a hard time changing to changes in digital marketing. The results will be useful for companies all over the world. The study will also compare big businesses and small businesses to see how these changes in digital marketing have affected businesses of different types.

This study is important for knowing how digital marketing has changed since the COVID-19 outbreak. Because of the outbreak, people changed the way they did things. It made digital tools faster to use and changed how companies talk to their users. Businesses are evolving from traditional ways of marketing towards digital-first methods. It is crucial to see how social media, SEO, and content marketing have changed to meet the customers' needs since the pandemic. In these important areas, this study tells us something useful about how the pandemic will change digital marketing over time and how businesses can adjust to the new situation. To connect with their customers better and improve their digital marketing, businesses can use the study's results. Find out how people's habits are changing, why

personalized content is important, and why social media is growing. This will help businesses make their marketing plans better. By looking at how well SEO and content marketing work in a world after a pandemic, businesses can also get more people to see their ads online, get customers more involved, and make relationships with their users that last longer. In the long run, this study's main goal is to help businesses grow by using data-driven, adaptable digital marketing strategies that customers want.

LITERATURE REVIEW

The COVID-19 virus has had a big effect on digital marketing strategies. Companies have had to quickly adjust to new digital tools and customer behavior. Because of this, there have been big changes in how companies get in touch with their customers online since the end of the crisis. Digital marketing, which includes tactics like content marketing, optimization of search engines, and social media marketing, is more important than ever for getting customers to interact with brands, growing businesses, and making brands more visible. Search engine optimization (SEO), content marketing, and social media marketing are the three major topics of this chapter. It goes over the most important changes in digital marketing since the pandemic. Brands need to use social media to communicate with users and get them involved, which means that SEO strategies need to change.

Digital media marketing has changed a great deal since the COVID-19 virus. Businesses had to quickly adapt to a world where people could not be reached in the same ways they used to. As lockdowns and other ways of

being isolated increased, businesses were under a lot of pressure to move their processes online. This made

people more open to technology faster (Al Taha, 2024). Since stores had to close and people did not have as much time to communicate with each other in person, digital media became the main way for businesses to stay open and connect with customers (Ruheili, 2023).

Moreover, there were new ways for businesses to connect with customers who want to shop, get services, and interact online more and more. Because of the outbreak, being online became even more important. Digital marketing tools like social media, SEO, and content marketing are needed to get more people to see brands, keep them interested, and make sales. As soon as possible, businesses had to switch their marketing strategies from using old-fashioned channels to focusing on digital ones. The goal of this change was not just to stay living; it was also to use the power of digital platforms to do well in a highly virtualized world (Mishrif & Khan, 2021). A study described how companies that started using digital marketing early on were better able to deal with the issues that COVID-19 caused. Many companies, especially small and medium-sized ones (SMEs), that used to only do business in person, found that switching to online shopping and targeted social media ads helped them (Firmananda et al., 2023). Another study indicated how the pandemic sped up the use of digital tools, making companies use SEO tactics and data analytics to see how customers' habits were changing. These strategies not only helped companies stay up-to-date, but they also made money from the extra people who went online during the crisis (Fayaz et al., 2022). Companies learned that they had to keep changing and coming up with new ideas as the digital world grew. As digital marketing strategies spread faster, they gave companies new ways to reach more people, improve their customer interactions, and get ahead in a world that is becoming more and more digital.

The COVID-19 epidemic changed how companies utilize social media to reach customers. Social distancing and lockdowns drove many firms to close, increasing their digital dependency. As a consequence, social media marketing became a key part of corporate strategy for exposure and client engagement. During and after the epidemic, Facebook, Instagram, Twitter, and TikTok became more important, changing how corporations conducted digital marketing (Al Hamdhan, 2021). Furthermore, businesses relied on social media throughout the crisis. Online channels allowed customers to communicate with businesses, check descriptions about items, and buy even when shops closed. This transition boosted social media traffic, allowing companies to continue client connection without face-to-face contacts. Sales, marketing, customer assistance, and communication were all done on social media. Live streaming, direct messaging, and storytelling increased on Facebook and Instagram to deliver real-time information, promote new items, and engage communities (Ma, Liao & Liu, 2022).

Additionally, consumer behavior changed throughout the epidemic. With more time at home, all ages used social media more. A study found that pandemic consumers relied on social media for information, entertainment, and buying. Brands were expected to provide more personalized, interesting, and relevant information. This transition required businesses to provide content that met audience emotional and practical demands (Kuzmanovska & Ivanovska Przo, 2021). Good social media marketing during the epidemic needed to be honest, show understanding, and have a message that was based on values. Another study found that customers liked businesses that were honest about health, safety, and social perspectives (Lim *et al.*, 2022).

This type of social media marketing became more important during the epidemic. Influencers were able to connect businesses with customers in a way that was not possible through traditional advertising methods. With their loyal followers, social media stars helped businesses connect with their target audiences in a real and interesting way. Influencers on Instagram and TikTok pushed products through live videos, contests, and paid posts. According to Lim *et al.* (2022), influencer marketing made customers more interested and built emotional connections with brands that they wanted to know and trust during difficult times. Small businesses were able to change and do well during the outbreak by using social media. For example, a lot of small businesses with stores used social media to connect with buyers. Small and medium-sized businesses could use Instagram and Facebook to sell their goods and services, run focused ads, and talk to customers through direct messages and comments (Karjo, Hermawan & Napitupulu, 2021). This let them stay open during lockdowns and reach new users. Small businesses have been able to humanize their names with the help of social media, which encourages community support, local projects, and donations. These steps made people more loyal to the brand and helped them connect with their audience during a disaster.

Furthermore, businesses also invested in user-generated content (UGC) initiatives to encourage consumers to share their product and service experiences on social media throughout the epidemic. The concept created community and enabled customers to promote the brand. Companies using this method experienced more engagement and more organic marketing that connected with their target demographic (Kemala & Azhar, 2025). After the epidemic, companies realized that social media marketing will remain crucial to their plans. Crisis lessons like adaptability, reactivity, and consumer-centric content have impacted social media marketing's future. Businesses must adjust their social media strategy to match audience requirements and new technology and platforms (Dubbelink, Herrando & Constantinides, 2021). The COVID-19 epidemic has changed social media marketing forever. With the growing use of Facebook, Instagram, and Twitter, companies have adjusted their strategy to interact with customers more personally and meaningfully. Consumer social media use, influencer marketing, and user-generated content have changed social media's position in marketing (Trziszka, 2021). After the epidemic, social media will remain a key part of firms' digital marketing operations.

Businesses had to change their search engine optimization (SEO) tactics a lot because of the COVID-19 pandemic; it caused people to change how they behaved and what they liked. Since more people turned to the internet for shopping, study, and fun during the pandemic, SEO became an important way for companies to stay visible and relevant. As people's habits changed, SEO tactics had to adapt to meet the needs of modern web users, especially when it came to search relevance, personalization, and localization (Said Ambu Saidi, Abu Kausar & Elshaiekh, 2021).

One big change in SEO strategies since the pandemic is that people want search results that are more specific and catered to their needs. It meant that businesses had to change their SEO plans because many customers now care more about local goods and services. Based on the fact that people looked for companies in their area more often, it's clear that they trusted information that was useful to them. This change took place because many stores shut down and more people bought things online that they could get nearby. They worked on making their Google My Business pages better, creating content that was useful for the area, and targeting keywords that were special to the area to improve their local SEO. In 2023, Murtiasih *et al.* wrote about how businesses that improved their local SEO tactics got more customers and saw their publicity go up. This happened because search engines started giving specific search results more weight because people wanted results that were close and easy to get to.

Localization and the need for search results that are more relevant to each person became two of the most important SEO skills. People who spent more time online wanted content that was related to their tastes, wants, and deeds in the past. Like Google's use of AI, search engines got better over time and started to give users more appropriate results by looking at what they had searched for before, where they were, and how much they interacted with earlier content (Matter, Hodler & Ladwig, 2022). This change meant that businesses had to focus on making content that was very special to the interests and habits of their audience. Personalization became important not only to give users a better experience but also to boost sales and keep customers going back (AL-Hawari, Balasa & Slimi, 2021).

Since the spread, organic search has also grown in importance. Some businesses still use paid ads, but more and more are finding that organic search is a better, more cost-effective, and longer-lasting way to get people to their sites. Because more people wanted to be seen online, the cost of paid ads went up (Madiudia *et al.*, 2021). Businesses that focused on organic SEO found a more long-term way to stay noticeable on search engines. To make your site better for organic search, you had to focus on the user experience, the quality of the content, and building the site's image. Companies that worked on organic SEO were able to reach customers at different stages of the buying process, from just learning about the product to deciding to buy it (Ijar & Sharma, 2020). In essence, the changes that were made to SEO strategies following the pandemic show that companies need to adapt to new search trends. Companies have to change the way they do SEO now that people want results that are specific to them and their area. The rising worth of organic search has made them focus on steady traffic and long-term exposure. Because of these changes in how people act online, businesses have been able to keep their online presence and connect with customers better in the digital world after the pandemic.

Content marketing plans changed a lot because of the COVID-19 outbreak. To keep up with changed customer needs, businesses had to shift their attention. Companies had to change the way they advertised because of the pandemic. They had to make ads that spoke to customers' new needs, feelings, and goals. One of the most important changes was that people wanted more honest, real, and caring content. People wanted to buy brands that understood how hard the outbreak was and also showed they cared about others and were friendly to the environment. Widmann (2022) talks about how brands' content marketing changed over time to focus on stories, people, and ideas, sending messages of power, hope, and care. In a time of fear and uncertainty, this change was made because people wanted to connect with their viewers on a deeper emotional level. As companies looked for new ways to connect with customers, video content, blogs, and engaging content became more and more important. Especially video material became very popular. Brands used live streaming, workshops, and short videos to give updates, show off goods, and meet with audiences in real time. Video made talking to each other more personal and lively, giving viewers an experience that still images alone could not match (Ariffin *et al.*, 2024). Interactive material like games, polls, and quizzes also became popular as companies tried to get more people to interact and participate. As always, blogs were very important because they provided in-depth data, insights, and teaching material that helped companies build trust and influence in their own fields. During the pandemic, businesses were able to give customers useful, relevant content that spoke to their specific wants and concerns by changing to these new forms (Vovchanska & Ivanova, 2021).

Businesses faced both problems and chances when they switched to digital marketing after the pandemic. One of the hardest things was that businesses, especially small and medium-sized ones, had to change quickly. A lot of small businesses did not have the money, skills, or facilities they needed to use modern digital marketing tactics correctly. These companies often couldn't afford to put money into paid ads, advanced analytics, or skilled workers because they did not have enough money in their budgets. Also, because digital tools and platforms changed so quickly, companies had to keep changing their plans to stay competitive (Kulaga, 2021).

Even with these problems, the switch to digital marketing also opened up big chances. Digital platforms let businesses reach a wider range of people for less money than old-fashioned marketing methods. Through social media, SEO, and content marketing, businesses were able to connect with customers more deeply, which made the experience more individualized and interesting. Improvements in digital marketing have helped companies not only keep customers interested but also learn important things about how customers act, which helps them make plans that work for them. (Shukri & Ismail, 2023).

Small companies that used digital tools were also able to get more people, make them more loyal to the brand, and find new ways to make money through digital businesses and e-commerce. To sum up, digital change caused problems for many businesses but also opened up new ways for them to grow, especially for small and medium-sized businesses that want to reach more people and get more customers in a world that is becoming more digital.

Existing studies give us useful information about how digital marketing has changed since the pandemic, but there are still some gaps. Not much study has been done on the problems businesses have when they try to use digital marketing tools. There are also a lot of studies that only look at the pandemic's short-term effects and not its long-term ones. Studies still do not fully understand the role of personalization in digital marketing or how to use new technologies like AI. Also, the use of user-generated content (UGC) as a way to build trust and connection with a business has not been looked into enough. This study focuses on companies and looks at long-term digital marketing trends. It also looks at personalization strategies and the part that user-generated content (UGC) plays in marketing efforts after a pandemic.

Literature studies found that the COVID-19 pandemic had a big impact on digital marketing plans, especially in the areas of search engine optimization (SEO), content marketing, and social media marketing. Because businesses had to quickly adapt to new customer habits and digital platforms, they had to make big changes to how they interacted with their audiences. It became clear after the spread how important it is to be real, open, and give people personalized content if you want to be successful in the long run. Any company that wants to stay relevant and successful in the fast-changing digital world needs to be able to react to these changes. The next chapter will discuss the methodology of the study.

Research Design

This study used a quantitative research design because it lets numerical data be collected and analyzed using statistical methods. This method is significant because it helps to measure how people think, feel, and act about digital marketing tactics after the pandemic. The objective of this study is to find out how companies have changed their digital marketing strategies by looking at three main areas: content marketing, SEO, and social media marketing.

Target Population

People who are interested in or work in digital marketing, especially social media, SEO, and content marketing, are the focus of this study. These people include business professionals, marketing managers, digital marketers, and entrepreneurs. People who are taking part should have seen or experienced firsthand how the COVID-19 outbreak changed digital marketing strategies in their companies or groups. A sample size of 150 people was chosen. It is possible to do an in-depth study with this sample size because it is big enough to collect enough data but small enough to allow for focused, personal insights. A sample size of 150 is thought to be enough for this type of detailed study, especially when looking at trends, views, and difficulties in adjusting to digital marketing after the pandemic. The sample size also strikes a balance between being able to draw conclusions that are statistically significant and having to work within realistic limits, like the time and other resources that are available for the study.

Sampling Technique

The study uses a non-probability convenient sampling method, which means that people who were available and ready to take part were chosen. This made it possible to get data quickly. But this way might be biased because people who choose to take part might have different thoughts or experiences than people who don't. To lower the chance of bias, it was carefully made sure that the group had a wide range of people from different industries and business types as much as possible. Even though the samples were chosen at random, this variety helps make the data more informative. An structured questionnaire with Likert-scale questions was used. People were asked to rate how much they agreed with different claims on a range from 1 (Strongly Disagree) to 5 (Strongly Agree). It was decided to use this scale because it measures views and opinions in a standard way that makes them easy to quantify for research. The questions were about crucial things like how important people thought digital marketing tactics were in the business world after the pandemic. How businesses are having a hard time changing to changes in how people use social media, SEO, and content marketing because of new buyer behavior. Moreover, how well new digital marketing trends are working to get people more involved with your business. The

questionnaire was carefully planned to closely match the study goals, so the answers would give useful information about how digital marketing is changing.

Instrument Validity and Reliability

The questionnaire's content validity was checked by using current research on digital marketing trends and the effects of the COVID-19 pandemic. This made sure that the survey questions correctly mirror the main themes found in the literature review, like how to use social media for marketing, how to change your SEO, and how to change content strategy. A group of digital marketing pros and academic experts looked over the survey to make sure it was a useful tool. Their feedback was used to make the questions clearer, more relevant, and more in line with the research goals of the study. The testing tool's reliability is how often it gives the same results. A pilot test with 5 people who were not in the final group was done to see how reliable the poll was. The pilot test helped find any unclear or hard parts in the survey questions, which were then changed to make them clearer and easier to understand.

Data Analysis Technique

Quantitative analysis is done through the SPSS tool. Descriptive statistics were the most important part of the data analysis because they helped summarize the data and find patterns and trends. The study used measures of central tendency (mean, median, and mode) to find out how people felt about the different digital marketing trends and tactics as a whole. ANOVA regression analysis was also done to check the nature of relationships between different patterns.

Ethical Considerations

Ethical concerns were a significant part of this study, and everyone who took part was treated fairly and with respect. Some important moral rules that must be followed are Everyone who took part in the study knew why it was being done, what it entailed, and how their information would be used. They could stop taking part in the study at any time without any negative effects. The survey did not take any information that could be used to find out who the respondents are. In order to protect the participants' privacy, all answers were kept private and secret. People who wanted to take part in the study did so of their own free will, and they were told to be honest in their answers without worrying about being judged. Ethical guidelines were followed to make sure the research was authentic and protected the rights and trust of all participants.

LIMITATIONS WITH THE METHODOLOGY

Even though the study's approach is strong and fits with its goals, there are some issues that need to be pointed out:

- A sample number of 50 individuals is good for detailed analysis, but it makes it harder to apply the results to a larger group of people.
- Because the data were self-reported, there is a chance that they are biased. People who filled out the poll might have been affected by their own thoughts or experiences.

These limitations somehow affect the study's results, and by suggesting more research be done in those areas.

RESULTS AND ANALYSIS

After looking at how digital marketing strategies have changed since the pandemic, is all about looking at the questionnaire data and figuring out what it all means The study aims to identify the most significant trends, assess how well they engage customers, and come up with strategies for companies to adapt to and succeed in the digital world following the pandemic. Some of the statistical methods that were used in SPSS software to look at the data were descriptive statistics, correlation analysis, and ANOVA regression models. People's responses about digital marketing strategies in general were shown by descriptive data, and user participation was examined by correlation analysis. The goal of this chapter is to help businesses stay relevant and get people involved by giving them useful information on how to improve their digital marketing strategies in the current environment and how to deal with problems.

Descriptive Statistics

Descriptive statistics show the results of the in-depth statistical analysis, with a focus on how people

responded to the question of how important digital marketing tactics were in the world after the pandemic. There are important statistical measures like means, medians, modes, and standard deviations for each question in the poll about digital marketing strategies. These numbers give a crucial understanding of how people feel about how important content marketing, SEO techniques, and social media marketing are in today's digital world.

Digital Marketing Strategies in the Post-Pandemic World

Most of the people who responded to the survey agreed that digital marketing tactics will be very important in the world after the outbreak.



Figure 1: Descriptive Statistics for the Importance of Digital Marketing Strategies in the Post-Pandemic World

Figure 1 shows that the average mean score for this question was 4.08, and the standard deviation was 1.027. This means that most of the people who answered agreed with the question that digital media marketing strategies are important in the post-pandemic era.

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	6	4.0%	4.0%
Disagree	3	2.0%	6.0%
Neutral	27	18.0%	24.0%
Agree	51	34.0%	58.0%
Strongly Agree	63	42.0%	100.0%
Total	150	100%	

Table 1: Frequency Distribution of Respondents' Views on the Importance of Digital Marketing Strategies in the Post-Pandemic World

Importance of Social Media Marketing

Respondents were asked about how important social media marketing has become since the outbreak.

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	12.0%	12.0%
Disagree	24	16.0%	28.0%
Neutral	58	42.0%	70.0%
Agree	50	30.0%	100.0%

Total	150	100%	
-------	-----	------	--

Table 2: Frequency Distribution of Respondents' Views on the Importance of Social Marketing in the Post-Pandemic World

Table 2 shows that 42% of those who answered agreed that social media marketing has grown, and 30% strongly agreed. On the other hand, very few people disagree.

The average mean score for this question was 3.90, and the standard deviation was 0.974. This means that most of the people who answered agreed that social media is crucial in this post-pandemic world.

Evolution of SEO Strategies

Respondents also responded that SEO tactics were changing after the outbreak.

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	6	4.0%	4.0%
Disagree	42	28.0%	32.0%
Neutral	42	28.0%	60.0%
Agree	60	40.0%	100.0%
Total	150	100%	

Table 3: Frequency Distribution of Respondents' Views on the Evolution of SEO Strategies Post-Pandemic

Table 3 shows that 40% of those who answered strongly agreed and 28% agreed that SEO tactics have changed. The average score for this question was 4.04, and the standard deviation was 0.925. This means that most of the people who answered agreed with the question, and very few disagreed.

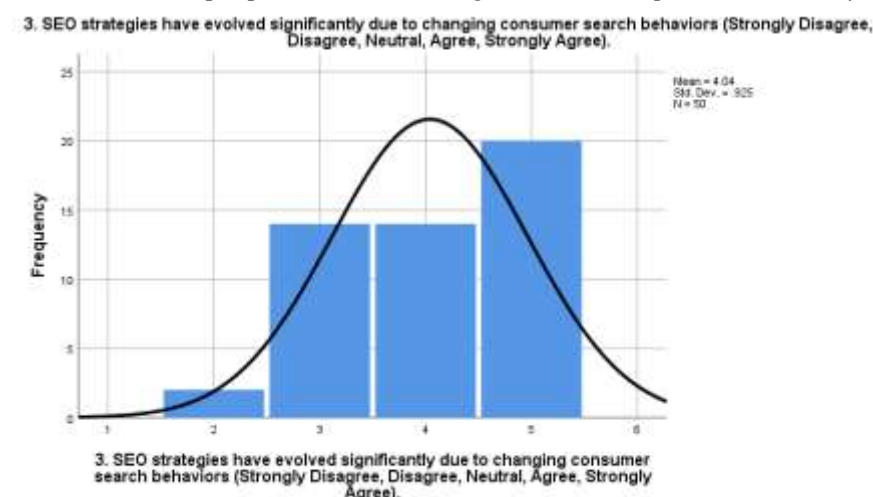


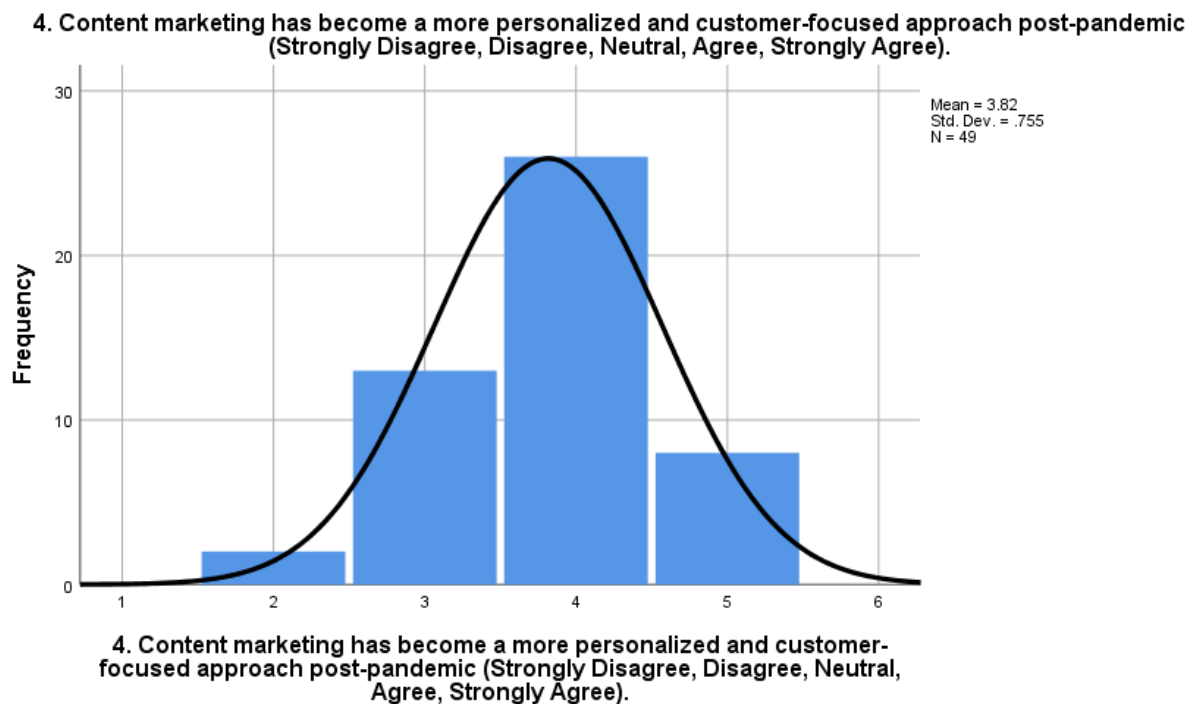
Figure 2: Descriptive Statistics of Respondents' Views on the Evolution of SEO Strategies Post-Pandemic

Results show that people understand the SEO tactics need to be updated in the rapidly changing digital world.

4.2.4 Personalized Content Marketing

Another important trend that responses show is the move towards more personalized content marketing. Table 4 indicates that 52% of those who answered agreed, and 16% strongly agreed, that content marketing has become more personalized since the pandemic.

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	9	4.1%	4.1%
Disagree	39	26.0%	30.6%
Neutral	72	52.0%	83.7%
Agree	24	16.0%	100.0%
Total	50	100.0%	

Table 4: Frequency Distribution of Respondents' Views on Personalized Content Marketing Post-Pandemic**Figure 4: Descriptive Statistics of Respondents' Views on Personalized Content Marketing Post-Pandemic**

The average mean number for this question was 3.82, and the standard deviation was 0.755. This shows that most people agreed with the question, but there was some variation in how people answered.

Interpretation of Descriptive Statistics Results

According to the analysis of data, respondents strongly believe that digital marketing strategies are necessary in the world after the outbreak. People think that SEO and social media marketing are two of the most important things for businesses to do to connect with buyers. Content marketing is still seen as very important, but there has been a move towards personalization. This fits with the larger trend of making material that is more useful and suited to viewers. Businesses need to spend money on digital marketing tactics like SEO and social media to stay competitive and important, according to the statistics. But at the same time, personalizing material is needed more and more to meet customer needs in a digital world that is changing quickly. It is even more important to adjust to the changes in customer behavior and internet marketing trends that the pandemic has caused. Correlation Analysis This section looks at how the different types of digital marketing (like SEO, content marketing, social media marketing, etc.) affect customer involvement. Using both correlation and regression analysis, this study gives a better understanding of how these tactics work together to help businesses do better in the post-pandemic world.

Correlation Between Digital Marketing Strategies and Customer Engagement

A correlation analysis was done to find out how strong and in what direction the links were between various digital marketing tactics and keeping customers interested. The data showed strong positive links between a number of strategies. This shows how important it is to use a variety of digital marketing strategies to keep customers interested. There was a modest to strong association between the factors, which means that changes in one area (like social media marketing) are linked to more engaged customers. The main links between digital marketing tactics and keeping customers interested are shown in the table below.

Variable	Digital Marketing Strategies	Social Media Marketing	SEO Strategies	Content Marketing	Customer Engagement
Digital Marketing Strategies	1.00	0.600**	0.706**	0.364*	0.489**
Social Media Marketing	0.600**	1.00	0.571**	0.310*	0.577**
SEO Strategies	0.706**	0.571**	1.00	0.424**	0.632**
Content Marketing	0.364*	0.310*	0.424**	1.00	0.604**
Customer Engagement	0.489**	0.577**	0.632**	0.604**	1.00

Table 5: Correlation Between Digital Marketing Strategies and Customer Engagement

As companies get better at digital marketing, customer involvement tends to get better too, as shown by the significant connections (** and *). The link values for social media marketing and SEO are 0.600 and 0.706, respectively, and they show a strong positive relationship with customer involvement. There is also a moderately significant link between content marketing and participation ($r = 0.364$). These results make a point of showing how these tactics work together to get customers more involved. Digital marketing tactics are very important for getting people more interested in the world after the pandemic, according to the link and regression studies. It was found that SEO and social media marketing were the best ways to get people to connect, which shows how important they are to businesses' marketing. Even though it does not seem to have as much of an impact as SEO and social media, the results show how important it is to use targeted content marketing. To stay ahead of the competition and build strong relationships with customers in the digital age, these strategies have also been shown to work in the past. If a business does not adapt to new digital marketing trends, they might lose people who are interested in and active with their goods. Businesses should prioritize SEO improvement, make their social media image better, and provide more personalized content in order to connect with and keep customers.

Regression Analysis

A Bayesian regression model was used to find out how different types of digital marketing affected how involved customers were. It is possible to guess the posterior distributions of regression values with this method, and it doesn't matter how clear the data is. Some of the things that make up the plan are content marketing, social media marketing, and SEO tactics. Each of these factors was added to the model so that their individual effects on customer involvement could be tested. These factors were chosen because they were relevant to the study questions and because of how their roles will change in digital marketing after the pandemic. Credible intervals, which show the range of values where the true coefficient is likely to fall, give us clues about how strong these connections are in the Bayesian context.

Impact of Digital Marketing Strategies on Customer Engagement

The Bayesian regression analysis showed that SEO methods and social media marketing had the biggest effects on customer involvement. This was clear from the fact that they had high regression coefficients and posterior distributions that were statistically significant. There was also a good effect from content marketing, though not as much as from SEO and social media tactics.

Predictor Variable	Regression Coefficient (β)	95% Credible Interval (Lower - Upper)
Intercept	6.239	0.991 - 11.487
Social Media Marketing	0.58	0.33 - 0.82
SEO Strategies	0.62	0.39 - 0.85
Content Marketing	0.37	0.05 - 0.70

Table 6: Regression Analysis

Results show that the SEO techniques ($\beta = 0.62$) have the biggest impact on customer engagement, with a 95% confidence interval spanning from 0.39 to 0.85. This means that the effects are strong and statistically significant for the better. This backs up the idea that SEO techniques are important for increasing exposure and getting people to interact, especially in a digital-first world. Moreover, there is also a strong positive benefit for social media marketing ($\beta = 0.58$), with a reasonable range of 0.33 to 0.82. As a way for companies to connect directly with customers and raise knowledge of their brand, social media plays a key role in keeping customers interested. Even though content marketing is still important, it doesn't have as much of an impact on involvement ($\beta = 0.37$). There is some variation in the reasonable range (0.05 to 0.70), and the effect may depend more on how personalized and focused the content is. It is clear from these findings that SEO and social media marketing are important for businesses that want people to connect with them. It is still possible to use content marketing, but it needs to be personalized and relevant to work. ANOVA Analysis

ANOVA was used to find out if there were changes in how people thought about the value of digital marketing strategies that were important enough to be written down. This was done to make sure that the regression model's results were correct. Look at Table 4.2 to see how the ANOVA test turned out.

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	117.809	26	4.531	2.785	0.012
Residual	30.911	19	1.627		
Total	148.719	45			

Table 7: ANOVA Analysis Results

There is a significant information in the regression model ($F = 2.785$, $p = 0.012$), which can be seen from the ANOVA results. This means that the factors in the regression model namely, SEO, content marketing, and social media marketing—help to explain the differences in how engaged customers are. The regression model accurately shows the connections between digital marketing strategies and involvement, so it is a good way to show the data.

This study shows that digital marketing tactics, especially SEO and social media marketing, have a big effect on how engaged customers are in the world after the pandemic. The Bayesian regression model showed how important these tactics were, and the ANOVA test proved that the relationships were statistically significant. Businesses should work on improving their SEO and social media, and they should personalise their material to keep people interested. The next chapter discuss the finding of the results in the relevance with literature studies

DISCUSSION

This chapter discusses about and analyses the main research results while keeping the study questions and goals in focus. It does this by using literature that is linked to the results to explain, compare, and contrast them. It will be mostly about how important digital marketing strategies are now that the pandemic is over and how they can help keep people interested. The study will also discuss about what these results mean for businesses in terms of planning, putting things into action, and what will happen in the future. The study indicates that digital marketing strategies, especially SEO and social media marketing, are very important for getting people excited. With high regression values, Chapter 4's regression analysis showed that both social media marketing and SEO tactics are significant ways to predict how engaged customers will be. These results are in line with earlier study that pointed out how important digital strategies are becoming for keeping customers interested after the pandemic. More and more, companies are using these methods to get customers to connect with them, make them loyal to their brand, and boost sales. The results also back up the idea that content marketing is still useful, but to have the most effect, it needs to be highly personalized. The regression study shows that personalised content marketing doesn't have as much of an impact as social media and SEO. This result fits with other research that says personalized material can help keep customers and get them more involved, but only if it is made for specific groups of people (ijar & Sharma, 2020).

Also, the correlation analysis in Chapter 4 showed strong positive links between the different digital

marketing strategies and keeping customers interested. This shows how important it is to have a complete digital marketing strategy. The study shows that companies shouldn't just use one strategy, but should use a variety of digital marketing strategies together to get the best results with interaction. Furthermore, for many of the people who answered the survey, it became even more important after the pandemic. This shows that social media marketing is an important way to connect with customers. The fact that the social media marketing regression coefficient is positive supports the idea that businesses should talk to customers directly on social media and build relationships with them. During the outbreak, more people talked to each other online. This has made social media an even bigger part of businesses' marketing plans. A previous study that looked at this change says that the pandemic made people use social media more as a major way to connect with customers (Al Taha, 2024). Business can connect with people from around the world and talk to them in real time through social media. Another study found the same thing: when businesses connect with their customers on social media, they tend to build trust in their brand and keep more of their customers (Kulaga, 2021).

After the pandemic, SEO strategies were found to be yet another useful way to get people to shop at stores. SEO has changed over the years. These days, businesses focus on local targeting and personalized search results. There is no doubt that SEO has an effect on customer interaction because this study's strong regression result for SEO makes that clear (Karjo, Hermawan & Napitupulu, 2021). These results show that SEO techniques are very important for making websites more noticeable and getting free traffic to them, especially in the digital world we live in now. Because of the outbreak, people changed the way they bought things. The number of people using search engines to find things online has grown. So, businesses have had to change how they do SEO to keep up with how people look. Other research, like Kumar and Patel's 2021, shows that SEO strategies are changing to focus more on users, with a focus on value, local search targeting, and mobile-friendly content. The study's results are in line with these other studies.

However, it became clear that personalized content marketing played a big role, though not as big as SEO and social media marketing. This result fits with study that says personalised material can make customers more interested, but it needs to be done carefully. The content marketing regression coefficient shows a moderately positive effect. This shows that businesses are using content personalisation more and more, but it is still in its early stages of optimisation. Businesses can meet the specific wants of each customer with personalized content marketing, which leads to more involvement. But how well companies understand what customers want and how they act will determine how well it works. The study indicate that for businesses to get the most out of personalized content, they need to spend money on data analysis and customer segmentation According to the study, companies that learn how to make personalized material are more likely to have people who are interested and stay with them.

Additionally, any important things can be learnt from the study's data when starting a business. First, SEO and social media marketing need to be big parts of how businesses sell themselves online. The research shows that companies that do well in these areas are likely to have happier people and make more money. Personalised content marketing can also help businesses, but they need to pay more attention to the little things and use data analytics to make it work. When it comes to digital marketing, businesses need to keep up with the times by adding new tools and methods to their plans and following market trends. Digital marketers who keep working to improve their skills can keep customers and stay ahead of the competition, according to the study.

CONCLUSION AND RECOMMENDATIONS

The goal of this study was to find out how digital marketing strategies have changed over time and how those changes have affected how customers are involved in the world after the pandemic. The results show that SEO, social media marketing, and personalised content marketing are some of the most important digital marketing strategies for getting users more engaged. Because of the Bayesian regression and association studies done. it was clear that SEO and social media marketing make customers much more interested. On the other hand, content marketing had a smaller but still important impact. The study also showed that having more than one digital marketing plan at the same time is very helpful.. People who work with SEO, social media, and content marketing all at the same time are more likely to

have more engaged customers and better business results.

Contributions to Existing Literature

This study adds to existing literature about digital marketing by showing how well digital marketing tactics work now that the pandemic is over. SEO and social media marketing have been talked about a lot in previous research, but this study goes into more detail about how these tactics, along with personalised content marketing, affect how engaged customers are. Using Bayesian regression modelling is a new way to figure out how these strategies work, and it gives more accurate and reliable results than other regression methods.

Implications for Practice

This study has a lot of useful information for businesses that want to improve their internet marketing. First, businesses should make SEO and social media marketing top priorities as important parts of their marketing plan. Focussing on local optimization, mobile friendliness, and user-centred material in your SEO tactics can get a lot of people to interact with your business. In the same way, social media sites let companies talk to customers directly, build ties, and get more people involved. Second, personalized content marketing should be a part of digital plans to get people even more involved. Businesses must, however, spend money on data analytics and customer segmentation in order to offer truly personalized content that resonates with their target groups. Companies should also review their digital marketing plans often and be ready to make changes as digital platforms and customer habits shift. More marketing is being done online now than ever before because of the pandemic. Businesses that don't change with the times could get left behind.

Future Directions

As digital marketing changes to adapt to new technologies and changing customer habits, there are a number of interesting areas that could be researched in the future. The main focus of this study was on how SEO, social media marketing, and personalized content marketing affect customer interaction. However, there are many other areas that could be looked into in more depth.

- **The Role of Artificial Intelligence in Digital Marketing:** Machine learning (ML) is quickly getting better and better. Researchers may look into how AI-powered tools like robots, prediction analytics, and tools that create material automatically can make digital marketing tactics better in the future. The way AI makes personalized content marketing even more special to each customer's actions could completely change it. Companies might get new ideas on how to automate and improve their relations with customers if they look into how AI can be used with SEO and social media marketing.
- **Cross-Platform Digital Marketing Integration:** As customers interact with brands on more than one platform, it's important for companies to come up with strategies that make the experience smooth and unified across all digital media. In the future, researchers might look into how businesses can successfully combine SEO, social media, and content marketing across different platforms (like websites, social media, mobile apps, and email) to make digital marketing strategies that work together. Figuring out how these platforms talk to each other could help you make better cross-channel marketing plans and get your customers more involved.
- **The Impact of Data Privacy and Ethics on Digital Marketing:** With worries about data privacy growing and new rules like the General Data Protection Regulation (GDPR) coming into effect, it is important for businesses to find ways to balance ethics concerns with personalised marketing and data privacy. A big part of the research will be finding out how companies can use customer data in a responsible and open way while still using personalised marketing. It's also important to look into how personalised marketing affects people's trust in businesses.
- **The Influence of Emerging Technologies on Digital Marketing:** In the coming years, more people will use virtual reality (VR), augmented reality (AR), and blockchain. So, there is a need to come up with new ways to market online. They might look into how these new technologies can be used to improve the future customer experience by making it more real and interactive. AR, for example, lets people try on clothes before they buy them, and VR can make brand experiences more interesting. Digital marketing could also be made safe and open with blockchain, especially when it comes to keeping customer info safe.

CONCLUSION

In essence, the study shows that SEO, social media marketing, and targeted content marketing are key ways to keep people interested in technology after the pandemic. Going forward, businesses that use these strategies and adapt to new times are more likely to do well. This study shows how digital marketing strategies and customer participation change over time. It can teach both researchers and people who work in the field.

REFERENCES

1. Al Hamdhan, R. and UIN Sunan Ampel Surabaya (2021) "Application of emphatic marketing strategy at Burger King company on social media against customer engagement during the covid-19 pandemic," *Jurnal Riset Ekonomi Manajemen (REKOMEN)*, 5(1), pp. 73–80. Available at: <https://doi.org/10.31002/rn.v5i1.3586>.
2. AL Shukri, A.N. and Ismail, S. (2023) "Critical success factors for sustainable marketing: A strategical framework using key performance indicators in small and medium enterprises (SMEs) businesses in Oman," *International journal of academic research in economics and management sciences*, 12(4). Available at: <https://doi.org/10.6007/ijarems/v12-i4/19573>.
3. Al Taha, A.F. (2024) "How was the SME's Performance in Oman during Covid-19?," *International journal of economics and financial issues*, 14(1), pp. 126–135. Available at: <https://doi.org/10.32479/ijefi.15380>.
4. AL-Hawari, A.R.R.S., Balasa, A.P. and Slimi, Z. (2021) "COVID-19 impact on online purchasing behaviour in Oman and the future of online groceries," *European Journal of Business and Management Research*, 6(4), pp. 74–83. Available at: <https://doi.org/10.24018/ejbmr.2021.6.4.923>.
5. Ariffin, N.M. et al. (2024) "A Review of Tiktok Livestreaming Commerce," *Information management and business review*, 16(3S(1a)), pp. 67–77. Available at: [https://doi.org/10.22610/imbr.v16i3s\(1a\).4121](https://doi.org/10.22610/imbr.v16i3s(1a).4121).
6. Babatunde, S.O., Okeleke, P.A. and Ijomah, T.I. (2022) "The role of digital marketing in shaping modern economies: An analysis of e-commerce growth and Consumer Behavior," *International Journal of Management & Entrepreneurship Research*, 4(12), pp. 675–691. Available at: <https://doi.org/10.51594/ijmer.v4i12.1417>.
7. Chopra, M. and Saini, N. (2021) "Combating COVID-19 with digital marketing: Strategies for the marketer," in *Globalization, Deglobalization, and New Paradigms in Business*. Cham: Springer International Publishing, pp. 213–231.
8. Durmuş Şenyapar, H.N. (2024) "Identifying pandemic era consumer trends: Sentiment analysis of social media posts," *Pamukkale University Journal of Social Sciences Institute [Preprint]*. Available at: <https://doi.org/10.30794/pausbed.1399760>.
9. Dubbelink, S.I., Herrando, C. and Constantinides, E. (2021) "Social media marketing as a branding strategy in extraordinary times: Lessons from the COVID-19 pandemic," *Sustainability*, 13(18), p. 10310. Available at: <https://doi.org/10.3390/su131810310>.
10. Fayaz, A., Chenniappan, L. and Rafiq, M. (2022) "Regulatory measures and priorities in response in Oman to the COVID-19 pandemic," *ECS transactions*, 107(1), pp. 18637–18645. Available at: <https://doi.org/10.1149/10701.18637ecst>.
11. Firmananda, F.I. et al. (2023) "Implementation of Digital Transformation at Al-Mahdi Outlets during the Covid-19 pandemic in Pekanbaru City," *RIGGS: Journal of Artificial Intelligence and Digital Business*, 1(2), pp. 58–63. Available at: <https://doi.org/10.31004/riggs.v1i2.102>.
12. Ijar and Sharma, P. (2020) "Impact of covid-19 on Marketing Strategy and expenditure," *International journal of advanced research*, 8(9), pp. 1475–1478. Available at: <https://doi.org/10.21474/ijar01/11814>.
13. Karjo, C.H., Hermawan, F. and Napitupulu, B. (2021) "The impact of digital marketing media on the household business sales during covid-19 pandemic," in *2021 3rd International Conference on Cybernetics and Intelligent System (ICORIS)*. IEEE.
14. Kemala, F. and Azhar, A. (2025) "The impact of user-generated content (ugc) on customer engagement and brand loyalty," *Pedagogic Research-Applied Literacy Journal*, 2(1), pp. 274–285. Available at: <https://doi.org/10.70574/jnzt6788>.
15. Kulaga, A.S. (2021) "Impact of the covid-19 pandemic on the digitalization of small businesses," *Business Strategies*, 9(5), pp. 149–152. Available at: <https://doi.org/10.17747/2311-7184-2021-5-149-152>.
16. Kuzmanovska, M. and Ivanovska Przo, D. (2021) "The impact of social media on online shopping during covid 19 pandemic," *KNOWLEDGE - International Journal*, 47(1), pp. 147–151. Available at: <https://doi.org/10.35120/kij4701147k>.
17. Lim, K.B. et al. (2022) "Impact of social media on consumer purchase behaviour during COVID-19 pandemic," *International Journal of Entrepreneurship, Business and Creative Economy*, 2(1), pp. 23–36. Available at: <https://doi.org/10.31098/ijebce.v2i1.734>.
18. Ma, A.K.-F., Liao, W. and Liu, Z. (2022) "The future of e-commerce: Live stream shopping and purchase intention post-COVID-19," *International journal of electronic commerce studies*, 13(3), p. 147. Available at: <https://doi.org/10.7903/ijecs.2129>.
19. Madiudia, I. et al. (2021) "Modeling dynamics of traffic for the E-commerce website in the process of its search engine optimization during the COVID-19 pandemic," in *2021 11th International Conference on Advanced Computer Information Technologies (ACIT)*. IEEE.
20. Matter, U., Hodler, R. and Ladwig, J. (2022) "Personalization of web search during the 2020 US Elections," *arXiv [econ.GN]*. Available at: <https://doi.org/10.48550/ARXIV.2209.14000>.
21. Madiudia, I. et al. (2021) "Modeling dynamics of traffic for the E-commerce website in the process of its search engine optimization during the COVID-19 pandemic," in *2021 11th International Conference on Advanced Computer Information Technologies (ACIT)*. IEEE.
22. Mishra, R. and Varshney, D. (2024) "The impact of digital content marketing in shaping consumer decision-making for tech gadget purchase," *World Journal of Advanced Research and Reviews*, 23(1), pp. 688–696. Available at:

<https://doi.org/10.30574/wjarr.2024.23.1.2056>.

23. Murtiasih, S. *et al.* (2023) "Digital marketing communication: A case study of covid-19 purchasing decision related to social media and e-wom," *Jurnal Ilmiah Ekonomi Bisnis*, 28(2), pp. 148–160. Available at: <https://doi.org/10.35760/eb.2023.v28i2.7931>.
24. Mishrif, A. and Khan, A. (2021) "Technology adaption as survival strategy for Small and Medium Enterprises during COVID-19," *Research Square*. Available at: <https://doi.org/10.21203/rs.3.rs-1074106/v1>.
25. Ruheili, A.A. (2023) "The inner strength: a perspective on the consequences of COVID-19 on Oman's actions," *Foresic Research & Criminology International Journal*, 11(2), pp. 71–72. Available at: <https://doi.org/10.15406/frcij.2023.11.00371>.
26. Said Ambu Saidi, K.S., Abu Kausar, M. and M. Elshaiekh, N.-E. (2021) "The impact of COVID-19 on economic of Oman and Omani customer's behaviour," *International journal of scientific research and management*, 9(07), pp. 2266–2279. Available at: <https://doi.org/10.18535/ijsrcm/v9i07.em01>.
27. Saikia, M.D. (2024) "Promoting sales growth through digital marketing initiatives: Case studies and best practices," *Journal of Global Economy, Business and Finance*, 6(11), pp. 17–21. Available at: [https://doi.org/10.53469/jgebf.2024.06\(11\).04](https://doi.org/10.53469/jgebf.2024.06(11).04).
28. Sri Ramakrishna College of Arts & Science for Women and Karthika, D.I. (2024) "DIGITAL MARKETING - A CONCEPTUAL VIEW," *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*, 08(12), pp. 1–6. Available at: <https://doi.org/10.55041/ijsrcm39800>.
29. Suhail, M.T. *et al.* (2022) "Impact of Covid 19 pandemic on digital marketing," *EPRA International Journal of Environmental Economics, Commerce and Educational Management*, pp. 23–30. Available at: <https://doi.org/10.36713/epra11267>.
30. Trziszka, M. (2021) "Micro-influencers as an effective channel to reach customers using social media in the time of the COVID-19 pandemic," in *Lecture Notes in Networks and Systems*. Cham: Springer International Publishing, pp. 395–400.
31. Vovchanska, O. and Ivanova, L. (2021) "LIVE STREAMING AS A DIGITAL MARKETING TOOL," *State and regions. Series: Economics and Business* [Preprint], (3(120)). Available at: <https://doi.org/10.32840/1814-1161/2021-3-5>.
32. Widmann, T. (2022) "Fear, hope, and COVID-19: Emotional elite rhetoric and its impact on the public during the first wave of the COVID-19 pandemic," *Political psychology*, 43(5), pp. 827–850. Available at: <https://doi.org/10.1111/pops.12831>.