

Module III. Business

Digital Marketing for Orange Economy

Topic 6. Analytics

Activity T6.L1.1. Campaigns during the pandemic



Co-funded by the
Erasmus+ Programme
of the European Union



This topic...

has been prepared so that those interested in digital marketing and social media can understand how much change has taken place in business. Also they can understand importance of adapting companies' communication with consumers depending on the situation.

Once the topic is completed and approved learners will be able to:

Understand how digital marketing has changed during the pandemic.



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Marketing campaigns during the pandemic

2020 was a year of change. The way of living, working, socializing has completely taken on a different form. As a result, companies were forced to adapt their business and communication with consumers to this new way of living.

Google

Brand campaigns duringl

brand campaigns during covid

ad campaigns during covid

ad campaigns during lockdown

best brand campaigns during covid

Google Search

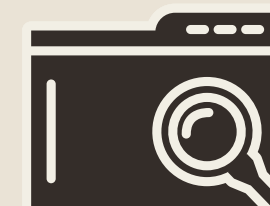
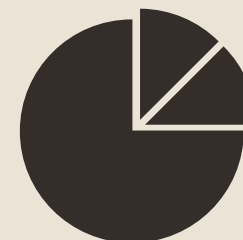
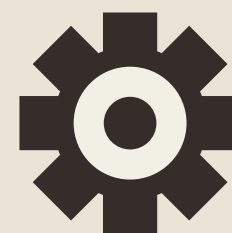
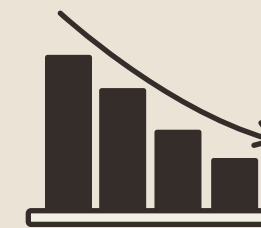
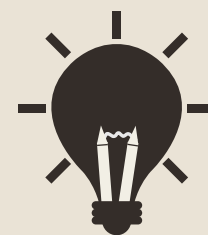
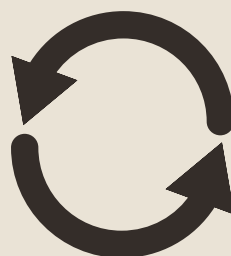
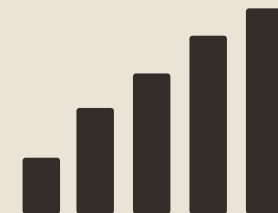
First Hand

Report inappropriate predictions

Some companies have been very successful in creating marketing campaigns during this period, and some have not.

Activity

Find campaigns and ads from the coronavirus pandemic period and analyze them.



A decorative graphic consisting of several colored squares and rectangles arranged in a scattered pattern. The colors include blue, green, orange, pink, and yellow. The shapes vary in size and orientation, creating a modern, abstract background.

Understand the change that has taken place in business. Also learn the importance of adapting companies' communication with consumers depending on the situation.

