



## THE EFFECTIVENESS OF MARKETING IN THE BUSINESS AND ITS IMPORTANCE AFTER COVID '19: CASE OF OOREDOO

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### Abstract

The case study's goal is to identify and assess the connection between Ooredoo performance and its use of digital marketing. Any firm that wants to stay ahead of rivals in the market and maintain organizational performance should use digital marketing as a fundamental strategy. It has been a crucial instrument, particularly after the COVID-19 period, for reaching consumers and monitoring organization performance effectively and with minimal effort. With the help of digital marketing, a company may offer 24/7 customer service on their website, quick responses, online technical assistance, and lower costs.

The aim of the study is to ascertain how digital marketing assisted the company in achieving its organizational goals over the course of COVID-19 and after the pandemic. Due to the unsteady business climate of the time, companies had to keep up with the newest trends and modify their marketing strategies in order to succeed. The study's other main goals are to highlight the importance of these marketing strategies and how they relate to organizational success, as well as to suggest some more effective digital marketing tactics. Secondary and primary sources were

consulted during the research process. Interviews were done to collect the information and data has been taken from the journal articles as well.

Keywords: Digital Marketing, Performance, Post Pandemic, Goals, Marketing Strategies.

## **Background of the Study**

The outbreak of the coronavirus COVID-19 has a large effect on a number of industries and places, including healthcare, business, transportation, and economy. The quarantine policies caused a sharp decline in human movement, which in turn restricted consumer spending and caused the economy to stagnate. GDP fell sharply as large business failures and job losses occurred in a number of countries.

In the following ways, the research advances our knowledge. Start by looking into how online marketing affects financial performance and how it has helped the various organizational components. Investigation into how the COVID outbreak has affected the development of digital marketing. This article's main goal is to assess COVID-19's post effect on company performance at the global, industry, and firm levels. Next, it was looked at how online marketing affects how well a company performs. The post pandemic outbreak was shown to have decreased company revenues, which ultimately resulted in lower performances.

## **Research Problem**

The post pandemic caused issues in the MENA region, and numerous organizations worldwide are currently dealing with severe financial difficulties. These financing shortages are a result of the global economic downturn and the organizations' forced closures due to their inability to adopt internet marketing techniques, whether temporarily or permanently. The challenges that businesses face also include inability to provide goods and services directly to their customers, in addition to the retaining of personnel during the lockdown period. The business sector may change dramatically in the post-COVID-19 era compared to the pre-epidemic settings, and so many new and improved measures must be applied digitally. When companies don't implement

digital initiatives, the difficulty level and strategy significance differs between enterprises (Demiris et al., 2019).

### **Aim of the Study**

The major objective of this study is to identify the essential elements of online marketing that support the company's sustained growth after the post pandemic. This will provide a thorough analysis of the role that online marketing platforms and channels play in the company's improvement and international development of novel techniques in order to increase flexibility to the situation and retain the company's presence.

### **Research Objectives**

- To concentrate on innovative marketing strategies that promote business expansion.
- To identify the areas where the company's performance has been boosted by digital marketing.
- To examine the marketing technologies in use.
- To develop fresh business plans that use marketing to help businesses stay current.

### **Research Questions**

- What marketing strategies should the company use to expand its business?
- What are the primary areas where the performance of the organization has been enhanced through digital marketing?
- What are the tactics or technologies that enable a business to benefit from digital marketing?
- What strategies or plans should business employ to keep up its marketing across various platforms?

### **Research Methodology**

#### **Research Design/Methods**

The descriptive research approach will be used since the study examines a particular phenomenon: The Effectiveness of marketing in the businesses and its importance in post pandemic. In order to comprehend and collect the varied viewpoints of participants, the

descriptive survey approach will be used in this study. Data about individuals must be gathered and analyzed in order to look at both existing and unmet criteria. Since this research methodology looks for categories, qualities, frequency, and patterns, it is successful. To characterize the relationship between the variables in this study as well as to examine and understand the phenomena, which could then be extended to a larger demographic group, the quantitative technique was used. This technology makes it possible to compile and analyze enormous amounts of survey information (Abutabenjeh & Jaradat, 2018).

### **Research Instruments**

A questionnaire, survey, and group discussion will all be employed as research tools in this study. Questionnaires were used as the primary data collection method in this investigation. To be circulated among Ooredoo personnel, the questionnaire was created in the shape of questions based on the study's goals. The questionnaire was created online and distributed to the sample population that was taking part in the study (Goldsmith-Pinkham et al., 2020).

### **Population, Sampling Size and Sampling Technique**

- Workers and marketing managers from a number of Ooredoo branches, including the Seeb city center, the Mabeelah branch, and the Al Khuwair branch, will be included in the research's targeted demographic.
- Probability sampling is the sampling technique utilized in this study, for which samples are randomly chosen from the population's greatest subsets based on a set of criteria (Anderson et al., 2017).
- Everybody who is included has an equal probability of being in the sample. There are 60 employees at the Muscat-based Ooredoo Company several branches, thus each person has a chance of being selected to be a member of this sample. A total of thirty employees will be chosen among sixty (Etikan, 2017).

### **Description of Pilot Test**

Prior to being distributed to Ooredoo workers, the questionnaire was tested on five individuals. The procedure of developing research questions and formulating, rearranging them to be more pertinent for the respondents was made easier with the aid of the pilot test. The results of the pilot test showed that virtually every one of the survey questionnaire were simple and

accomplished the objectives of the research. There weren't many mistakes, and they were fixed before the distribution was finalized (In, 2017).

### **Description of Questionnaire Design**

The questionnaire used in the study was designed to look into the aspects of internet marketing that increase organizational effectiveness after the pandemic. There are three key sections to the questionnaire. Demographic information from the first portion contains information on age, gender, education level, and career. The second part's question format includes a collection of Agree/Disagree questions, yes/no questions, and one open-ended question. It was organized based on the research objectives, with each aim having three to four questions under it. There were 16 questions in the questionnaire's final form (Krosnick, 2017).

### **Data Collection Techniques**

The survey questions were given to the participants through a variety of online channels, including WhatsApp, email, and Instagram, and also interviews were done as part of the data gathering procedure the quickest, easiest, and most efficient way to get a response from the respondent was through this data gathering methodology (Suswandari, 2021).

### **Data Analysis Techniques**

**Descriptive statistics:** Concise informative factors known as descriptive statistics are used to sum up a particular set of data, which may be a sample of a population or a representation of the complete population. Measures of variability and central tendency are the two categories into which descriptive statistics are divided. The average, median, and mode are examples of maximum likelihood indicators. This approach will be used to answer the questions for example, age, gender etc (Soheili et al., 2018).

**Histogram:** A graph called a histogram uses rectangles to represent the distribution of quantitative data. The distribution frequency of a variable is represented by the height of a rectangle. Histogram graph will help to explain the answers of the agree and disagree questions. Each question will have one histogram for better understanding of the reader. It will also show the result is either on agree side or disagree (Watkins, 2017).

## Data Analysis

### Gender of the Respondents

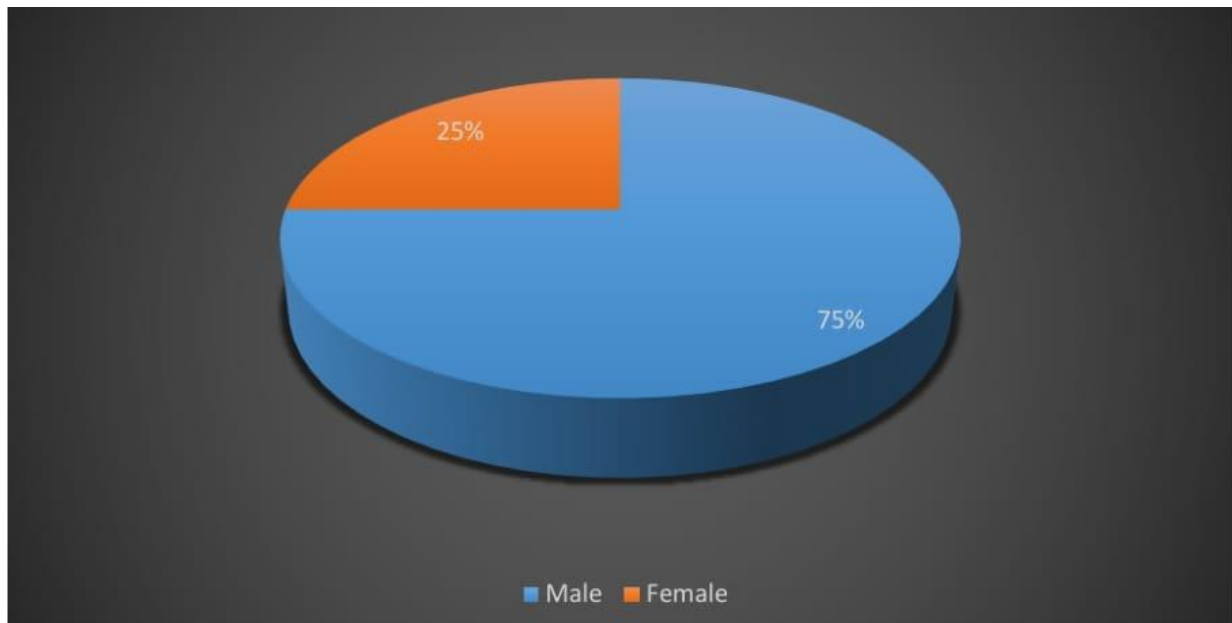


Figure 1.0 Gender of the Respondents

The graph demonstrates that men made up the bulk of survey respondents (75% were male and 25% were female).

### Age of the Respondents

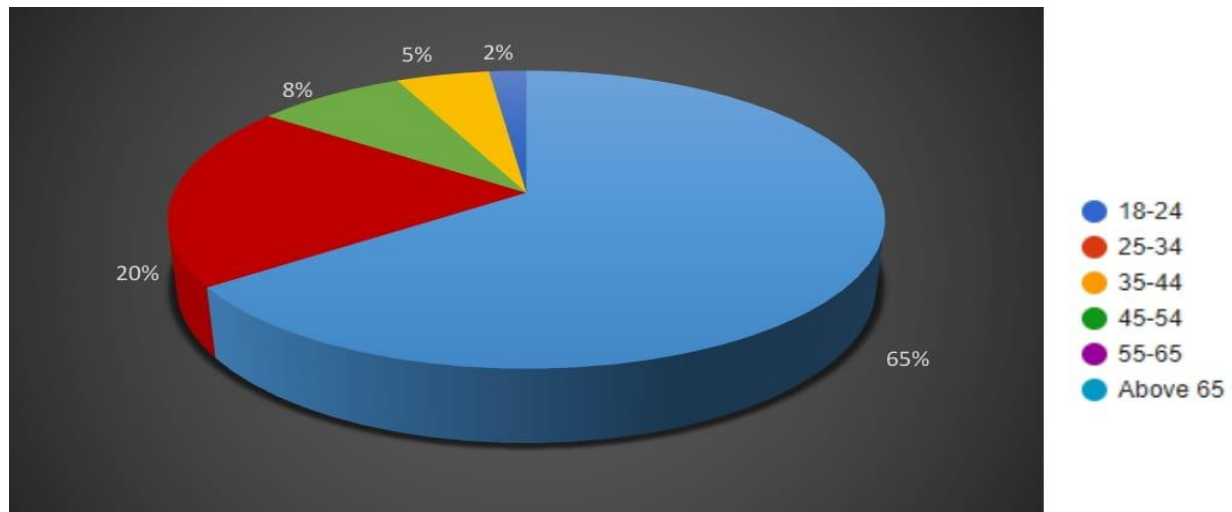


Figure 2.0 Age of the Respondents

According to the poll participants' ages, 65% are between the ages of 18 and 24 while 20% are between the ages of 25 and 34, 5% are between the ages of 35 and 44, and 8% are between the ages of 45 and 54. 2% of people in the oldest and smallest age group were over sixty five.

### Educational Attainment of Respondents

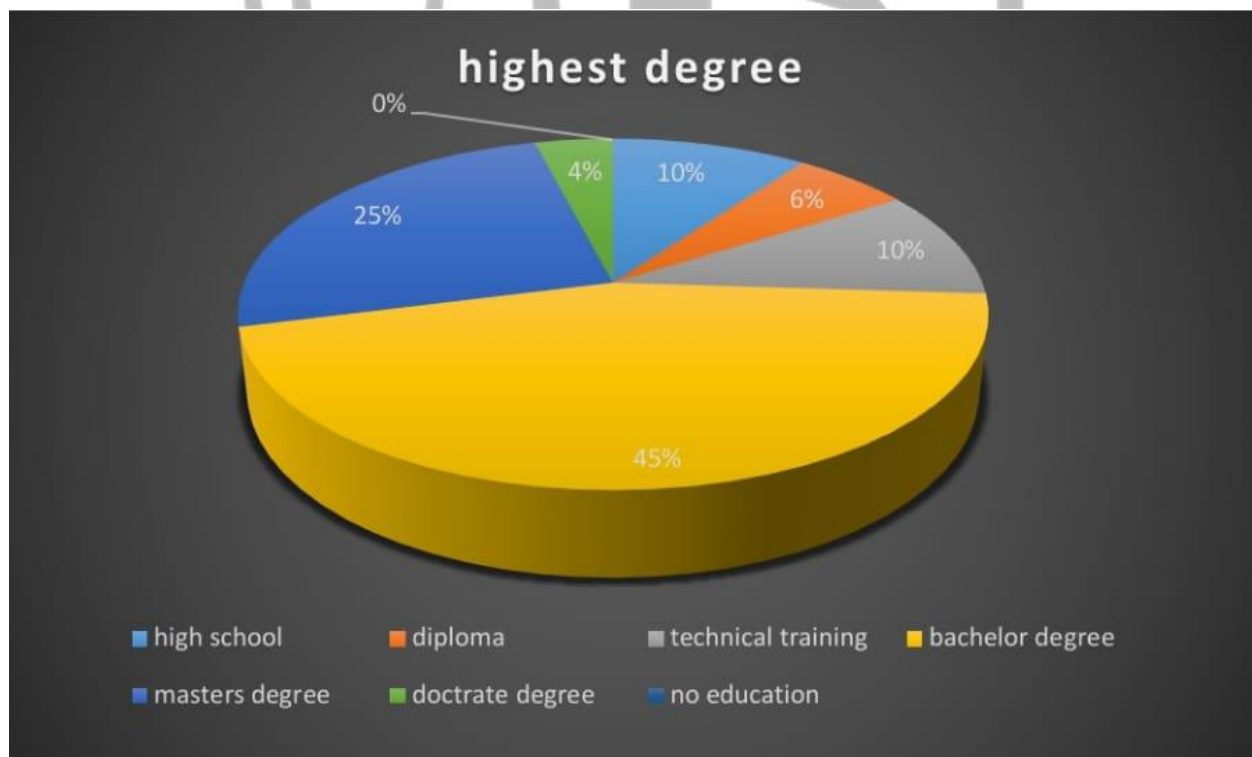


Figure 3.0 Educational Attainment of the Respondents

According to the graph, ten percent of respondents have a high school diploma, six percent have a diploma, and ten percent have a training certificate. In contrast, 45% of respondents had bachelor's degrees, the greatest rate in the study. This is followed by 25% of respondents who have earned master's degrees, but only 5% of these 25% have earned master's degrees. Only 4% of people have doctorates. The final result, 0%, was for no schooling.

### Employment Status of Respondents



Figure 4.0 Employment Status of the Respondents

According to the data, seventy five percent of the individuals are working as full time, 3eighteen percent are working as part time, and two percent are on contract. Last but not least, 5% of respondents and 0% of self-employed people indicated they felt underemployed.

### Was the marketing plan modified to account for the COVID-19-related changes?

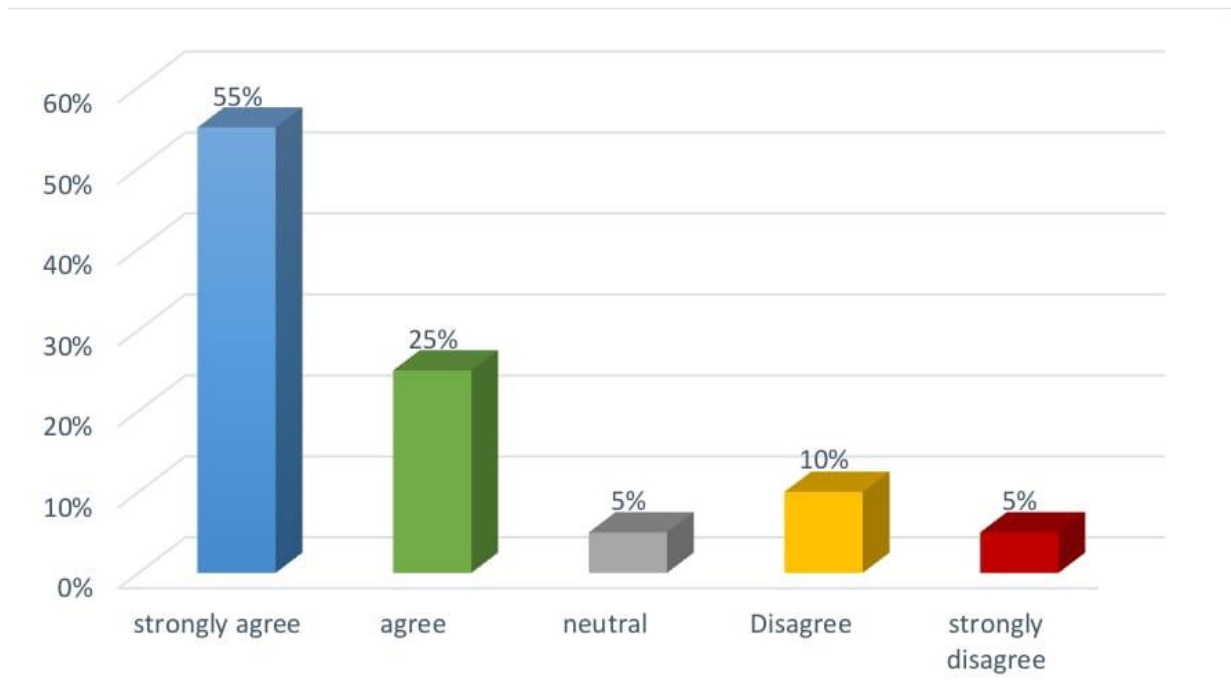
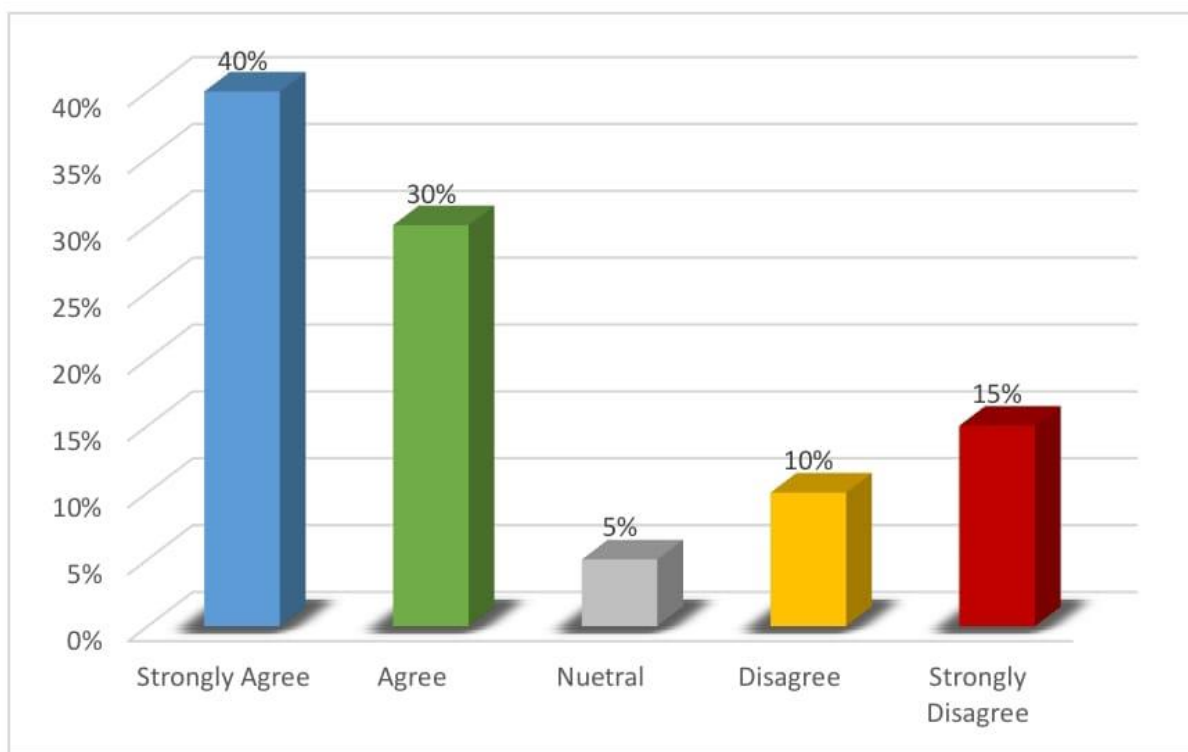


Figure 5.0. Was the marketing plan modified to account for the COVID '19 related changes

The aforementioned graph shows that, according to 55% of respondents, digital marketing has proven to be the most effective technique for Ooredoo to advertise its services and goods and attract potential customers, while just 5% of survey participants disagree with the claim. Through a variety of digital marketing channels, Ooredoo marketed great experiences and goods for its customers. The efficiency of the businesses has improved because to this marketing strategy. Ooredoo became more risk-averse thanks to COVID-19; it came up with new coping mechanisms. Ooredoo drive toward digitalization continued with improvements in data analysis, innovations, and online consumer experience (Morgan et al., 2018).

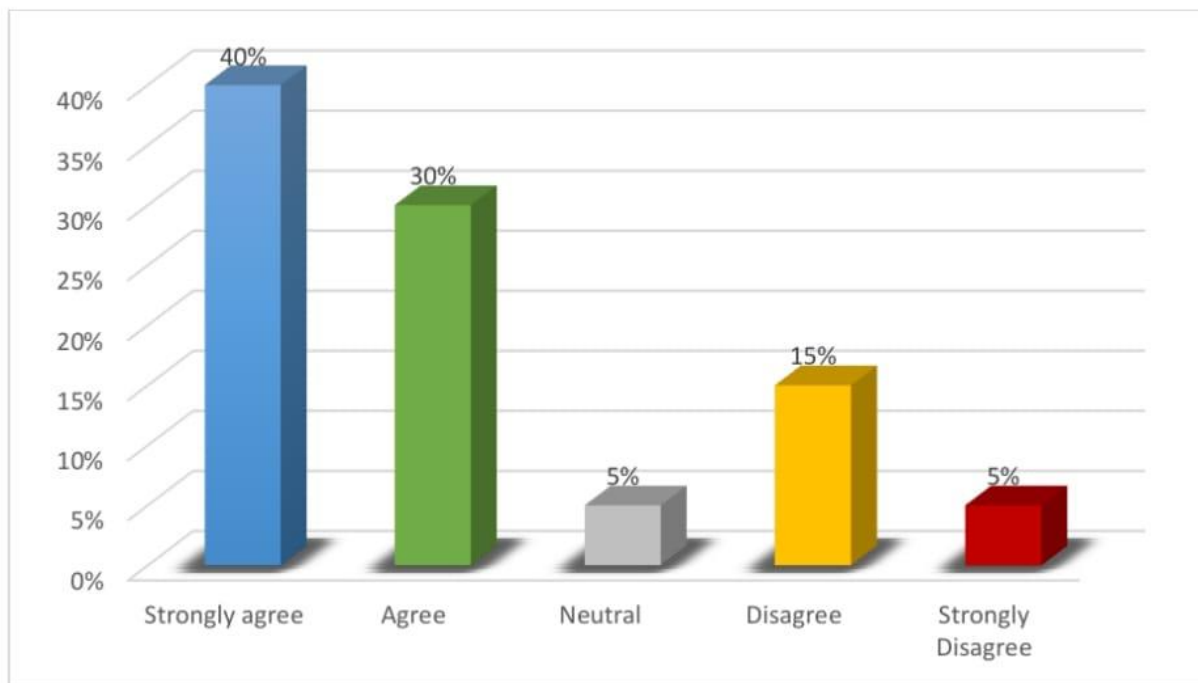
### The business's personalisation strategy assisted it in effectively to understand its client



**Figure 6.0 The business's personalisation strategy assisted it in effectively to understand its client**

According to the aforementioned statistic, 40% of respondents approved of the company's use of the smart customisation strategy, while 15% disapproved. It demonstrates that a sizable proportion of respondents concurred that the business has profited from clever customisation in order to effectively target their clients mentioning that Ooredoo is gathering a significant amount of behavioral data that is consistent with global trends. Smart mass personalisation was essential for business revival in the post pandemic economy. Data will also show what services customers won't need for a while. Additionally, the corporation can predict their future shopping behavior and adjust their product availability accordingly (Morgan et al., 2018).

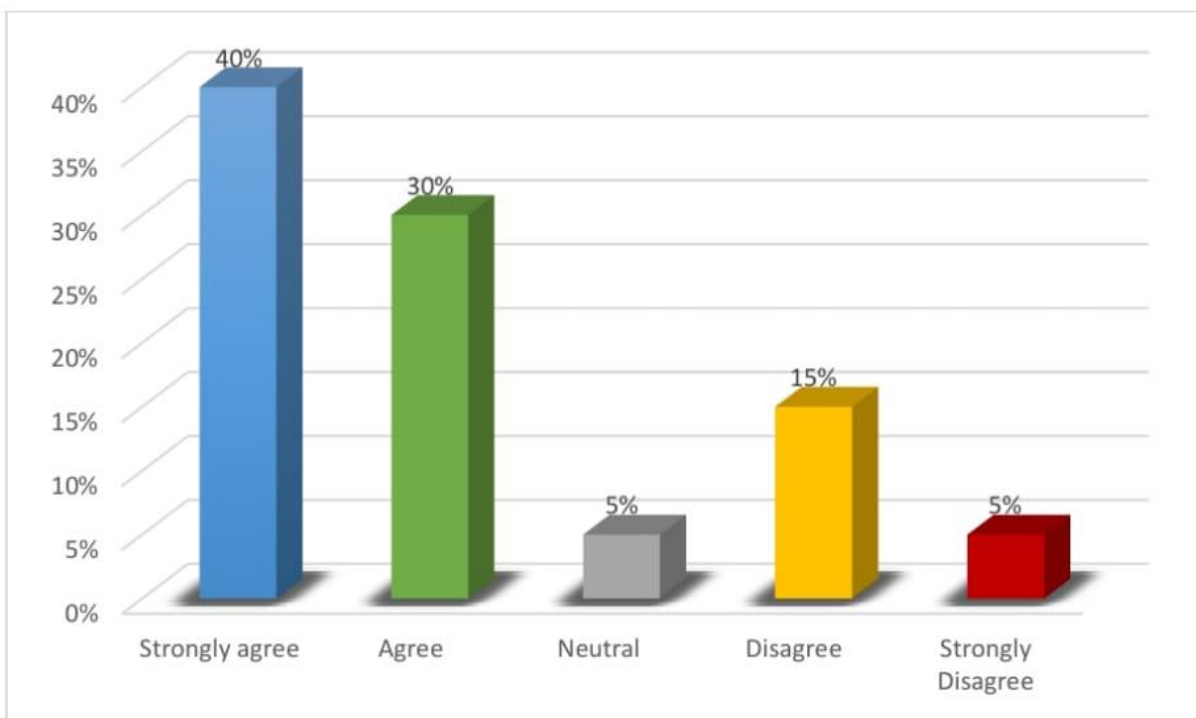
**The company's overall profit increased as a result of the implementation of the various online methods of payment.**



**Figure 7.0. The company's overall profit increased as a result of the implementation of the various online methods of payment.**

It is comprehensible to see that 40% of the population believes that the customers care provided is of the highest caliber. The tiny 5% of individuals who disagreed with this assertion gave some details regarding their position. Photon Link, the owner of mobile wallet software, was purchased by Ooredoo. The agreement provides Ooredoo ownership over Beam's branding, e-wallet services, and rights in the region. Beam enables businesses to accept mobile payments and have rapid phone conversations with customers (Alkhowaiter, 2020).

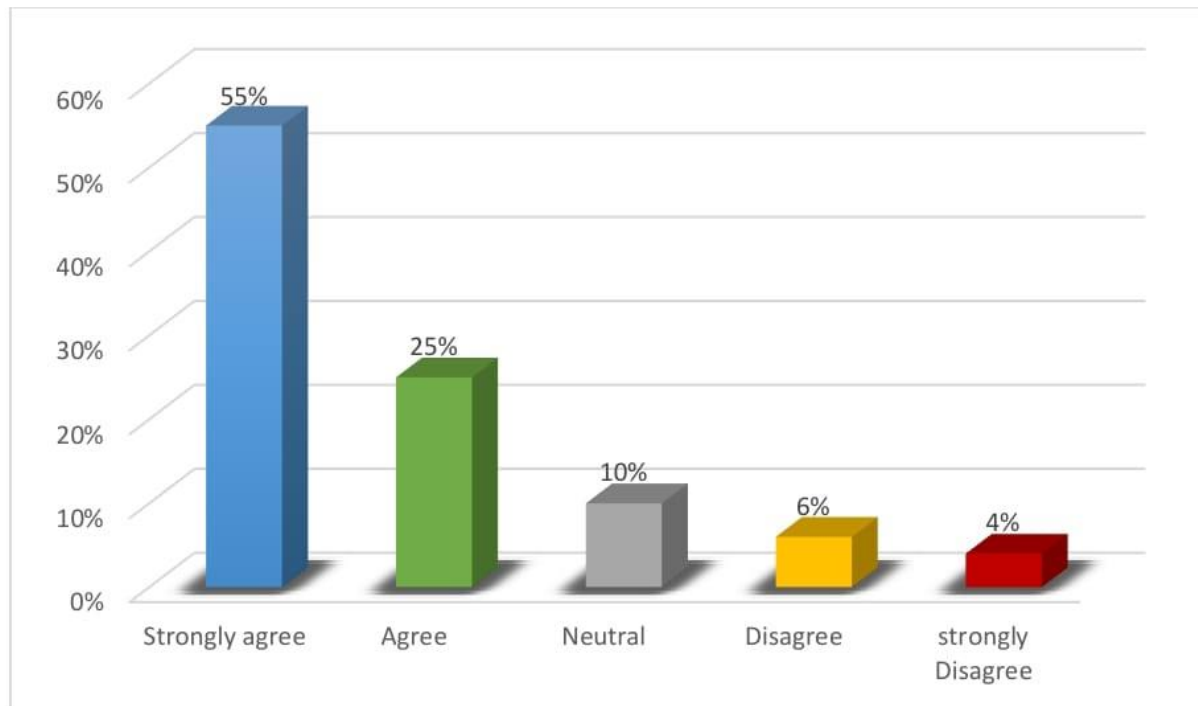
**With the use of a mobile application, the company was able to reach out to a wider audience and become more recognizable.**



**Figure 8.0. With the use of a mobile application, the company was able to reach out to a wider audience and become more recognizable.**

Only 5% of Ooredoo employees disagreed with the survey results, which show that 95% of respondents believed that mobile applications help the company be accessible and visible to contact their clients digitally. Ooredoo offers multiple mobile applications rather than just one, demonstrating that the business caters to various customer needs. The application is for the Ooredoo employees, and it allows them monitor the company's achievement and alert for issues or problems if any arise.

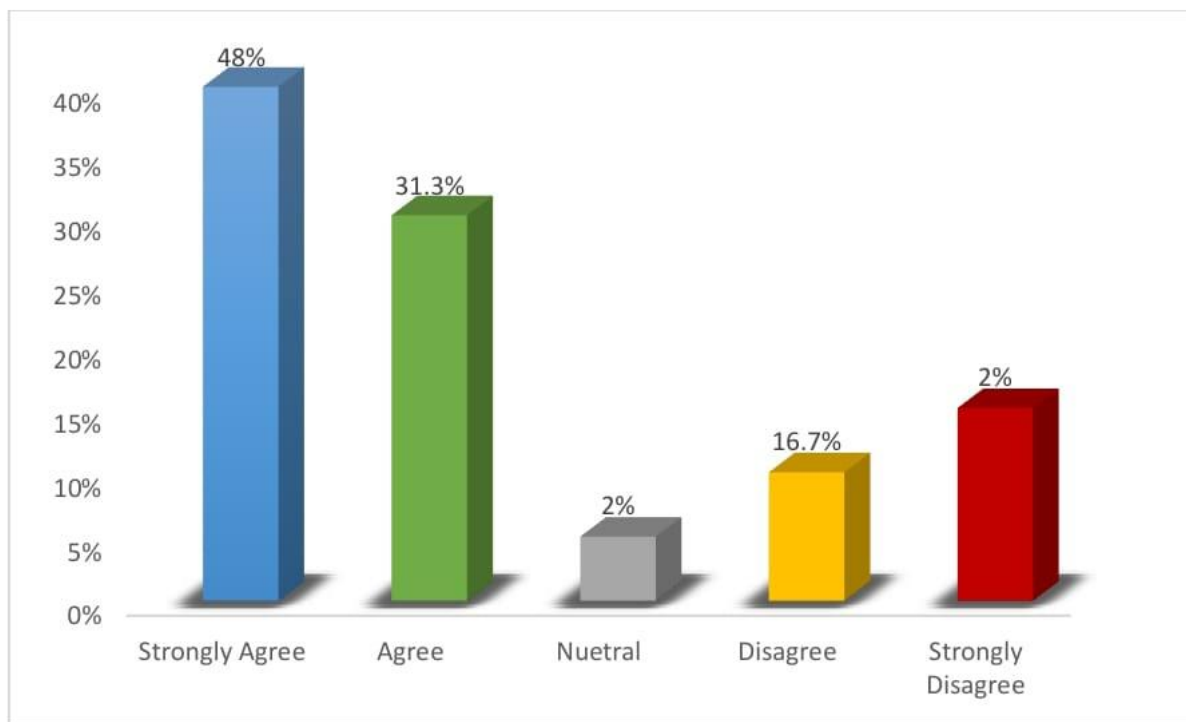
**The Site's rankings are helped by search engine optimization (SEO), particularly during the lockdown phase of COVID-19.**



**Figure 9.0. The Site's rankings are helped by search engine optimization (SEO), particularly during the lockdown phase of COVID-19.**

It reveals that a sizeable number of employees fifty five percent thought SEO was a helpful tool for the company's site. On the contrary side, just a small percentage of responders (4% total) disagree with that. It is clear that the business will gain greatly from search engine optimization, which will increase website visibility, client reach, and financial success (Krrabaj et al., 2017).

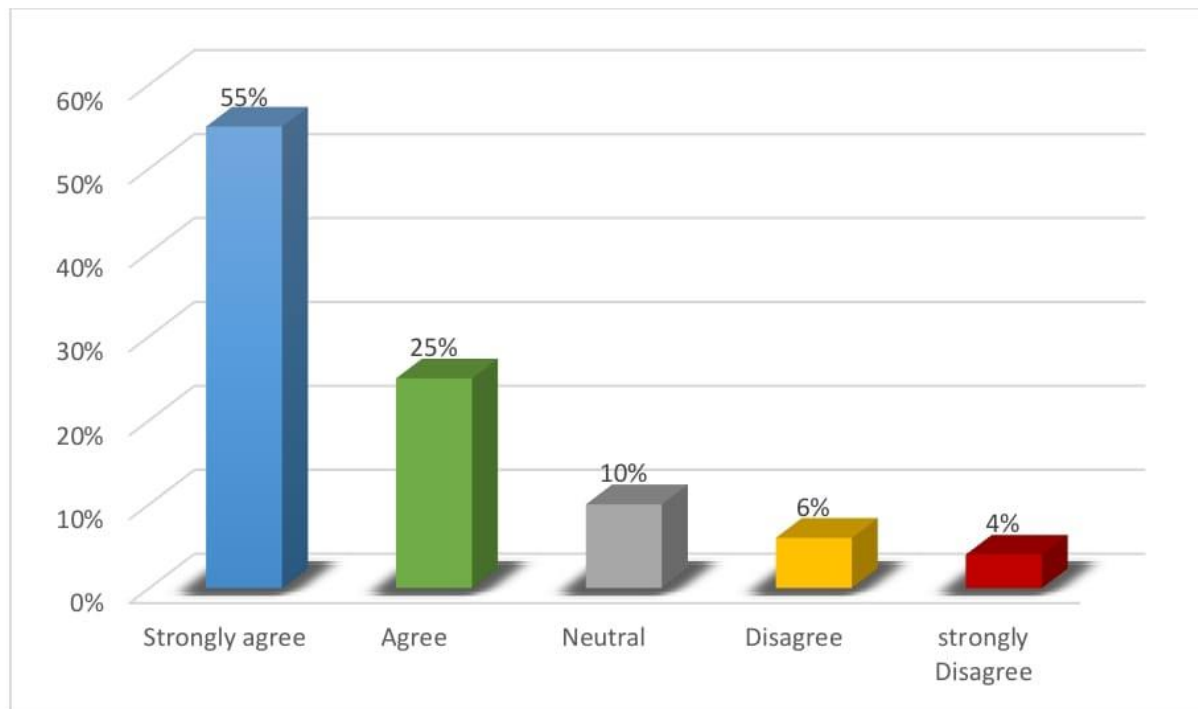
### The business benefited from the many social media channels.



**Figure 10.0 The business benefited from the many social media channels.**

It demonstrates that a significant portion of respondents 79% agree with the claim that the firm utilised a variety of social media platforms, while only 18.7% said they didn't. Which demonstrates that the corporation did make a significant attempt to use social media. Noting that social networking is a fantastic instrument for establishing a direct connection between a business and its customers, it serves a crucial role in alerting clients about products, services, and updates. Consumer data is produced in enormous amounts by today's active social media users. It will give the business a full insight of the preferences and interests of its clients (González-Padilla & Tortolero-Blanco, 2020).

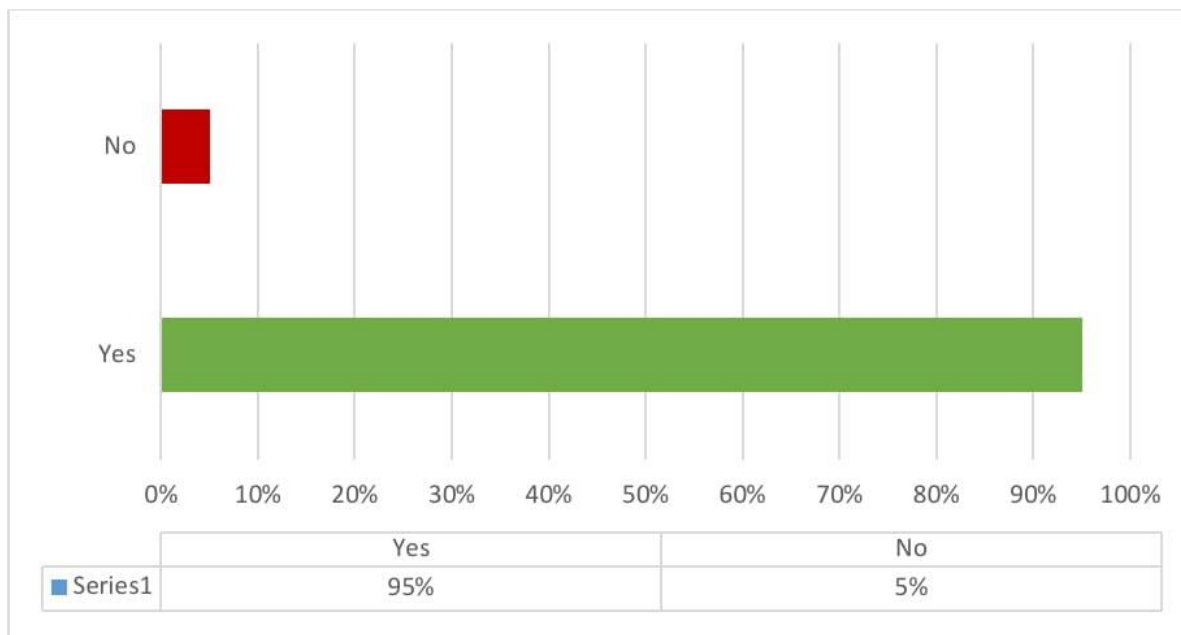
**Marketing strategy is directly linked to organizational performance.**



**Figure 11.0 Marketing strategy is directly linked to organizational performance.**

According to the graph above, 80% of respondents agreed that the marketing strategy Ooredoo applied was directly related to the company's performance. This, in turn, demonstrates that Ooredoo effectively managed their marketing strategy to deal with the challenges and effects. In contrast to the high percentage of respondents who agreed, 15% of the respondents disagree with it, making the percentage of respondents who believe the company is successfully implementing its marketing strategy rather low. Managers monitor and control organizational performance because it contributes to improved capital management, higher customer values, more organizational metrics, and organizational reputation (Muthuveloo et al., 2017).

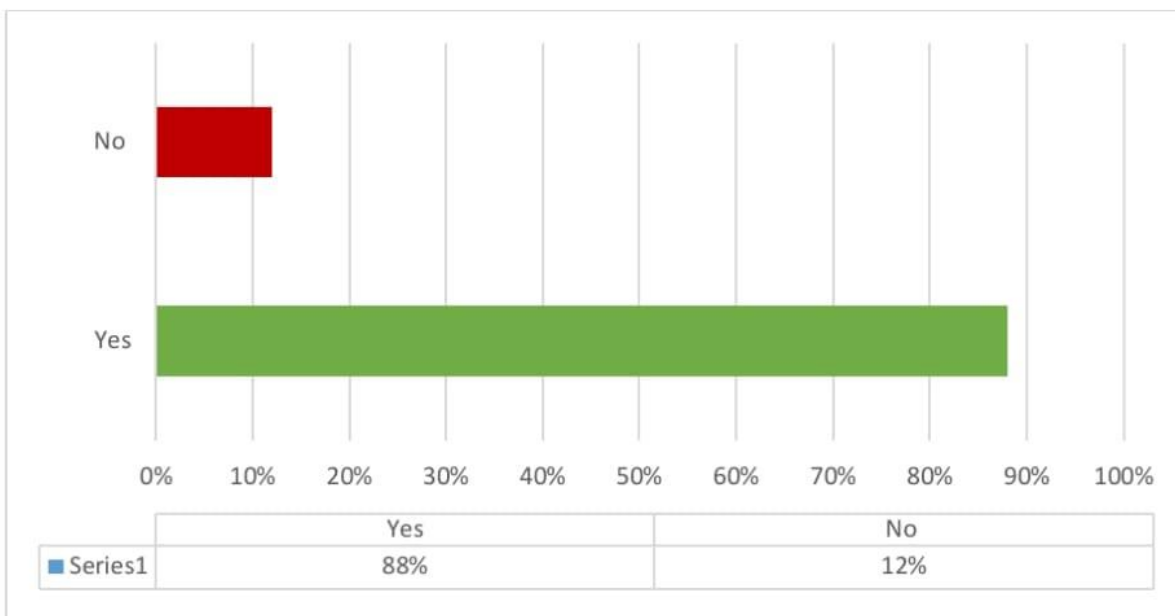
### Has the business used a digital marketing plan?



**Figure 12.0 Has the business used a digital marketing plan?**

Only 5% of respondents dispute that the company has implemented a content marketing strategy, as can be seen from the graph above. The greater rate for the agree component is evident from a clear analysis of the respondent's rate comparisons, which also shows that the company has used the content marketing strategy for their web marketing. Since it addresses public inquiries, content marketing is crucial since it fosters customer relationships, increases conversions, and produces leads for the company. Customers today expect their favorite companies to consistently deliver high-quality content.

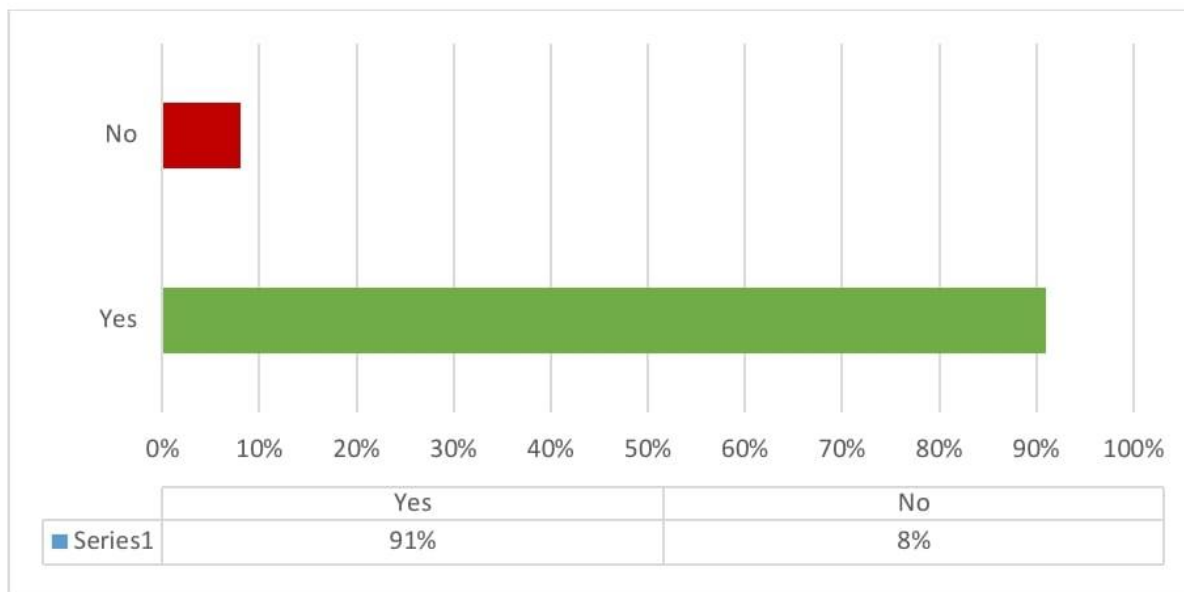
### Did the company's digital advertising enable them to increase online sales?



**Figure 13. 0 Did the company's digital advertising enable them to increase online sales?**

It demonstrates that the majority of respondents (88%) answered "yes," while the remaining respondents (12%), "no." The outcome demonstrates that the firm's use of online marketing played a significant impact in both maintaining and increasing its online sales. Internet marketing helps to increase the exposure and availability of a company's website and online sales by making them easy to the customers who are looking for products/services from the company. Understanding how digital marketing helps businesses interact with their clients is straightforward.

### Did the consumer engagement platforms investments pay off?



**Figure 14.0 Did the consumer engagement platforms investments pay off?**

The chart overhead demonstrates that a larger proportion of respondents thought the organization had made a significant investment in customer engagement platforms, whereas the remaining 8% of respondents disagreed. Individualized interactions, the provision of informative content, adopting a social mindset, and the offering of no-cost benefits are all components of customer engagement investments.

### How has digital marketing affected Ooredoo's profitability over the last few years?

The replies show that online marketing has recently equaled Ooredoo organizational efficiency timeframe. The company is developing fresh marketing strategies to promote its goods and services on social media. All of the key elements that raised the organization's sales and increased its profitability were covered by these techniques. To make the competition more difficult, a number of the company's main competitors, Omantel and Voda Phone are trying to offer similar services. However, Ooredoo keeps bringing to draw in a large number of potential clients by offering high-end services at competitive prices. They market bargains, packages, and potential clients through various web channels, which boosts revenue. The company invests about \$300,000 annually in marketing initiatives. The firm's sales and profits have increased over

the previous two years as a result of all promotional activities and marketing strategies used through web marketing.

## **Conclusions and Recommendations**

The Ooredoo has introduced a number of online tactics, approaches, and methodologies that have been vital in maintaining the organization's success after COVID-19. The business was able to successfully track its performance thanks to the adoption of the most recent trends, and they were also able to lessen the effects. Observed that during the past two years, Ooredoo has given more importance to digital marketing. Integrating marketing tactics with digital strategies has been effective in keeping customers happy and persuading them to buy more goods and services, which has helped the business achieve long-term performance of the organization. Additionally, a relationship between advertising organizational performance and strategy was found to exist. Organization performance has increased as a result of the marketing strategy's success in increasing sales revenue. So order to achieve beneficial organizational performance, the marketing approach was modified.

In the modern world, about 99% of Oman's population uses the internet, and about 90% of them utilize social networking sites. Ooredoo , according to the poll, did not fully capitalize on the various social media channels because their primary attention was on the smartphone website and app. I advise the business to make a significant effort to keep up a presence on the various social media platforms, particularly Instagram, TikTok, and Twitter. The business will have the chance to use platforms more for promotion and advertising in order to draw in a wider spectrum of customers.

Numerous individuals lost their jobs as a result of the COVID-19's significant influence on the global economy. Utilizing this chance, Ooredoo can grow their clientele in the continent of Europe. As a result, the company will draw in investors, get new clients, and develop a strong brand reputation in the country where the investment is made. The use of online marketing in this step can help the corporation to grasp the relations between nations and the targeting procedure will be easier. This will tend to boost organizational performance.

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## Appendix



### Title of the Survey

**The effectiveness of Marketing in the Businesses and its importance in post pandemic**

### *Questionnaire*

*This questionnaire is conducted to understand the variables that assist the firm to obtain a competitive advantage that online marketing brought to the Ooredoo Company.*

➤ *Kindly Answer the following questions :*

#### **A- Personal Information**

##### **1) Gender:**

☐ Male

☐ Female

##### **2) Age Group:**

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-65

☐ Above 65

**3) Highest Degree**

- ☐ High school
- ☐ Diploma
- ☐ Technical training
- ☐ Bachelor Degree
- ☐ Masters Degree
- ☐ Decorate Degree
- ☐ No Education

**4) current employment status**

- ☐ Full time
- ☐ Part time
- ☐ Self employed
- ☐ Full time freelance
- ☐ Underemployment

➤ **Close Ended Questions:**

**1. Was the marketing plan modified to account for the COVID-19-related changes?**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**2. The business's personalisation strategy assisted it in effectively to understand its client**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**3. The company's overall profit increased as a result of the implementation of the various online methods of payment.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**4. With the use of a mobile application, the company was able to reach out to a wider audience and become more recognizable.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**5. The Site's rankings are helped by search engine optimization (SEO), particularly during the lockdown phase of COVID-19.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**6. The business benefited from the many social media channels.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**7. Marketing strategy is directly linked to organizational performance.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

**8. Has the business used a digital marketing plan?**

- ☐ Yes
- ☐ No

**9. Did the company's digital advertising enable them to increase online sales?**

- ☐ Yes
- ☐ No

**10. Did the consumer engagement platforms investments pay off?**

- ☐ Yes
- ☐ No

➤ **Open Ended question**

**11. How has digital marketing affected Ooredoo's profitability over the last few years?**

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**Thank you!**

**Greatly appreciate the time you took to fill out this questionnaire.**