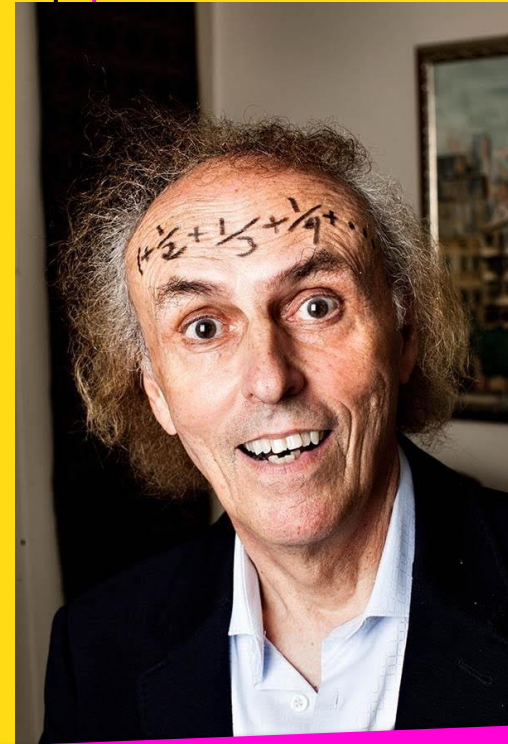


Digital Marketing-

Pandemic

Paradigm Shift

“Uncertainty is the only certainty there is, and knowing how to live with insecurity is the only security.”



John Allen Paulos

There is light at the end of the tunnel! Since its onslaught from December 2019 we have finally found hope to co-exist with and to overcome COVID-19 with the availability of vaccines globally. Some optimists even believe we will be able to be 'mask free' and roam freely again.

During the peak of the pandemic, almost the entire world was in lockdown or under movement control or circuit-breaker. Naturally it sent waves of panic to the entire humankind. Remember the panic buying of toilet paper and stocking up of food supplies? Businesses, companies and organizations worried about the survival of their trade. People were losing their jobs and the employed were forced to work from home. Children stopped going to school and had online classes instead. The world changed!

Over the centuries we learnt that human beings are resilient and are able to adapt quickly in order to survive and thrive. We have observed, discussed and talked to several business leaders, entrepreneurs, media friends over coffee about life and work during the pandemic. Here's what we found out so do read on.

WORK FROM HOME



Work from home is here to stay even after COVID-19. The future of work will likely be a hybrid of working from the office and remote working. Some will adopt a minimum office policy and for businesses that are more radical adopting a zero office policy. Many companies are rethinking their in-office presence, and redesigning offices to have a more flexible working area such as open office concept, making room for more tele-conferencing facilities to facilitate meetings. The cost-savvy startups have already given up their leases with the intent to go 100% remote.



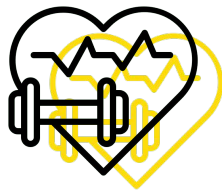
People staying indoors so much more, be it for school, for work or for leisure. With this new lifestyle, homes must now cater for a more conducive working or studying environment and comfortable living space for families. Moreso, with households where both husband and wife are working from home. The concept of flexible spaces, where spaces are designed for multiple uses, is set to stay post-pandemic.

Good news for those that have already adjusted to this new normal.



Businesses that are providing desk, office chairs and office equipment like a printer, ink cartridges and paper should start to consider e-commerce platforms to sell their products online to take advantage of this boom.

NEW LIFESTYLE



→ Being More Health Conscious

We see a change in **lifestyle** as people begin to realize the **importance of health** in the midst of the pandemic. There is an increasing interest in jogging, hiking, walking and exercising in the park. Maintaining a healthy body, eating a well-balanced diet, consuming vitamins, drinking more water and a healthy sleeping habit are believed to help one recover even if one contracts the deadly virus.



NEW LIFESTYLE



→ Revival of domestic hobbies

Cooking, gardening, and baking are newly revived hobbies during the lockdown. Some turned these hobbies into scale businesses such as **artisan bakery, and home-baked cookies.**

Many found that these hobbies are therapeutic, alleviating stress levels from work as well as being confined.

As work from home is not going away, there will be constant demand for home and kitchen appliances to cater to these hobbies.

→ Knocked on effects

A momentous growth in sales of electrical and home appliances such as laptops, headphones, juicer, grinder, ovens, air purifier, and robot cleaners.

This growth should continue in 2021 as some countries are still in lockdown mode.



THE INCREASE IN ONLINE ACTIVITIES



With lockdowns and restricted outdoor gatherings we see a surge in online activities. The demand for online entertainment soared remarkably. The Malay Mail stated during the first lockdown, video-streaming platforms such as Netflix and Tonton have seen the highest traffic growth rates among other rivals.

So advertisers, perhaps these could be the platforms to run your promos? Just a thought.

→ Online Shopping

Lets not forget about online shopping. Based on an online report, during the first lockdown Shopee and Lazada were the most popular online shopping platforms in Malaysia and Singapore. Consumers used online shopping to shop and get their necessities. There are also other rising grocery delivery apps in place such as Jaya Grocer Delivery, airasia fresh, airasia food, Happy Fresh and much more! These no doubt have added many conveniences to our lives. With this ongoing trend, will we be looking into finally implementing the 'new retail concept' in Malaysia? Let's hope for the best!

→ Booming delivery services

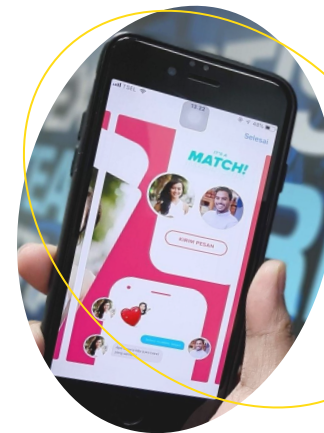
Our reliance on Grab and Foodpanda has grown exponentially especially during this pandemic. Food deliveries were once considered as an odd job and now has flourished to become a mainstream job. This phenomenal growth is expected to stay even after the pandemic. As a result there are more food delivery app options available such as EASI MY and airasia food to cater for the demand.



THE INCREASE IN ONLINE ACTIVITIES

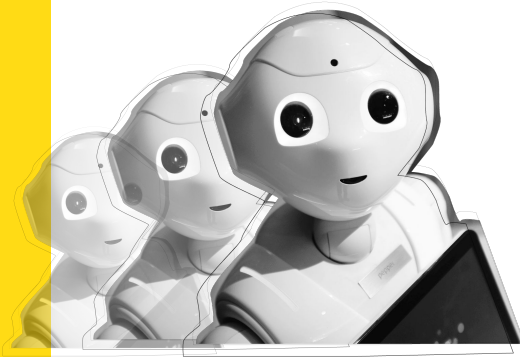
→ Online Dating

This has also become inevitably popular. To overcome loneliness many have resolved to finding soulmates and friends online. Some of these sites and apps provide 'matchmaking services' based on the users' profiles. It may not always lead to a walk down the aisle but it sure provides some comfort or company for some lonely souls out there.



→ E-Learning - Our Second Chance

It is not all doom and gloom. Many who missed their earlier chance are taking advantage of the pandemic confinement to study or learn new skills at home. With online university studies available and the innumerable language, music learning apps together with YouTube and Pinterest tutorials, We see people upgrading themselves and taking up new or catching up with old hobbies and passions.



E-commerce and the 'delivery economy' will likely continue to grow while jobs in travel, hospitality and retail shops may become redundant. And there will be more job opportunities in distribution, warehousing, transportation and delivery centers.

ADOPTION OF AI

We are living in the age of Artificial Intelligence (AI) and in such times we are experiencing an acceleration in reliance on automation and technology. Sectors such as retail, airline, healthcare, transportation, delivery, and offices have to adapt to stay in the game.

Robots are in and are fast replacing administrative, data entry clerks, and even accountants and auditors. On the other hand the demand for data scientists, digital & strategy specialists and process automation specialists has increased.



Digital interactions and transactions have risen much more. Medical care or education in which both require close physical contact has adopted digital tools significantly during the pandemic.

In the medical care arena telemedicine has spiked significantly whilst in education teacher-students interaction is now done on laptops.

FUTURE OF TRAVEL



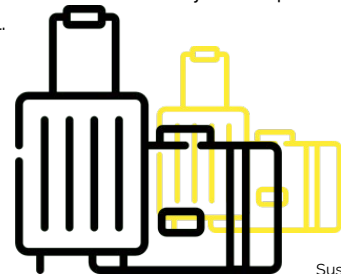
→ Work while you Play

With leisure trips cancelled in 2020 and 2021, to make up for lost time many will choose to take longer trips, making the most of their vacation. With the flexibility of working remotely, many may choose to have "flexcations" where one can work and play at the same time.

With this growing trend we believe many holiday destinations and accommodation providers will reap substantial benefits and see business picking up.

Holidaymakers will continue to take more domestic trip even when countries open up their borders. This is further confirmed as we see the soaring demand for boats and campervans in countries like Sweden. Many choose to stay in their summerhouses, take long road trips and travel domestically in their boats.

Travelling by car has become very popular, not just the safest mean of travel in the midst of the pandemic, it provides flexibility and is substantially cheaper in comparison to air travel.



Online Fatigue



NO

NEW FEATURES

IG Reels

A feature similar to TikTok. It may not have as many effects as compared to TikTok, but this is a new platform that has not been flooded with branded content yet. Brands could utilise this advantage and be the pioneer to build branded content with IG Reels.

If you are interested to know more, do drop an email to wen@sushivid.com.



Online Fatigue

What is it?

With the increase in online activities, many people have started experiencing **online fatigue**.

Online fatigue happens when people get worn out and feeling trapped into the need to be online all the time. The online fatigue is common amongst students and even working adults. According to the Malaysian Mental Health Association, from March till December last year, they have provided 3,000 hours of counselling and psychological support to hundreds of students, office workers, young executives and health workers. All the cases were related to psychological distress resulting from the pandemic.



Life goes on, business needs to operate to keep the economy running, and the Internet is the only option to make things happen. You risk losing precious time being indecisive about whether or not to go online while seeing others surviving and thriving on the internet. It's time to get creative with what else you can do online to give your business a great boost.

So much is being said about online fatigues, but the pandemic doesn't seem to be over anytime soon. Even when we manage to get everyone vaccinated, we still need time to recover. So, what can we do? Online fatigues or not, with the current pandemic, we don't seem to have any alternative.



The  Group

Tips For Beating Online Fatigue



YES

Creativity beats online fatigues!

The online platform is the only option to keep the economy going, so to beat online fatigues, we need to start getting creative. Trending new features on social media platform to consider. If you are keeping up with the trend, you may have already noticed that there are a lot of new features being added to the social media platforms.



New features are being introduced for a reason. Why not think out of the box, focus on these new features and start engaging with your audience in a new way? What are some of the growing trends we foresee that serve as the fertilizer to our brands, products and services?

Allow us to do a recap on the new features and how you could monetize them.

NEW FEATURES

TikTok

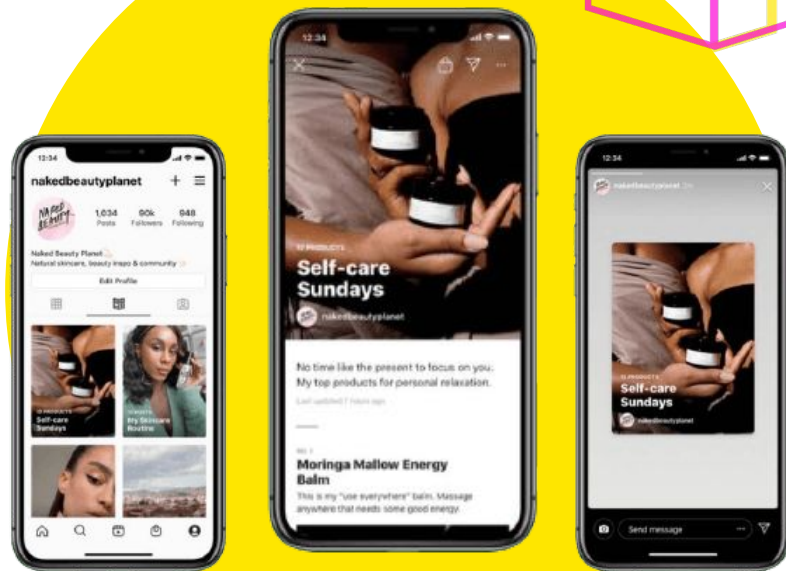
A highly addictive platform when it comes to entertaining content. If your content is good, it's pretty sure your video gets a chance to go viral with high views and reach. However, do keep in mind that TikTok content is more for entertainment purposes, not to promote for a sale campaign.



NEW FEATURES

IG Guides

A new way to generate content. It works like a photo album and allows users to follow a curated flow of posts with commentary. It's especially good for step-by-step guides, tips sharing and recommendations.

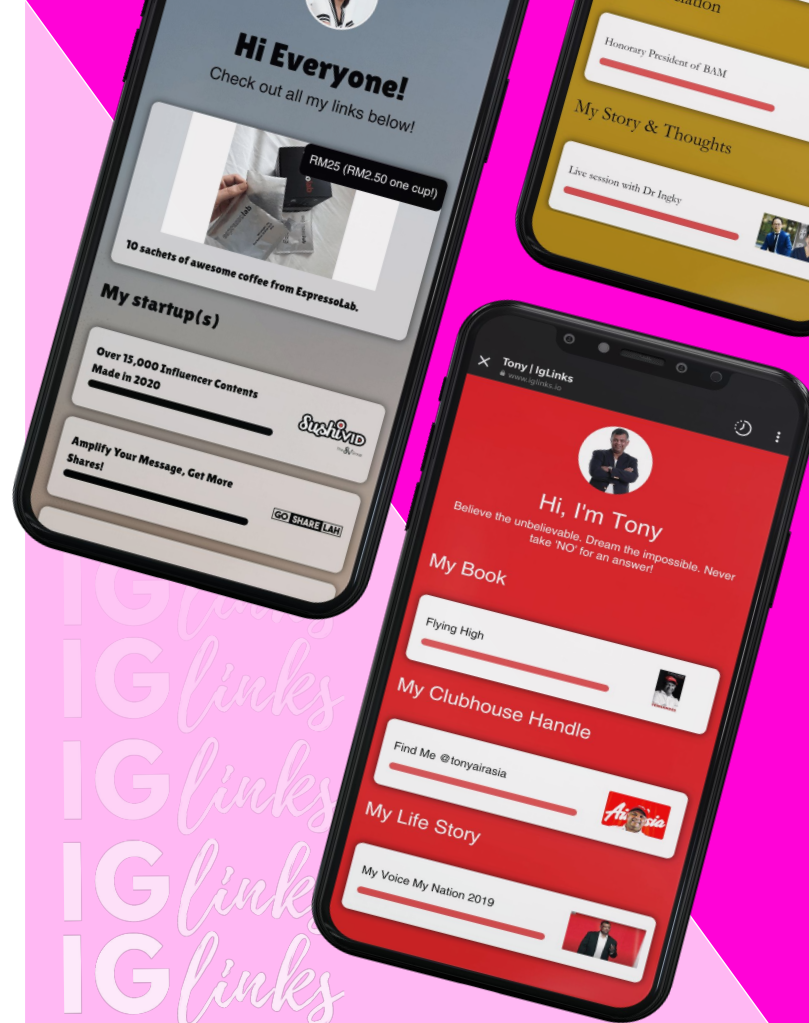


NEW FEATURES

IGLinks.io

A platform that allows you to whitelabel up to 300 mini web pages in one go. It allows you to create a seamless flow for your audience from Instagram to your website. It also allows you to track your campaign better and provides significant brand visibility for all your influencer campaigns.

Talk to us today or check out www.iglinks.io for more information.



NEW FEATURES

IG Stickers

If a brand can add on stickers to their IG campaigns, the postings or stories will come out to be more relatable, expressive and less boring. Furthermore, stickers are inexpensive to create and don't come with an expiry date. Submission to Facebook is also free, so why not consider it as a value added gesture to your campaign?



NEW FEATURES

Augmented Reality Filter

An interactive way to engage with your audience. Most importantly, it's a lot cheaper than you think! It allows you to give a unique brand experience to your users. Anyone who has contact with your filters will be able to connect with your brands. You may check out SushiVid's Instagram (@sushi.vid) and take a look at the filters we have built for our clients.



Live Stream is HOT



live stream
live stream

LIVE STREAM

is Hot



Live stream no doubt is a rising demand in the industry. You probably have seen a live stream sessions about awareness campaigns, promotions, product reviews, selling a product, live performers or even virtual tours.

With the increasing demand, the markets is lacking good live streamers. No offence, but this is a fact.

live stream

Based on our experience, there are key factors to be taken into account when it comes to live streaming. It all depends on:

- Are you well prepared, did you practise enough?
- Do you know your products well?
- Are you well-articulated?
- Did you promote your live stream session in a well manner?
- Do you have the right equipment in place?

Seems complicated and you are scratching your head about what we have just written above? Drop us an email at wen@sushivid.com and talk to us about your needs.



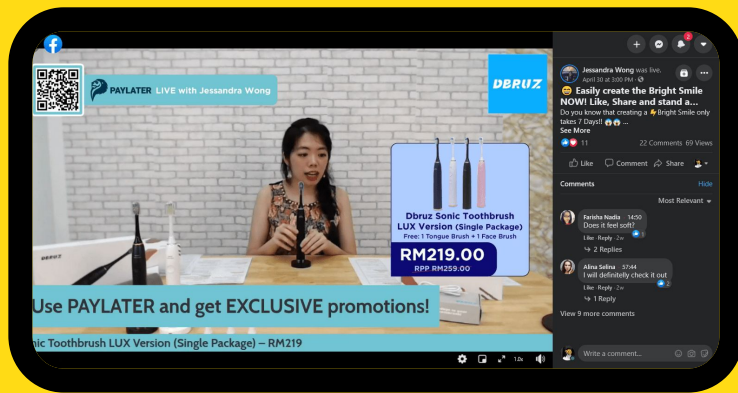
Use Facebook as your selling platform

You probably have seen a lot of people start selling products via Facebook and Instagram Shop. This is a smart move by adding an online shop in your Facebook and Instagram page where you can run promotions and awareness campaigns along with selling the products on the same platform.



You can also utilise the Facebook Live feature to offer flash sales with great discounts to your customers. If you want to make your Facebook Live work, the offer you are providing needs to be real-time. This means your audience needs to watch you live to get the offers and the offers will not be available after the live session, it's a take it or leave it kind of decision.

Still seem complicated? Training can always be provided. Talk to us to learn more.



CLUBHOUSE VS PODCAST



The **Clubhouse** app was a hit feature when it was launched and introduced. This audio social app was so popular because many key opinion leaders were the users of this app. It gives a feeling of a mixture of TED Talks and podcasts where informative topics such as entrepreneurship, books, current issues, health-related events will be discussed via this application. It also allows listeners to 'speak' when they 'raise hands'.



However, this app is an invite-only app meaning you need to know an existing user and be invited into the 'club' or before you get into any live sharing session. No recordings available, it's a listen or leave it experience. Honestly speaking, it's not too user friendly. For those who just want to listen quietly, Clubhouse could be having too much noise.



In the long run, **podcasts** seem to be a better option as it allows you to listen according to your availability, even when you are on the go. It's more convenient for people to catch up to the latest news and happenings in the world without worrying about timing issues.

Future Campaigns



More home parties

vs

Outdoor celebrations



With the pandemic as an ongoing issue, the responsible ones will not dare to crowd at the outdoor areas even when they secretly wish to do so.

This is when these businesses have to think of out the box and repackage their offerings. How do home party packages sound to you? Birthday packages, anniversary packages, even wedding packages via online distributions! Don't have enough manpower to operate the distribution channel? Well, third party riders/drivers such as Grab and Lalamove are happy to offer you their service.

Need ideas to promote your new offerings? We are happy to speak further.

NEW!



Employee advocacy program



Yes, we are an influencer marketing company. We recommend influencers to our clients, help our clients liaise with the influencers and manage their campaigns at the same time. However, we always have this tendency to introduce an employee advocacy program to our clients.

Instead of getting influencers, why not train your employees to be your in-house influencers and promote for you? No one will understand your products more than your employees. If they could step up and get themselves active on the social media platforms, and eventually run the online campaigns for you, we are pretty sure it could help generate good results for your business and campaigns.

Interested to know more about this employee advocacy program? Talk to us as we have the necessary tools and software in place to assist you in unfolding the possibilities of your business expansion and help your business to reach a greater height.

There's still a long way to go before we hit victory. We need to stand tall to ensure business operations will go on as usual. Let's explore more new paths to find a way that works. Do not let the current situation bring you down. If you need someone to talk to or wish to brainstorm more ideas together, we welcome you to talk to us.

Meanwhile, continue to stay safe and remember to follow strictly on the SOPs to fight the battle together. [#kitasapotkita](#)

A good timing for CSR projects

As written at the beginning of this article, mental health is a serious issue during this pandemic period. Perhaps brands could also think of some ways to offer some help to the students, employees and even frontline workers?

Media drops could be an idea. It doesn't necessarily mean you need to send food to them. It could be a small gesture with a greeting card along with some encouraging messages to let those who need support know they are not alone, there is always someone out there that could understand them and could also lend their support if need be.

Other ideas such as motivational videos, non-sale-related email marketing, funny clips on social media platforms, etc. could be something worth exploring.





Tell us your views



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