

5 Ways to Adapt Your E-Commerce Digital Strategy to a Pandemic Crisis

A pandemic may drastically change our lives, habits, and the business market, especially in a globalized world where everything is interconnected. In fact, during this kind of emergencies, people stay at home, keep social distancing and respect the city lockdown to avoid infections.

People change their daily activities and what they purchase. The effect on business is undeniable with both negative and positive results. But what's the real impact of such a crisis on e-commerce and what are the **best digital strategies to overcome a pandemic crisis** and take the most from online marketing? Let's see what are the **best-selling products** and **5 ways to succeed online** during this period.

The fast-growing and fast-declining e-commerce products

During a pandemic emergency, customers change their behaviour and needs. They prefer certain products or services over others, giving up on unnecessary goods. Some companies are also obliged to shut down their production, but e-commerce business, on the contrary, stays "alive".

Thanks to a pandemic, electronic commerce can rise up as people avoid going out and prefer to stay at home and switch to online purchase. But not all products are the same. In fact, a data analysis conducted by the retail intelligence and software company Stackline shows that [some e-commerce product are skyrocketing while others are nosediving](#).

Among the **top products, with the highest surge in demand**, we find disposable gloves, bread machines, washing products, respiratory products, packed food, weight and fitness tools, pet food, vitamins, and toilet paper. Conversely, the **top fast-declining categories** are luggage (and travel), clothes and shoes, swimwear, gym bags, cameras, party and event supplies.

In front of that situation, you have to **adjust your business digital marketing strategy**.

5 ways to adapt your digital strategy to a pandemic

Facing a pandemic crisis may lead to a digital budget cut. However, you must do it in a smart way.

1. Efficient PPC Budget Management

The first instinct for marketers could be switching off their PPC (pay-per-click) campaigns. But many times, PPC advertising is the main source of income. By consequence, pausing your campaign completely can harm your business. Furthermore, doing that would increase the CCPs (Cost per click) when the campaign starts again because it will have to pass through a new learning phase. Therefore, **keep your PPC campaigns on, but make them efficient**.

In practice, as many companies have to shut down their business and stop advertising online, if you can continue your work, you will **profit from cheaper CPCs and better CTRs** (Click-through Rates). Better CTRs means, in the long term, a **higher QS** (Quality Score) and **lower CPCs**.

That said, you have to manage your budget efficiently. You can do that by:

- a) focusing on the most requested products and services;
- b) cutting budget on non-essential keywords;
- c) investing on keywords that will convert more.

2. SEO and Organic Visibility

SEO is a long-term on-going activity and can't be stopped, unlike PPC. On the contrary, it should always go on to get the best results.

On the other hand, during a pandemic, people do online researches and purchases more than ever. Hence, search engine optimization remains important even in this scenario.

3. Email Marketing With the Right Content

With social distancing and stay-at-home orders, customers need to find ways to connect. This drives them to buy products online directly from brands. You can create this connection and take advantage of it through email marketing.

As a matter of fact, during the recent pandemic, data shows [email open rate increased](#). Therefore, you can exploit this trend and convey messages that support your sales.

- a) **Promotions** to help your customers during the emergency, explaining how they can be useful to them.
- b) **Pre-orders campaigns** to let people pay the product now and receive it later. This allows you to forecast the demand and also collect cash in advance to cover your financial needs.
- c) **Back-in-stock notifications** to let people sign-up for a waiting list and get notified when the product is available again. In this manner, you can also build a precious email list for future campaigns.
- d) **Home entertainment projects and ideas** to complement your products and services with something that keeps your customers active, engaged, and happy while at home (for example, games, videos or downloadable products).

4. Useful Contributions on Social Media

As people are more active online, their presence on social media increases too. This is a great opportunity to communicate with them in five ways.

- a) **Create customer communities** to let them stay together and feel connected.
- b) **Provide your customers with useful information** that can really help them during this period.
- c) **Explain how your product and service can solve** your customers' problems in all possible ways.
- d) **Support and celebrate people who've been using your products** and giving support to others.
- e) **Share entertaining and positive things** so that people can overcome hard times.

5. Digital PR with Good Stories

During a period when news about a pandemic overwhelm all media, people need to feel happy and hopeful. To reach this goal, you can **pitch positive experiences** to journalists that are still in search of **inspiring stories**.

This is the time you can tell **how your company helped others**. You can even cite **funny moments** to put a smile on people's face and give them some distraction.

These are some **ideas to adapt your e-commerce digital marketing to a pandemic crisis**. What they have in common is a **creative, proactive, and positive mindset** through which you can come up with other strategies that suit your specific business.