

## **Effective Start for the Online Reinforcement Branding Aka Marketing Innovation as an Answer to the New Normal and Other Unexpected Events**

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### **Abstract**

The pandemic that unexpectedly emerged in the last quarter of 2019 has enormously transformed not only the lives of many but also impacted markets around the globe. Uncertainty, accelerated digitalization, and purposeful dialogues are just a few of the changes that influenced the way marketing is perceived, conducted and executed. The changes in marketplaces are absolutely critical elements of commercial evolution as those are the dynamics and living forces that drive engagement, innovation and global exchanges. Many shifts initiated in the era of COVID-19 have been accelerated by the limiting characteristics unfolded by the pandemic and introduced new perspectives on communicating, branding and marketing the purpose of an organisation in today's marketplace. Some of the overarching trends that significantly modified the way marketing is today are the changes in customer journeys, unstoppable demands of fast and fresh innovation, focus on purposeful communication brand-to-customer, need for personalised and localised marketing and the increasingly important role of data and analysis as the key to the future success. A delay in good performance of online brand marketing can be detrimental to the well-being and commercial health of a modern organisation, in times when users tend to quickly disengage with any brand that fails to deliver high-quality, innovative and user-friendly solutions in a form of product or service. To address this problem, a new online reinforcement branding approach that focuses on an effective start for organisations in the brand reputation journey is proposed. The main idea is to make full use of the insights delivered by the trends that emerged through the period of pandemics and deliver a simplified approach of using online branding practices to deliver marketing founded on innovation and purposefulness as a bulletproof kit for unexpected future and other "new normal" events. As a result, a greatly enriched study is delivered for the value of its potential application in business settings across emerging and non-emerging markets. The results show that promising improvements can be

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achieved in commercial and non-profit organisations by utilising online branding as a methodology for future success.

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