

Corona Marketing Challenges and Innovative Strategies for Resilience (Study, Adaptation and Implementation of a Global Model)

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The Covid-19 Crisis has affected significant segments of the market and businesses. Marketing, customer retention and business resilience are significant areas of crisis management efforts. Resilient economies in an epidemic double the ability of governments to manage crises. This paper tries to provide a qualitative, practical, adaptable and critical model, narration and description with the help of global studies and market monitoring. In this model, while describing the operation and introducing the type of business involved in the crisis, different levels of adapted marketing strategies are introduced, which include active, responsive, collective and participatory strategies that according to the small or large business in two levels of low and high innovations. It is discussed and shown that: Contrary to the collective strategy that has not been very successful in the Iranian market, and successful examples have not been observed while monitoring the market, there are fewer commonalities in the enterprises involved, depending on the market level of these businesses. Corona and the amount of effort and innovation they put in to get out of their predicament: The strategies used at the other three levels are as promising as the reproducible and extensible models by other companies and businesses to cope with and overcome the corona crisis and crisis management.

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