



# **Leader in SEO in Pensacola, FL Highlights Three Significant Marketing Occurrences Resulting from COVID-19**

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Pensacola, Fla.- COVID-19 has brought forth many changes in virtually every aspect of life. The best way for companies to respond to these changes is to immediately take action to adapt their marketing approach. Prosperous Internet Marketing Inc., a local internet marketing company in Pensacola, FL, highlights three marketing trends that have arisen due to the effects caused by COVID-19.

During this time of unrest, people are inevitably more fearful than usual. This is because the effects of COVID-19 have brought forth two fear-inducing elements of life? change and the unknown. Therefore, society has begun to brew skepticism, with a myriad of individuals longing for something solid that they can rely on. Companies have realized this and are working hard to earn the trust of their current and potential customers. If a company can establish trusting relationships during this time, they have a golden advantage.

Another notable occurrence within the business world is the prosperity of companies who have previously invested in building their online presence and online purchase options. As many businesses found themselves scrambling to create online stores when the pandemic began, those who were already utilizing the Internet as a selling platform experienced a smoother transition into the peak of the pandemic. This goes to show that the more flexible the business model, the easier it is to adapt to environmental, political, and economic changes.

Perhaps the marketing trend that will endure the longest, well beyond current times, is the new-found culture within marketing departments. When the pandemic began, marketing teams found themselves having to act incredibly fast. As soon as COVID-19 elicited massive changes across the United States, marketers sprang into action. Many companies created coronavirus-related advertisements within days and immediately began producing and selling coronavirus accessories, such as face masks. This necessary increase in speed and flexibility very well may have changed the marketing culture in the long run. Having experienced such a large and unexpected event, today's marketers will continue working with an "expect the unexpected" mentality, even after the pandemic is officially drawn to a close.

One of the best ways for a business to conform to current trends and participate in each of these three marketing occurrences is to invest in building their online presence. As a company composed of experts in SEO in Pensacola, FL, Prosperous Internet Marketing Inc. can help any type of business produce results through online marketing. For more information regarding their services, give Prosperous Internet Marketing Inc. a call today at (850) 475-4460 or visit their website at [www.prosperousim.com](http://www.prosperousim.com).

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### **Prosperous I.M. Inc.**

*Prosperous I.M. Inc. was founded in June of 2011 by Eddie Hill. A Full service online marketing agency and certified Google Engage Agency. Our philosophy is simple, deliver results for the client.*

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