
**INCIDENCE OF COVID-19 IN THE MARKETING STRATEGIES OF
RADIAL COMPANIES IN THE PROVINCE OF MANABÍ. PERIOD 2019 –
2020**

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Abstract

The COVID-19 pandemic has impacted the global economy in an unprecedented way, generating great turbulence in the environment of the different existing businesses, whether public or private, radio companies are not alien to this reality because in Ecuador they are It decreed a state of exception and a state of health emergency, which resulted in a restriction of the circulation of vehicles at the national and local level, a curfew of up to 15 hours a day to promote the confinement of the population for more than 150 days. This scientific research is applied, of a correlational descriptive level, of a quantitative, non-experimental and cross-sectional nature, which studied 42 radio companies in the province of Manabí, in the development of the research, empirical instruments were applied such as the questionnaire for the survey and In the interviews applied through the use of Google Forms, WhatsApp and annotation book to record the information, analysis and synthesis, deduction - induction and statistical research methods were also used, with which information was obtained to analyze and process, with the purpose of solving the question: What is the incidence of the COVID-19 pandemic in the marketing strategies of radio companies? With which it was concluded that Covid 19 influenced radio companies to implement new marketing strategies to maintain, segment and position their brand in order to offer their services to the population.

Keywords: Marketing, Broadcasting, Pandemic, Company

1. Introduction

Radio companies are a means of communication used by public and private organizations to execute their marketing and positioning strategies, according to (Cesce, 2018) beyond obvious advantages such as high penetration, coverage and reach, radio must be part fundamental to any commercial management and marketing strategy of small and medium-sized companies.

In this sense, the radioelectric spectrum gives consistency to the industrial and business activities, in the telecommunications sectors, according to (Llanos, 2015), sound and television broadcasting, transportation, research and development, public services, it is relevant in the field.

economic, particularly in the development of markets for the provision and commercialization of services, and in the generation of jobs.

Broadcasting, worldwide, is a term that designates the broadcasting service of radio and television signals for public use, according to (Sánchez, 2020) a radio station is an organization that can be public, community and private based on in captivating the maximum number of listeners, through content radio programs, with the aim of attracting publicity and company sponsorships.

The operation of the radio as a broadcasting service provider has not been analyzed, therefore, the strategies they use are not found so that they can achieve that companies of all denominations (Public, Private, Large, Small, Micros, Legal, Natural, Among Others) are interested in hiring the services they offer.

This article provides an overview of the marketing strategies used by radio companies in Ecuador during the pandemic to get companies in general interested in using this medium in the implementation of their communication and positioning strategies.

The general objective of the research was focused on determining what marketing strategies were used by broadcasting companies during 2019 and 2020; in addition to answering the silver questions.

How did Covid 19 affect radio companies? What was the incidence of the Covid 19 pandemic on the marketing strategies implemented by radio companies to offer their services?

Investigation Development

The (UNESCO, 2013) in one of its publications indicated that in Latin America and the Caribbean, broadcasting reaches everywhere and that at least 75% of households have access to radio. In Ecuador, the (Constitution of the Republic of Ecuador, 2008) and therefore the Organic Law of Communication recognize three sectors of communication: community, private and public, which can use the radio spectrum of the country.

According to (Gehrke et al., 2016) radio is the most popular means of communication in the country and for (P. Bonilla, 2013) the thematic areas of journalistic production are classified as follows: Politics 14%, Commune 13%, Culture 13%, Sports 12%, Society 9%, Economy 8%, Red Chronicle 6%, Entertainment 6%, International news 6%, Technology 5%.

Companies and businesses have traditionally used radio to publicize their business and stand out from the competition, according to (Ogily et al., 2015) the advertising formats (programming) offered by radio are: the wedge, the flash or burst, the mention, the microprogram, the sponsorship, the commercial guide, the bartening, the contests, mobile units, announcements by programs or announcements and the jingles.

Therefore, the programming on a radio is one of the most important factors because it encourages listeners to tune in to a radio station or not, if the potential client does not know the programming of the radio, they intend to contract it is not possible intelligently use radio as an advertising medium.

However, in 2020 the entire world was affected by the COVID-19 pandemic, according to the British Broadcasting Corporation (BBC, 2020), it has affected three dimensions: the economy, production, and health, from the appearance to the present more than 24 million confirmed cases are reported.

Ecuador is no stranger to this new reality, due to this The Ministry of Public Health (MSP, 2020) reported through bulletin number 197 of September 11, 2020 that the total of confirmed cases of COVID -19 throughout the territory national amounts to 114,732 people. Based on this, the (Presidency of the Republic of Ecuador, 2020) decreed three states of exception consecutively that spanned a consecutive period from the month of March to the month of September.

Through these measures that the national government deemed necessary, it brought with it the following actions such as: limiting freedom of association, dry law, curfew and permanent surveillance of the police and the army at the national level, mobility restrictions throughout the country. national territory according to the traffic lights; These measures ended on September 13, 2020.

From September 14, 2020 there is a new reality in all of Ecuador, due to this, an economic reactivation is expected which according to (Gak, 2002) this is a government policy that tries to give a new impulse to economic activity, which is in a phase of recession or stagnation. Due to this, companies and businesses that were affected by the pandemic opted for radio companies, since in accordance with (Hanna, 2017) they continue to be a very important medium within society and constitute a means of communication and entertainment for listeners.

However, because the crisis caused by the pandemic, companies, and businesses in general have reduced operating costs, covered by measures made official by the government through the humanitarian support law, such as including the practice of teleworking, suspension of working hours, reduction of working hours, suspension of employment contracts while the pandemic lasts and in other cases reduction of personnel; and of course, the costs related to the hiring of radio advertising media.

To this is added what was mentioned by (Tech, 2020) the rise of the technological era has run over the mainstream media. Therefore, radio owners, managers and administrators must implement marketing strategies (marketing and positioning) to offer their services.

According to (Rizo et al., 2018) marketing strategies, consist of structured and fully planned actions that are carried out to achieve certain marketing-related objectives, such as introducing a new product, increasing sales, or achieving increased market share.

While (Montero, 2017) mentioned about positioning strategies, which are those actions that aim to take a brand, company, or product from its current image to the superior image in terms of benefits.

On the other hand, according to (Wheelen & Hunger, 2018) the functional strategy is the approach that a functional area adopts to achieve the objectives to maximize the productivity of the resources, a functional marketing strategy stands out from the distribution channel through advertisements to increase the consumer demand, on promotional discounts and retailers.

Likewise, (Ciribeli & Miquelito, 2015) state that market segmentation consists of identifying similar behaviors among people in a certain market, trying to form a group (or groups) with similar characteristics, among which stand out: geographical psychographic, demographic, and behavioral.

2. Method

For the execution of the study, an applied scientific research was designed, of a correlational descriptive level, of a qualitative, non-experimental, and cross-sectional nature. The population or universe is made up of the 42 radio companies in the province of Manabí, registered in the telecommunications regulation and control agency (2020). Because the population is a small number, we worked with 100% of the population.

Table 1 - Population of radio companies

ORDER	RADIO COMPANIES	POPULATION	PERCENTAGE
1	Community	1	2%
2	Public	4	10%
3	Private	37	88%
	Total	42	100%

Elaboration: the authors

To carry out the diagnosis, a questionnaire was applied to the programming directors in which 12 questions related to the format or programming developed by the radio companies and an interview with the managers of the radio companies were reflected in which the marketing techniques used Radio companies use to keep their regular customers and attract potential customers.

To obtain the information, the Google Forms application was used, with which the questionnaire that the programming directors answered was prepared and sent, and through a telephone call made to the managers, the interview was applied using a structured questionnaire with 11 questions.

Once the data was obtained, they were processed with the Excel statistical software, which served to analyze and describe the marketing techniques used during 2019 and 2020.

To obtain the final data of the research, a matrix was used in which the types of marketing strategies used in the radio companies were listed and compared during the study period, which was strengthened by the authors' criteria.

Likewise, through the method of analysis and synthesis of the information, inclusion-exclusion criteria were analyzed regarding the validity of the bibliography found for the research, since some articles that were used to address the subject were considered valid and in other cases as invalid or unenforceable jobs.

By means of the deduction-induction method, the bibliographic information was selected, from the general to the, because when reasoning from the general to the findings were found on the study variables and their use in practice.

Statistical method, to carry out the tabulations of the surveys that were applied through the Google Forms application sent through WhatsApp to the managers and presenters of the radio companies.

3. Results

The results obtained by applying the survey are shown below and duly tabulated:

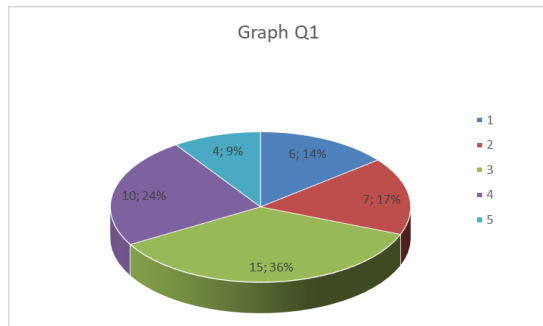
Table 2 - Results of the survey application

QUESTIONS	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
1. NEVER	6	4	5	8	5	4	5	5	6	8	12	4
2. ALMOST NEVER	7	9	12	9	12	11	14	13	9	4	9	12
3. REGULARLY	15	10	8	8	10	10	10	11	9	10	5	9
4. ALMOST ALWAYS	10	14	6	14	5	8	9	9	14	14	11	9
5. ALWAYS	4	5	11	3	10	8	4	4	4	6	5	8
TOTAL	42	42	42	42	42	41	42	42	42	42	42	42

Source: Programming directors of radio companies

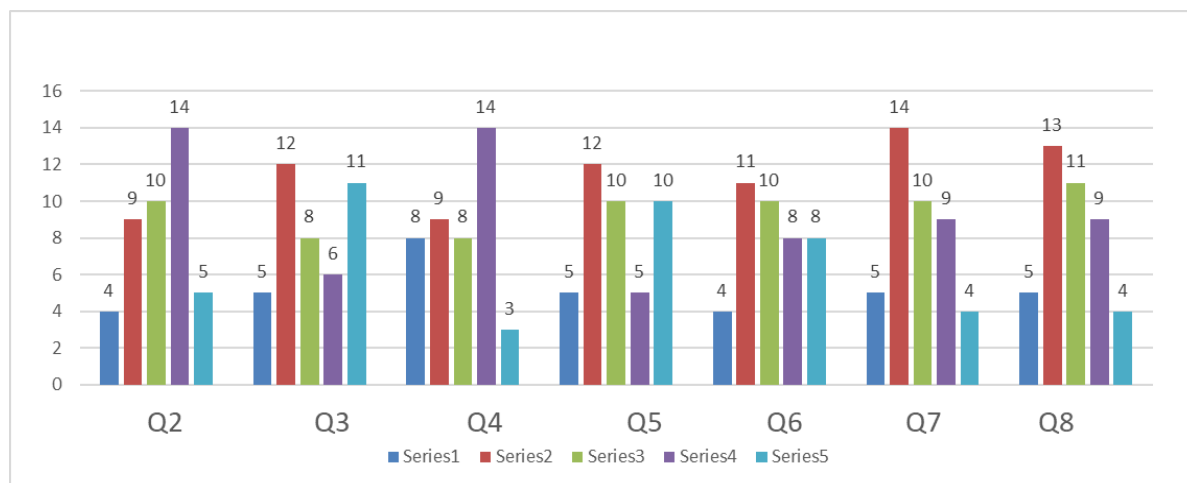
Elaboration: the authors

In relation to the first statement (Q1) on whether the Radio worked normally in the state of exception corresponding to the dates of March - September 2020.



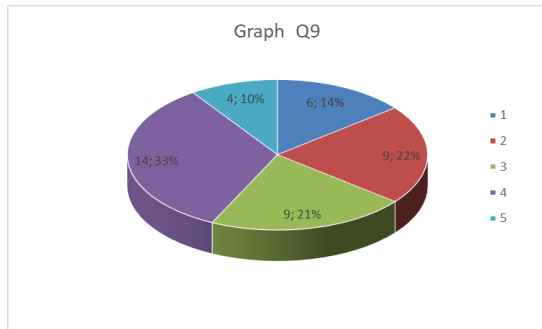
It could be seen that 36% corresponding to 15 people responded that regularly, 10 people equivalent to 24% mentioned that almost always in the same way 4 people that is equal to 9% mentioned that they always worked in the state of exception, these percentages make a sum of 69% that indicates that most radio companies operated during the state of emergency.

As can be seen, despite the state of exception, the radio companies functioned regularly, according to (UNESCO, 020) Journalism [press, radio, TV, social networks] is key to providing reliable information during this extensive infodemic. which according to the (WHO, 2021) is an overabundance of information, some accurate and others not, that occurs during an epidemic which can generate confusion and ultimately mistrust in governments and the public health response, to combat myths and rumors. Without the action of journalism, fake content can spread rampant.



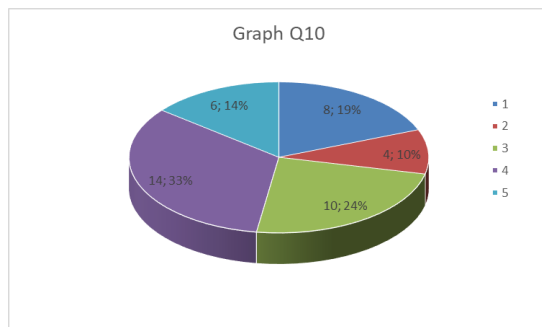
Regarding the content of the thematic areas that listening radios like, it was possible to know from the point of view of the production director in questions Q2 that they almost always listen to topics related to politics; In Q3, the most selected alternative was that they almost never like those related to culture; in Q4 the alternative almost always listens to programming related to the community; in Q5 the options were always, regularly and almost never the most chosen for topics related to sports, show interviews and musical hits; in Q6 the options regularly and almost never listen to the topics related to the crime scene; In Q7 it is evident that the topics that they almost never and regularly hear are those related to the economy; in Q8 the topics related to international news almost never and regularly hear them.

Taking into consideration the answers provided, the material presented by the radio companies includes politics, culture, community, sports show interviews, musical hits, red chronicle, economy and international news, messages, jingles, and advertising spots can be reproduced in each programming in favor of public and private companies, according to (Seijas, 1996) traditionally people listen to the radio for its programming, not for commercials. To be able to use radio successfully as an advertising medium, it is essential to understand nature.



In relation to question number 9, which stated: public companies use the radio to advertise services to the community, 33% of the program directors of radio companies responded that almost always, public companies hire radio companies to broadcast its services to the community, in the same way according to (Navarro & Villanueva, 2010) the standards of good journalism require that the news be accurate;

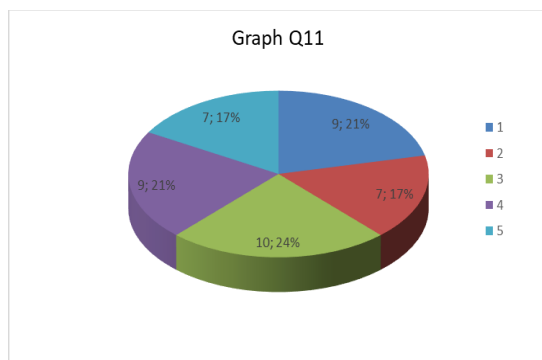
while the public media not only fulfill a public service function when they guarantee the right to information of the citizenry. They also do it when they contribute to their civic, cultural, and social formation.



In relation to question number 10, private companies use radio to advertise their goods and services, 14 people equivalent to 33% indicated that almost always, 10 people equivalent to 24% chose the option regularly, while the options never, almost never obtained a response of less than 8 people, the sum respectively equivalent to 29%, with this it is evident that there are mostly private companies that use radio companies as

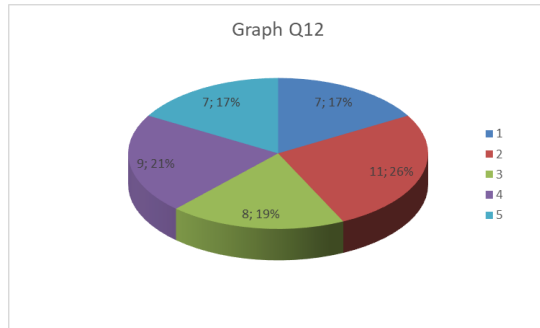
advertising media to offer their goods and services, this is reinforced (A. Bonilla, 2015) who He mentioned that radio is the medium that obtains information more easily, in addition to having a much simpler production process than television.

On Q11, programming directors were asked if social supports or charitable activities are



carried out through radio companies, 5 people equivalent to 12% answered that always, 11 people equivalent to 26% answered that almost always, 5 people equivalent to 12% chose the option regularly, 9 people equivalent to 21% answered that almost never and finally 12 people that is equivalent to 29% answered that never, in relation to this question in general, 50% regularly perform support and charitable activities while

that the other 50% almost never do social supports or charitable activities.



Regarding question number 12, about the implementation of commercial advertisements during the state of emergency, 8 people equivalent to 19% answered that always, 9 people equivalent to 21% answered that almost always, 9 people equivalent to 21% responded that regularly, 12 people equivalent to 29% answered that almost never and finally 4 people equivalent to 10%

answered that never, therefore 61% if I made advertisements during the state of emergency caused by the pandemic.

For the application of the interview, the Marketing techniques generally used by managers and program directors of radio companies were listed, which were mentioned in the survey questions, when applying the structured questionnaire for the interview, the following was obtained result:

Table 3. - Result of the application of the interview to the managers of radio companies

ORDER	MARKETING TECHNIQUES	2019		2020	
		YES	DO NOT	YES	DO NOT
1	Used discounts and promotions	42 ↔ 100%	0%	42 ↔ 100%	0%
2	You had a customer database	11 ↔ 25%	31 ↔ 75%	42 ↔ 100%	0%
3	Conducting contest and raffles	42 ↔ 100%	0%	42 ↔ 100%	0%
4	Market segmentation according to the type of clients	4 ↔ 10%	38 ↔ 90%	42 ↔ 100%	0%
5	Services according to the seasons or seasons	21 ↔ 50%	21 ↔ 50%	42 ↔ 100%	0%
6	Sent emails offering your services	42 ↔ 100%	0%	42 ↔ 100%	0%
7	Offered free product samples	11 ↔ 25%	31 ↔ 75%	42 ↔ 100%	0%
8	Clients received under recommendation	21 ↔ 50%	21 ↔ 50%	42 ↔ 100%	0%
9	Used social networks	11 ↔ 25%	31 ↔ 75%	42 ↔ 100%	0%
10	He used radio to offer his services	42 ↔ 100%	0%	42 ↔ 100%	0%
11	Radio companies functioned normally during the state of emergency	-	-	31 ↔ 75%	11 ↔ 25%

Elaboration: The authors

Regarding question 1 on the use of discounts and promotions, the managers of the radio companies indicated that in 2019 and 2020 they used this marketing technique 100%.

Regarding question number 2 about whether they have a customer database, they responded: During 2019, 11 managers equivalent to 25% of those interviewed answered Yes; the remaining 31 people equivalent to 75% answered No, while for the year 2020, the 42 people corresponding to 100% of those interviewed answered that they do have a customer database.

According to question number 3, in which it was asked if they carried out contests and raffles, the managers of the radio companies responded both in 2019 and in 2020 that they did 100%.

Regarding interview question number 4 related to market segmentation according to type of client: During 2019, only 4 people equivalent to 10% of those interviewed answered Yes, the remaining 90% equivalent to 38 people answered No; while for the year 2020, the 42 interviewees equivalent to 100% answered that they have segmented the market according to the type of client.

In question number 5 about offering the service according to the season, during 2019 50% of people equivalent to 21 interviewees answered Yes, the other 50% of people equivalent to 21 interviewees answered No, while for the year 2020, 100% of people equivalent to the 42 interviewees answered yes.

About him he sent an email in which reference is made in question number 6, the 42 interviewees equivalent to 100% answered that they sent emails both in 2019 and in 2020.

In question number 7, reference was made to the delivery of free product samples, in 2019 25% of people surveyed equivalent to 11 respondents answered Yes, the difference 31 people equivalent to 75% answered No, while in In 2020, the 42 interviewees equivalent to 100% of people answered that they did offer free samples to their clients.

Question number 8 related to the recommendation of the service among clients, the interviewees answered that during the year 2019, 50% equivalent to 21 interviewees answered Yes, while 21 people equivalent to 50% answered No, by 2020 100 % of people interviewed answered that they did receive clients under reference from other clients.

In question number 9 on the use of social networks, during 2019: a total of 11 interviewees equivalent to 25% answered Yes, while 75% equivalent to 31 people answered No; By 2020, 100% of those interviewed, equivalent to 42 people, responded that Yes, due to social networks they are an active part in the transmission of information by managers and presenters of radio companies, who currently use Facebook to carry out live news coverage, WhatsApp to send and receive information quickly and YouTube Live, which is a simple way to interact with different users in real time, they use it in conjunction with the traditional programming format.

In question 10, reference was made to the use of radio as a mass communication medium to offer their services, the 42 people equivalent to 100% of those interviewed responded both for 2019 and 2020 that they offered the services through their radio programs.

Regarding question number 11 related to the operation of radio companies during the state of emergency, the answer was that 31 people equivalent to 75% of those interviewed answered Yes, while 11 people equivalent to 25% answered No, therefore Most of the radio companies that have coverage in the city of Portoviejo did operate during the state of emergency.

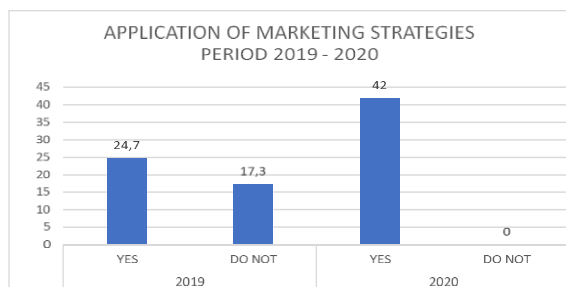
Despite this, the state of exception caused by Covid 19 affected the commercial apparatus at the national and local level, because the companies could not function normally, before that, the radio companies played a fundamental role to keep the citizens informed in general about the hours of attention, especially with consumer companies, although they were not hired to give this type of information, the radio companies gave social support and regularly broadcast commercial advertisements in the state of emergency as seen in the responses to survey question 11 and 12.

Likewise, it was possible to determine the average use of marketing strategies in the period 2019 and 2020, according to the following table.

Table4 - Average use of Marketing techniques

ORDER	MARKETING TECHNIQUES	2019		2020	
		YES	DO NOT	YES	DO NOT
1	Discounts and promotions	42	0	42	0
2	Customer database	11	31	42	0
3	Contests and raffles	42	0	42	0
4	Market segmentation according to the type of clients	4	38	42	0
5	Services according to the seasons or seasons	21	21	42	0
6	Emails offering their services	42	0	42	0
7	Free product samples	11	31	42	0
8	Recommendation from other customers	21	21	42	0
9	Social Networks	11	31	42	0
10	Radio as a means of mass communication to offer its services	42	0	42	0
Average		24,7	17,3	42	0

Elaboration: The authors



Source: Managers of radio companies

Elaboration: The authors

During 2019 a total of 25 radio companies equivalent to 59% used marketing strategies while 41% equivalent to 17 radio companies did not use Marketing strategies, however, during 2020 the 42 radio companies equivalent to 100% of companies radio stations if they used Marketing strategies.

4. Discussion

The concept of marketing according to Coca (2006) who cited Kotler and Armstrong (2003) indicating that this is often associated or confused quite often; for many it corresponds to sales, advertising, and/or market research, for some it is an aggressive market approach and for others it is a consumer orientation. Many, if not most, people think that marketing is just selling and advertising. (Coca, 2006, page 42) The concept of marketing according to Coca (2006) who cited Kotler and Armstrong (2003) indicating that this is often associated or confused quite often; for many it corresponds to sales, advertising, and/or market research, for some it is an aggressive market approach and for others it is a consumer orientation. Many, if not most, people think that marketing is just selling and advertising. (Coca, 2006, page 42)

According to the surveys and interviews applied, the marketing techniques used by managers and programming directors of radio companies are listed in table number 6.

Table 5 - Marketing techniques used by managers of radio companies

ORDER	MARKETING TECHNIQUES
1	Discounts and promotions
2	Customer database
3	Contests and raffles
4	Market segmentation according to the type of clients
5	Services according to the seasons or seasons
6	Emails offering their services
7	Free product samples
8	Recommendation from other customers
9	Social Networks
10	Radio as a means of mass communication to offer its services

Elaboration: The authors

Regarding the Marketing 1 technique, Peñaloza (2005) mentioned that discounts and promotions constitute a powerful marketing tool that seeks to encourage the contracting of the service, however Acosta et al. (2017) mentioned that discounts are essential but promotions are not successful only because of price, (...) they are more likely to increase revenues and benefits when offered together with merchandising, which can be defined as all activities, actions, strategies and tactics aimed at seducing the consumer at the point of sale, when deciding to purchase, and which can also be extended outside of it. (Martínez, 2018, page 1)

In relation to the Marketing 2 technique related to keeping a database of real consumers or potential clients, according to (Iniesta et al., 2001), information and its way of managing it have become one of the most valuable assets of an organization. Whoever owns and controls the information, will be able to make decisions with greater accuracy than the rest, acquiring a

competitive advantage, according to (Peinado et al., 2016) the [Radiales] companies apply strategies based on the transfer policy to market products.

In relation to the execution of contests and raffles which is constituted in the Marketing 3 technique used by radio companies, according to (Mullin, 2014), promotions of this type are developed acting on all aspects of the marketing mix and They are used both to attract new customers and to retain existing ones, becoming a fundamental tool for public or private companies.

Marketing technique number 4 is oriented to the segmentation of markets of real and potential clients; The market segmentation strategy according to (Fernández & Aqueveque, 2001) consists of dividing a market into identifiable segments or groups, more or less similar and significant, with the purpose that the [Interested Party] adjusts the marketing mixes to the extent of the needs of one or more specific segments, according to Ciribeli and Miquelito (2015), the various segmentation possibilities [at least] must consider the type of consumer market, as well as the characteristics of the products and services offered.

In relation to Marketing technique number 5, the services of radio companies are offered by season or by seasons, so according to (Silva, 2020) there is a need to identify the ideal time periods in which a company can carry out a promotion. Using techniques and instruments of Seasonal Marketing which, according to (Garcés i Peñalver, 2017), allows companies to significantly increase their sales, considering that the most important dates of the year and changes in the priorities of consumption of the users for each of them.

With reference to technique number 6 on sending e-mails, (Ellis-chadwick & Doherty, 2012) mentioned that e-mail campaigns reveal that different tactics of format, address, subject lines, hyperlinks, and interactivity are applied to initially attract the attention of customers and then encourage greater interest.

Technique number 7 was related to the provision of free samples of the service, according to (Vallejo, 2016) the customer's attention can be attracted through advertising, promotion, fairs, tastings, and free samples.

In relation to technique number 8, on the recommendation that a real client can make to a potential one so that he or she uses the services offered by radio companies, it is highlighted that a satisfied client repeats their purchase and attracts more clients. (Guadarrama & Rosales, 2015, page 320)

In marketing technique number 9 on the use of social networks (Corona & Robles, 2012) they mentioned that social networks have allowed a closeness between companies and consumers like no other means of communication, for their part (Sanjaime, 2012) the networks Social networks have reached a point of maturity since they are widely disseminated and used tools both globally and by the [local] population. Likewise, (Candale, 2017) mentioned that Facebook, Twitter, Instagram and [Youtube] are hybrid virtual networks that They encompass both asynchronous communication modes, in the form of comments for different publications

and group conversations that allow subsequent interventions, as well as synchronous modes, represented mainly by private messaging.

Marketing technique number 10 on offering the service through tuning programs using the mass media (radio); According to (Golovina, 2014) The relationship of the media with the consumer is bidirectional:

On the one hand, the media influence consumer behavior causing cognitive, affective and attitudinal effects, which may or may not be planned in the long or short term; On the other hand, consumers are no longer passive users of information, but also fulfill the roles of communicators, browsers and producers of information, providing opinions, evaluations and personal information, which help entrepreneurs in the construction of profiles of consumers and better understanding of their motivations. The more power and knowledge consumers acquire, the more difficult it becomes for entrepreneurs to manipulate their tastes and preferences through their communications, and they must rework their techniques and strategies. (Golovina, 2014, page 196)

Using the marketing techniques, radio companies obtain information, organize, and classify them for later use, to apply communication and marketing strategies before proceeding with an intervention to position the brand of a company.

Sobre la base de esto, una estrategia representa el conjunto de acciones diseñadas para conseguir los objetivos definidos en el plan de marketing.

Next, table number 6 is shown, which describes the strategies that contain the techniques applied by the managers of radio companies to maintain the operation, segmentation and positioning of radio as a means of communication.

Table 6 - Marketing Strategies

ORDER	MARKETING STRATEGIES	TÉCNICAS DE MARKETING
1	POSITIONING	Discounts and promotions
2	FUNCTIONAL	Customer database
3	POSITIONING	Contests and sweepstakes
4	SEGMENTATION	Segmented your market according to the type of clients
5	POSITIONING	It offers its services according to the seasons or seasons
6	POSITIONING	Emails offering their services
7	POSITIONING	Free Product Samples
8	FUNCTIONAL	Recommendation among clients
9	POSITIONING	Use of social networks
10	FUNCTIONAL	Use of radio as a means of communication

Elaboration: The authors

The theoretical review of marketing trends makes it possible to show that the changes that occur in the environment affect the way in which companies direct their strategies, in this case those focused on marketing have had great mutations, as it has been seen since their Marketing strategies were initially focused on production and sales.

Likewise, with the appearance of the use of social networks within radio communication, it has been necessary to broaden the vision to maintain a very close relationship with the consumer, but not as the customer who can make a purchase but as the person who through Time changes your buying behaviors, your needs, wants and expectations.

Marketing strategies must aim to really know what the customer is thinking, how they could feel and what they expect from what the market offers them, in terms of value and responsibility with the whole environment.

5. Conclusions

The Marketing strategies used by the radio companies were: Positioning Strategy, Functional Strategy and Segmentation Strategy, through the execution of techniques, which in 2019 were: discounts and promotions, contests and raffles, sent emails offering the services and the use of radio as a means of mass communication to offer services; While during the year 2020 the techniques used increased the following: Customer database, market segmentation, services by seasons or seasons, free product samples, recommendation among customers, use of social networks.

Covid 19 affected the operation of radio companies because 25% did not function normally during the state of emergency.

The Covid 19 Pandemic has led radio companies to implement new marketing strategies to offer their services to the general population.

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