

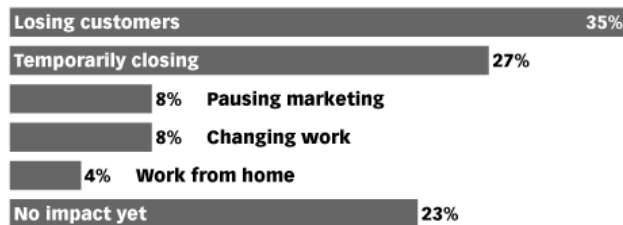
More than a Third of Local Marketers Say They're Losing Customers Due to COVID-19

ARTICLE

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Many local businesses are feeling the brunt of the coronavirus pandemic. More than a third of local marketers worldwide said they're losing customers as a result of COVID-19, according to a March 2020 survey from BrightLocal, and 27% reported temporarily closing their stores.

Effects of the Coronavirus on Local Businesses According to Local Marketers Worldwide, March 2020 % of respondents



Source: BrightLocal as cited in company blog, April 1, 2020

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Fewer (8%) respondents said they have paused their marketing, while nearly a quarter said they've haven't experienced any impact yet. Local

businesses, particularly those in larger cities, will likely continue to experience different bumps in the road as more consumers avoid shopping in public places and turn to ecommerce to get necessities.

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- [COVID-19's Impact on Businesses and Consumers in Latin America](#)
- [Coronavirus Catapults Grocery Ecommerce in the UK, but Online Grocers Struggle to Meet Demand](#)
- [Is China's Retail Industry on the Upswing?](#)

And in case you missed it, we recently spoke with Juan Lavista, LATAM marketing and insights head at [MercadoLibre Advertising](#) about the ecommerce technology firm's response to the coronavirus pandemic, how marketers are adjusting their advertising campaigns in the wake of the crisis, and the most searched products in Latin America. [Watch the video here.](#)

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