

## **Comparative Study of Traditional Marketing Vs Digital Marketing**

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### **Abstract**

The planet has been a digital space. To organizations today, a website and internet use is vital. A method of communicating with their clients. Some conventional marketing strategies are effective, especially when you achieve them. It is mainly local but important to use digital marketing to sustain its influence in the contemporary world. Digital marketing is also known as online marketing but the real process is more precise, observable and immersive as digital marketing is considered. Online media are so ubiquitous that consumers have access to information anywhere and wherever they wish. Digital media is an increasing source of entertainment, news, shopping and social relationships and consumers are now not only exposed to the terms of your business on the brand, but also to what the media, friends etc. The Internet transforms approaches to target customers easily and is a more convenient alternative than usual marketing strategies. A contrast between conventional and internet marketing campaigns considers variations in customer views. This paper tries to recognize the differences between traditional and internet marketing.

Keywords: online shopping, cashless transactions, social media

### **Introduction**

It is difficult to argue that the world is changing quickly from basic to modern. Digital substances are increasingly being exhausted—on phones, laptops, laptop machines, and that's only a snapshot into a big problem—and organizations who have yet not noticed this in their advertising strategies have to adapt quickly. In the past, television has been the most prevalent medium in which Advertisers can build deals by advancing ads on their products. Digital marketing is nowadays crucial because it not only creates accelerated intensity in the progressing field of play, it is meant to be the future fate of show and it creates the impression

that the best of class media will quickly overtake more standard systems all over. Traditional marketing refers to any sponsorship, advertisement or strategy used by corporations for years with a well-established success record. Common marketing strategies can include print advertising, such as magazines, commercials, flyers and newsletters. Other typical ways of commercialization include TV or advertisements and radio commercials that promote a company, product or service. We aim to make the public conscious in conventional ads that we have a product or service for sale. According to McCauley, D. (2013).

### **Traditional Marketing Medium**

- Direct Mail: Direct mail marketing sensitizes a commodity through postcards, brochures, letters and fliers.
- Print: Print promotion covers newspaper and magazine advertising goods and services. Print marketing is a mass marketing strategy as well as a specialty marketing strategy.
- Broadcast: TV and radio are also commonly used common avenues. Broadcast commercialization hits a massive demographic in a short time span. TV and radio advertisement is more expensive than other methods of conventional commercialization.
- Referral: Customers are relying on recommendation marketing, also known as word-of-mouth, for information on goods or services. Reference is not a strategic or scheduled campaign operation, but it could help a company develop a loyal customer base.
- Billboards: Billboards are some of conventional advertising's biggest types. There are numerous interstate routes which draw travellers to stop.
- Newspapers: Newspapers are the oldest medium for advertising. This makes it also the most disposable promotional form with new editions every day, in most cases.
- Magazines: In comparison to newspapers, magazines are longer-term versions of commercial media. Although the magazine will most certainly be published weekly, many will hold and read their magazines for many months.

### **Digital Marketing**

- **Content Marketing:** The Content Marketing is a systematic approach to marketing to develop and deliver useful, appropriate and consistent content that facilitates the attraction and retention of a clear-cut audience.
- **Search Marketing:** Search marketing is the mechanism of paid and unpaid attempts to obtain traffic and recognition from search engines.
- **Social media marketing:** SMM is an Internet Marketing form that uses websites for social networks as a marketing medium. In order to help the company improve its brand awareness and reach its clients, SMM is committed to creating content that consumers share in their social network.
- **E-mail Marketing:** E-mail marketing involves the sending, usually to a group of individuals, of a promotional message via e-mail. Any email sent to a future or existing client may be seen as email marketing in the broadest sense. Utilizes e-mail for submitting commercials, requesting businesses, or requesting sales or contributions and aims to generate loyalty, trust or awareness of brands.
- **Online Public Relations:** Online PR is also closely connected with the enhancement of findings from many other methods of digital marketing, including social media, SEO (link-building), collaborations and viral and word-of-mouth marketing. Online PR can be a fantastic cheap strategy to raise the amount of popularity of your website or brand, but it takes a lot of hard work – no short corners are available.
- **Affiliate Marketing:** Sharing of profits by web marketers and editors/salespersons based on incentive metrics usually in transactions, clicks, registrations or hybrid models. The consequence of this is the use of the output assessment.

### **Advantages of Digital Marketing over Traditional Marketing**

- **Cost effective-** Newspaper advertisements, TV ads and likes are very costly. Internet ads on the other hand can afford some saved money, even for young entrepreneurs. So, thanks to the low cost online marketing price, even school goers will start up. This, in essence, tends to extend the marketing spectrum across age and financial constraints.
- **Real time result–** You have to wait weeks, or even months until the boosts start to build for conventional ads. Thanks to its fast success internet marketing gains again in this war between conventional vs. online marketing. In real time, you can see everything,

from visitor numbers, most popular time of day, conversion rates and bounce rates. You need not lose time taking action if the findings are handy in real time.

- Brand development- In contrast with online ads versus conventional advertising, however, the Brand impression which is generated by online advertising cannot be calculated by digital marketing against traditional marketing statistics. The key explanation for this is that digital media undoubtedly wins this award with the reduced space and frequency of advertising with conventional marketing. Instead of a column on a news page, you should have a full website. Whenever you want you have a blog or social media profile, you can show it to people. You can create a cohesive picture for your business with this room. This is something you can't send by ads on the radio or in magazines. And helps to mark the business.
- Non-intrusive - People who purchase the newspaper do not purchase the news for advertisements. The radio and weather forecast was listened by the residents. Radio is now a dead idea, not to be ignored. Magazines are collected for the list of contents, which does not contain advertisements. It is also fair to assume that conventional publicity is largely overlooked. You can choose whether you want to see it or not by way of web ads. It's not fired on your forehead, except, of course, the distracting popup advertisements. As long as you want, you can opt to ignore this text. For a certain brand website, you can opt to delete social media debates. You should also reach interested users and the social media platforms hold an outline of what you are searching for on the Internet. Digital marketing, however, appears to be the contender in the struggle against conventional vs. digital marketing who knows how to intrigue and not offend people.
- Higher exposure - Today, you cannot say a TV commercial or coverage would reach the bulk of the population of any newspaper in the area. The typical promotional strategies are confined to a single area. Internet content covers the whole world but you don't skip something.
- Higher engagement- You can't even communicate with the target demographic with conventional ads. Before you can prepare the next step, you must wait for the answers. The method is slow and boring. You will engage the audience in real time through web marketing. You will speak and talk to the public immediately about your brand or business. Yes, it also takes more effort on your part. You must be willing to spend this amount of time in the publicity budget or a public relations team.

- Quicker ads – You get instant advertising much from the real time performance of internet marketing. You know, if you do not, that this particular ad does not fit for you, at least immediately. Traditional vs. internet marketing here is a contrast almost unjust, for the former has no variety to sell.
- Non Interruptive. Online exposure and mainstream ads has some small yet significant variations addressed. The choice to pick advertisements, for example. When you hurry up to ride the bus, you get flyer with conventional ads. A TV advert features repeatedly in your favourite tv show in a very fascinating plot twist. In comparison, you can select time and media web advertisement. Furthermore, without advertising, you cannot vote for getting a journal. If you're not involved, you can still miss online ads.
- Effective for all times of fields - Internet exposure takes priority over conventional marketing versus digital marketing. Good for all periods of fields. You do not care about the size of your organization and your workforce to make the most of your web visibility and attention. Smaller firms are at a disadvantage of conventional ads.
- Simple analytics – You know what works and what isn't through Google Analytics automatically for online marketing. The input traffic, the bounce rate, the exchange rate, the benefit rate and the overall pattern of the active public can be calculated in real time. You do not care about the size of your organization and your workforce to make the most of your web visibility and attention. Smaller firms are at a disadvantage of conventional ads. Digital expansion would not need to accommodate a lot of human humans.

## **Conclusion**

Results and interpretation can be accessed in real time only if they are available. You will have the opportunity to change them from bad to worse and from better to better because you know how things are going. A host of derogatory reviews would not annoy you much with conventional ads, because your company may have fallen out by the time you collect it. Online publicity versus conventional publicity figures allow you to figure out what is and what is not. Almost immediately you obtain the statistics online using Google Analytics and change them. It will be too late to use conventional longitudinal evidence to refine particular methods in time.

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