



TRADITIONAL VS DIGITAL MARKETING

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ABSTRACT

A market is place where two parties can gather to facilitate exchange of goods and services. The parties involved in the exchange process are buyers and sellers. Parties can gather physically at a physical place or at the platform which may be online i.e. sites, apps etc. Marketing is the way to increase the speed of buying and

selling at the market place. The main purpose behind the marketing is to make goods and services available to customers as per their needs and wants. Marketing has been happening conventionally since long period of time but with the changing times, improvements in information technologies and spreading of broad band internet, marketing is shifting from conventional to non-conventional methods of marketing. Organisations which are adopting new technologies of marketing can easily communicates with their customers while providing goods and services to them. The present paper will do comparative study between Traditional and Digital Marketing. This study will also focus on the factors which impact the buying behaviour of customers towards traditional and digital marketing

1. Introduction

In Marketing is a significant socio-economic activity since ages. It is an important activity for the satisfaction of human needs and wants and for also raising social welfare. Production is the base of marketing. It will have meaning if produced goods would not supplied to consumers through appropriate marketing mechanism. Marketing is nothing but everything an organisation does to attract customers and maintain a relationship with them. In simple words we can say that everything an organisation does to place its goods or services in the hands of customers is marketing. Traditional Marketing is one of the way to support buying and selling in the market. It is one of the oldest form of marketing which is not online. It includes print media, broadcast media, outdoor advertising etc. It plays an important role to reach local audience but in the modern world it has become more difficult for organisation to survive in the competition. So organisations are trying to adopt new technologies to meet and satisfy customer needs and wants and make themselves competent. Since the beginning of 21st century there has been drastic improvement in information technology which affect every part of our lives. Companies have been affected by these changes and are adopting these technology to remain in the competition. Companies are adopting digital marketing over traditional marketing to build a customer relationship. Through digital marketing companies get behavioural information and customer's feedback which help them to make optimise decisions for the betterment of themselves. Due to improvement in the technology consumers are aware about all the

products available in the market and can compare these products through available information to them. One of the benefits of adopting digital marketing by the companies to grab these consumers through getting information about consumers' behaviour and habits. Hoge's (1993) idea of internet marketing is simple although it does not touch the important aspect of customer relationship. Strauss and Ansary (2006) defined internet marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders. According to Stuart E. J. (2014) day by day there is upward growth of online services in regular usages by consumers. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantages of new opportunities presented to them. Dave Chaffey (2002) defines internet marketing as "Applying Digital technologies which form online channels (Web, email, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual

2. RESEARCH METHODOLOGY

This research project aims to comprehensively investigate and outline the traditional marketing vs digital marketing. The project will span various critical phases, including reach and accessibility, cost-effectiveness, engagement and interactivity, targeting and personalization, measurability and analytic and engaging Gen z through social media marketing. Reach and Accessibility:

Traditional Marketing: Limited geographical reach, often restricted to local or regional audiences. Accessibility is primarily through physical mediums like newspapers, magazines, billboards, and television ads.

Digital Marketing: Global reach with the potential to target specific demographics, interests, and locations. Accessibility is through online channels such as websites, social media platforms, search engines, and mobile apps.

Cost-effectiveness:

Traditional Marketing: Generally higher costs associated with production, distribution, and placement of advertisements. ROI can be difficult to measure accurately.

Digital Marketing: Offers more cost-effective options, allowing businesses to reach a larger audience with smaller budgets. Additionally, digital marketing campaigns can be tracked and analyzed in real-time, providing valuable insights into performance and ROI.

Engagement and interactivity:

Traditional Marketing: Limited interactivity with consumers, often a one-way communication channel from the brand to the audience. Feedback mechanisms are slower and less direct.

Digital Marketing: Enables greater interaction and engagement through features like comments, likes, shares, reviews, and direct messaging. Brands can build relationships with customers in real-time and respond promptly to inquiries or feedback.

Targeting and personalization:

Traditional Marketing: Broad targeting based on demographics, psychographics, or general consumer behavior. Limited ability to personalize messages for individual audience segments.

Digital Marketing: Highly targeted and personalized campaigns based on user behavior, preferences, browsing history, and demographic data. Allows for tailored messaging and content delivery to specific audience segments, increasing relevance and effectiveness.

Measurability and analytics:

Traditional Marketing: Challenges in accurately measuring the impact and ROI of campaigns. Metrics such as brand awareness and customer recall are harder to quantify.

Digital Marketing: Provides extensive analytics and tracking tools to measure the performance of campaigns in real-time. Metrics include website traffic, conversion rates, click-through rates, engagement metrics, and customer acquisition costs, facilitating data-driven decision-making and optimization.

Audience Engagement:

Digital marketing offers interactive and personalized experiences that can increase audience engagement and brand loyalty. Features like social media interactions, personalized emails and interactive content (eg quizzes, videos) enable deeper connections with consumers.

Traditional marketing relies more on one-way communication and can struggle to engage audiences in the same way, although creative and memorable campaigns can still create buzz and engagement.

ROI and conversion rate:

Measuring ROI and conversion rates is often easier and more accurate in digital marketing thanks to advanced analytics and tracking technologies. Marketers can accurately track metrics such as click-through rate, conversion rate, cost per acquisition, and customer lifetime value.

Accurately measuring ROI on traditional marketing can be more challenging because it often depends on indirect metrics such as brand awareness, brand recall, and purchase intent. However, techniques such as marketing mix modeling can help estimate the impact of traditional campaigns on sales and revenue.

Integration and synergy:

Many marketers are finding that integrating traditional and digital marketing channels can create synergistic effects and improve overall campaign performance. For example, combining TV ads with social media promotion or direct mail with email marketing can create a cohesive brand experience and reinforce messaging across multiple touchpoints.

Integrated marketing strategies leverage the strengths of both traditional and digital channels to reach audiences at different stages of the customer journey and maximize the impact of marketing efforts.

Trends and shifts:

The balance between traditional and digital marketing channels is changing as consumer behavior evolves and technology advances. While digital marketing continues to grow in importance, traditional channels still play a role in many marketing strategies, especially in industries such as retail, automotive and healthcare.

Marketers must adapt to changing consumer preferences and market dynamics by continuously evaluating the effectiveness of various channels and adjusting their marketing mix accordingly.

3. RESULTS

Research comparing the results of traditional and digital marketing efforts provides valuable insights into their effectiveness, ROI, and impact on various metrics. Here are some key findings based on existing research:

Efficiency in outreach and engagement:

Digital marketing often outperforms traditional methods in terms of reach and engagement, especially among younger demographics and tech-savvy audiences.

Social media platforms, search engines and email marketing offer opportunities for highly targeted advertising and personalized messaging, resulting in increased audience engagement and interaction. Traditional marketing channels such as TV commercials and print ads can still reach large audiences, but may struggle to capture attention and engagement in an increasingly digital world.

Cost effectiveness and return on investment:

Digital marketing is generally considered more cost-effective than traditional methods due to lower barriers to entry, flexible budgeting options, and the ability to track and measure ROI in real-time. Digital campaigns can be optimized based on performance data, allowing marketers to allocate budget more efficiently and maximize ROI. However, the cost-effectiveness of each channel depends on factors such as industry, target audience, campaign objectives and geographic location.

Conversion rates and sales impact:

Research suggests that digital marketing often leads to higher conversion rates and sales impact compared to traditional methods, especially for ecommerce and direct response campaigns.

Features like ad retargeting, email automation and personalized recommendations can drive purchase intent and facilitate the conversion process across digital channels.

Traditional marketing can still indirectly influence purchase decisions by building brand awareness, trust and credibility over time, especially for high-involvement products or services.

Brand awareness and recall:

Both traditional and digital marketing can influence brand awareness and recall, but can excel in different contexts.

Traditional methods such as television commercials and outdoor advertising are effective in building broad awareness and creating premium memory, especially for mass market brands.

Digital marketing allows for more targeted messaging and measurement, making it suitable for building niche or segmented brand awareness and strengthening brand engagement among specific audience segments.

Customer engagement and loyalty:

Digital marketing promotes ongoing customer engagement and loyalty through channels such as social media, email marketing, and content marketing.

Interactive features, personalized messaging and community building initiatives can strengthen customer relationships and encourage repeat purchases.

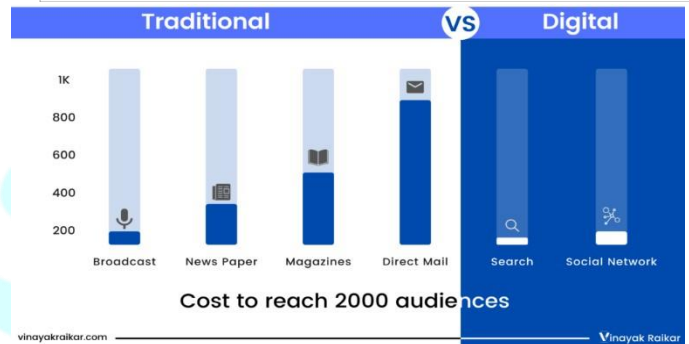
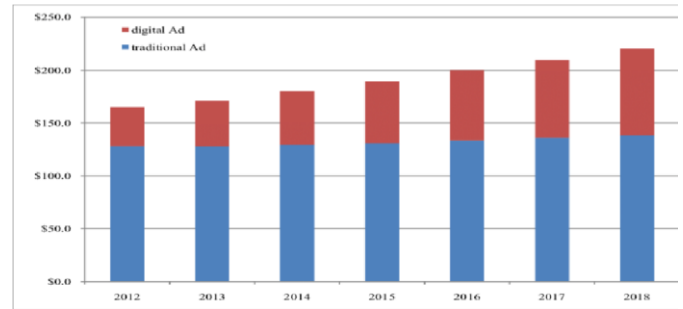
Traditional marketing can also contribute to customer loyalty through offline experiences such as in-store promotions, events and sponsorships that complement digital efforts and increase overall brand affinity.

An integrated marketing approach:

Research shows that an integrated marketing approach that combines traditional and digital channels often delivers the best results. Integrated campaigns leverage the strengths of each channel to create a cohesive brand experience, reaching audiences at different touchpoints in the customer journey.

By integrating messaging and creative across multiple channels, marketers can maximize the impact of their campaigns and achieve better business results.

Overall, the study digital marketing offers many advantages in terms of reach, targeting and measurability, traditional methods still play a role in certain contexts. The most effective marketing strategies often involve a combination of traditional and digital channels, tailored to the specific needs and preferences of the target audience and aligned with overall business goals.



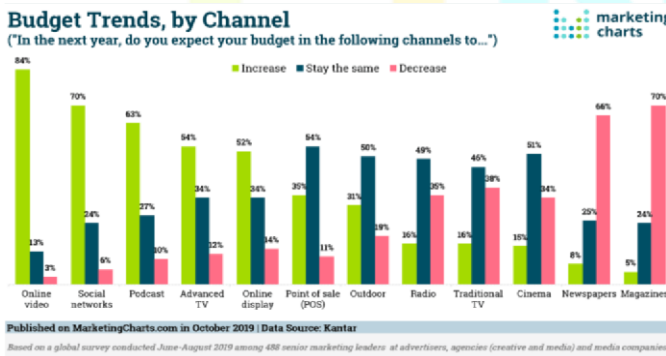
5.DISCUSSION

Traditional Marketing is the conventional mode and one of the oldest form of marketing that have been used since the beginning of the marketing and advertisements. Anything except digital way to promote company’s products. When people find your business through reference or network and start buying your product is also known as traditional marketing. Everyone getting encounters some sort of traditional marketing in their everyday lives whether it’s witnessing some outdoor advertising or reading daily newspapers etc. traditional marketing simply means the marketing which helps to reach the audience with offline mode of advertising. Methods of conventional marketing can include print advertisements, broadcasting advertisements, telemarketing, outdoor advertisements etc.

Digital marketing is a non-conventional form of marketing where advertising is delivered through digital channels such as search engines, websites, social media, emails and mobile apps. The marketing which an organisation conduct through online such as paid social media ads, email marketing etc. Digital Marketing has become widely popular due to cultural, technological and societal shifts around us. As long as technology is evolving, digital marketing continues to grow. Digital marketing is helping in two sided connection between consumers and companies. Due to advancement and improvement in technology consumers are aware about the products of the companies and companies can know about the behavioural information of the consumers. There is increase in the speed of purchasing process with the help of online marketing. Digital marketing support the companies to leave their rivals behind. So the digital marketing can be considered as revolution for the marketing world.

4.CONCLUSION

In conclusion, the comparison between traditional marketing and digital marketing highlights a paradigm shift in how brands reach their target audience. While traditional marketing methods have long been effective in reaching broad demographics through channels such as television, radio and print media, the rise of digital marketing has revolutionized it by offering an unprecedented level of precision, interactivity and measurability.



Digital marketing allows brands to harness the power of data analytics, targeting algorithms and personalized messaging to deliver highly relevant and timely content to specific segments of their audience. Through channels such as social media, search engines, email and mobile apps, brands can communicate with consumers in real-time, drive meaningful interactions and achieve measurable results such as clicks, conversions and sales.

In addition, digital marketing offers a wide range of tactics and strategies, including influencer marketing, performance marketing, content marketing and social commerce, each tailored to the preferences and behaviors of today's digitally savvy consumers. By embracing innovation and new technologies, brands can stay ahead of the curve and adapt to evolving trends and consumer preferences.

However, traditional marketing is still relevant in certain contexts, especially for reaching older demographics or increasing brand awareness through mass media. Print ads, billboards and TV commercials continue to play a role in shaping brand perception and reaching audiences with limited digital engagement.

The debate between traditional marketing and digital marketing is not essentially about choosing one over the other, but rather about finding the right balance and integrating both approaches to effectively achieve marketing goals. Successful brands recognize the importance of a holistic marketing strategy that leverages the strengths of traditional and digital channels to create cohesive and compelling brand experiences across all touchpoints. Ultimately, the key to success lies in understanding your target audience, embracing innovation and tailoring your marketing efforts to meet their evolving needs and preferences in an increasingly digital world.

Traditional marketing still holds relevance in certain contexts, digital marketing has emerged as a more versatile, cost-effective, and measurable approach to reaching and engaging with target audiences. Businesses today must adapt to the digital landscape to stay competitive and effectively connect with their customers.

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