

Traditional Marketing Versus Digital Marketing: A Comparative Study

K. Deepa*

REVA University, Bangalore, India

Abstract: Marketing plays a key role in the success of every business, companies, organization, and institutions globally. Marketing is a not a novel concept, but an age-old concept to create awareness among the customers or target audience. Traditional marketing methods were popular until the invention of internet. Once the internet took charge of the world, digital marketing methods became popular as majority of the population got access to the internet. Hence, research is conducted to understand the benefits of both marketing techniques and how these techniques can be used efficiently in the current business scenarios. The project explains the pros and cons of both marketing techniques and how to come up with an effective marketing strategy.

Keywords: Marketing, target audience, customers, traditional marketing, digital marketing, attention, brand awareness.

1. Introduction

This paper is an attempt to create a comparative study between traditional marketing and digital marketing. Marketing is an age-old method used to promote the products/services of companies/organizations to the potential customers. Marketing has been the major branding technique of businesses as it allows the businesses to share the positive aspects of their products/services to the niche audience in a strategic and tactical manner. Marketing helps the businesses to achieve the business goals that help to drive sales. Marketing is not only used for selling the products/services to the niche customers but also used to educate the customers about the products/services, engage the customers, and create a brand reputation. In the recent years, the marketing spend has been increased dramatically as businesses are not only focused on sales but also in branding. Marketing can be broadly classified into traditional marketing and digital marketing.

2. Objectives of the Study

The objectives of this project are to:

- Understand the different types of techniques involved in both traditional and digital marketing
- Compare the pros and cons of both traditional and digital marketing
- How these techniques differ in terms of attracting the

customers and achieving the desired outcome

- Find the affordable methods in digital marketing as an alternative to traditional marketing

3. Literature Review

Arunprakash, Aswin Kanna, Aravindh Raj, Vasudevan, Turkish Journal of Computer and Mathematics Education Vol.12 No.11 (2021), 6483-64991: A Comparative Study on Digital Marketing Over Traditional Marketing.

The project has been started with the only objective of finding is digital marketing is more effective and efficiency than traditional marketing. Existing marketing process in the industry has been studied. The study also observes the people's perception towards the digital and traditional marketing. The above research clearly indicates the digital marketing is ahead of traditional in reachability, flexibility, efficiency and in effectiveness. The study also finds entering digital marketing is highly risky and it should be avoided initially by maintain traditional marketing side by side. The project is profitable only if it follows the suggested model or the number of customers should be high and constant over the periods. The investors who are interested to earn high rate of return can invest in the project but the risk comes when there is no sound technical knowledge. Hiring a technical skilled digital marketer will solve the issue.

Mr. G. Kanuka Raju, Dr. G. Haranath, Journal of Emerging Technologies and Innovative Research (JETIR): A Comparative Study of Traditional Marketing and Online Marketing.

In this study, the researchers concluded that most of the people they prefer traditional market than online market. The reasons are lack of technology knowledge, fear ness about the product whether it is quality or not, fraud, threat of online transactions etc., and one more thing is customers are always expecting service along with the product. Whenever you are purchasing product in online at the time, they are checking the services is made or not, if service is there the customers are willing to purchase the goods and services in online otherwise, they prefer traditional market.

Dr. S. Geetha, International Journal of Emerging Technologies in Engineering Research (IJETER), Volume 6, Special Issue 1, April (2018): A Comparative Study on

Traditional Marketing and E-Marketing

In this research study, the researcher concluded that in the modern era, the growth and development of e-commerce is unavoidable, but it is the fact that majority of the rural people are not trusted with these companies, it is popular among the city people. It is the need of an hour to mix the e-marketing with our traditional marketing and to provide all facilities to the customers as they wanted.

4. Research Methodology

The research methodology used in the paper is qualitative research method. The data used for this research study is from various sources such as websites, blogs, research papers, journals, and British Library online.

Different Techniques Used in Traditional Marketing and Digital Marketing. Traditional marketing means the offline strategies used for marketing products/services, which is an age-old method of marketing. Traditional marketing consists of any marketing techniques that are not taking place in the online medium. The various techniques involved in traditional marketing are broadcasting, print marketing, referral marketing, outdoor marketing, one-to-one marketing, and direct mail marketing.

- *Print Marketing*: The oldest method of traditional marketing in which the product advertisements are seen on a paper such as newspapers, magazines, journals, books, etc. Print marketing allows the businesses to reach a significant amount of people, irrespective of the target market and interest of the customer. Yet, this marketing technique can be used to target a certain group of customers
- *Broadcasting*: It is a technique in which the information will be transmitted to a bunch of audience using broadcasting mediums like television and radio. This marketing technique enables the businesses to create brand awareness with the help of advertisements and announcements. Television offers visual demonstration of the product benefits through convincing commercials. Radio broadcasting enables the businesses or brands to reach the audience through audio commercials. Radio broadcasting has a wider reach than the television commercials as the people can hear the audio commercials or announcements on the go in the current era unlike television.
- *Referral Marketing*: This is popularly known as 'word of mouth', in which the brand gains popularity through its customers when they convey the benefits of the service/product of a particular brand to others.
- *Direct Mail Marketing*: Direct mailing is a method of marketing in which advertising campaigns are created and send to the customers or audience using mail delivery mode. This strategy is used for creating brand awareness and brand loyalty amongst the customers. For example, direct marketing methods such are catalogues, flyers, postcards, inland letters, brochures, etc., are delivered directly to the customers through

mail.

- *Outdoor Marketing*: This is an advertising and marketing technique that helps the brand to reach the targeted audience outside their homes. Outdoor marketing approach uses visual impacts rather than words to convey the brand message to the targeted audience. This marketing technique includes signage, billboards, compound walls, bus stations, train stations, airport, stadiums, etc.
- *One-to-One Marketing*: It is a method in which the products are promoted through telemarketing or SMS campaigns. Telemarketing involves making cold calls to promote the products to the customers and persuade them to buy the products. SMS campaigns are used to send bulk amount of SMS to the customers that contain promotional messages like offers, discounts, and other call to actions.

Digital marketing is an affordable way of marketing and any kind of online marketing is called as digital marketing. Digital marketing helps businesses to reach the target customers in a cost-effective way. Digital marketing includes all types of online marketing channels and tactics that helps to reach the potential customers are websites, blog posts, newsletters, press releases, whitepapers, and emails.

In the current era, if the businesses do not create an online presence using digital marketing, the businesses can lose the competitive edge and countless opportunities available to reach the target customers. The various types of digital marketing technique include Search Engine Optimization, Social Media Marketing, Email Marketing, Content Marketing, Mobile Marketing, and Pay-per-Click.

- *Search Engine Optimization*: Search engine optimization, most commonly termed as SEO is a key technique used by businesses to place them at the top of the search in the search engines like Yahoo, Bing, or Google. SEO is the process in which the websites, blogs, or articles are featured at the top of the search engine results by populating the content with specific keywords or keyword phrases.

However, keyword optimization should be done in a proper way so that the content should not be spammed with keywords that might result in negative outcome. The keyword optimization should be done without compromising the quality of the content. Proper search engine optimization with the right keywords and right keyword density will help the business to bring their websites or blogs to the top of the search engine results.

- *Social Media Marketing*: social media plays a crucial role in digital marketing as various channels can be used to promote a business or a brand. Businesses have to create social media accounts/profiles to create promotional posts or for display ads to advertise products/services. Social media channels are used based on the business needs, and the type of customers, the business intends to reach. Social media channels are a great way to interact with the customers, which help the businesses to create positive experience

for the customers.

- *Email Marketing*: Email marketing enables the organizations to send promotional mails to the customers on new launches, product releases, sales, promotional offers, etc. Email marketing has to be used strategically to get traction. This kind of marketing is effective when businesses send mails by respecting the privacy of the audience and if the mails reach the inbox not in the spam folder. Email marketing is measurable as businesses can find whether the emails are opened, clicked, or not opened.
- *Content Marketing*: Content marketing helps in brand awareness and this technique help the organization answer the questions of the customers. It refers to the sharing of informational and valuable content such as videos, blog posts, newsletters, etc., to the potential customers so that they will get not only answers to their questions but also can acquire a detailed information of the benefits of the services offered. Content marketing enables the businesses to be in the mind of the customers when the content is published frequently online. Content marketing help in generate leads that helps in sales.
- *Mobile Marketing*: Mobile marketing is a great option in the current marketing scenario. Mobiles or smartphones are used by most of the people in the world, which place it as a great marketing tool. According to a research study, mobiles are used to search for the products online. Marketers should know how to optimize mobile marketing to reach maximum number of customers.
- *Paid marketing*: Paid marketing is used to reach a wider audience than the organic marketing. This marketing technique can be used to publish paid ads on search engines, social media, YouTube, etc. Paid ads offer the marketer to reach the top of the search engine results than the organic search results, which is a great option to get noticed by the potential customers. For example, Pay-per-Click and Cost-per-Mile.

5. Pros and Cons of Traditional and Digital Marketing

The main difference between traditional marketing and digital marketing is the medium used for the marketing through which the businesses reach the targeted audience. Traditional marketing uses offline medium where are digital marketing uses online channels as a medium to communicate with the audience. Traditional marketing can be done in a restricted area or location, where as digital marketing can be performed globally.

1) Pros of Traditional Marketing

Easy to get the attention of the customers: Traditional marketing methods like TV commercials, newspaper ads, prints ads, etc., as the visual representations attract the attention of the customers. Customers can easily understand the message conveyed by the brands through these marketing techniques and

creates a quick impact on the potential customers. Easy to reach elderly customers: If the marketers want to reach the elderly customers, traditional marketing is the best way to communicate with them. According to reports, people who falls above the age of 50 will spend their time reading newspapers and prints than the on television. Availability of Hard copy: Hard copies of print ads, flyers, newspaper ads, etc., are available in hard copy and can be referred frequently to get the details of the business/brand. Reach to local market effortlessly: Traditional marketing helps the businesses to reach the local audience easily through newspapers, billboards, flyers, magazines, radio, etc.

2) Cons of Traditional Marketing

- *Expensive*: Newspapers, television commercials, prints ads, and radio ads are very expensive as they require more time and money to execute. This kind of marketing is temporary as these methods have a shorter lifespan compared to digital marketing. The print marketing and broadcasting can be used only for short-term marketing. Minimal interaction with the customer: Traditional marketing offers minimal interaction with the customers as it is more of one-way communication. It is also difficult to gather data to know whether the marketing strategy is a successful one or not.
- *Time-consuming*: Traditional marketing is a time-consuming technique as the advertisements or commercials will take time to execute and reach the targeted audience. Printing and broadcasting requires more time with edits and reedits. Once these ads are executed, businesses cannot change the messages conveyed unlike digital marketing techniques.
- *Demographic Constraints*: Traditional marketing techniques can be used mostly to reach the local market. Businesses will not be able to reach the audience globally as the techniques used in traditional marketing have a limited exposure.

3) Pros of Digital Marketing

- *Highly economic and efficient*: Digital marketing techniques are the cheaper alternative of traditional marketing methods and Return of Investment (ROI) is higher than the traditional marketing methods. Better engagement with the customers: With social media being the most used digital platforms, the social media channels can be used to engage with the audience in real-time. Emails and online chats also helps to interact with the audience exclusively and understand their requirements. Digital marketing is also a way to build strong relationships with the customers.
- *Better Lead Generation and Conversion*: This kind of marketing enables the businesses to get better leads and conversion from business through social media channels, websites, blogs, etc. Both organic and paid leads will help the businesses in conversion.
- *Targets global market*: This marketing strategy helps the businesses to reach a global audience. When the business posts the content on the websites/blogs will

reach the target audience within no time and also gives businesses opportunities to enter into a new market.

B. Increased brand awareness

1) Cons of Digital Marketing

- *Annoying advertisements and promotions:* Paid ads and promotions can be annoying as it appears anywhere and everywhere on the online space. This may result in ignoring the brand as the viewer may consider it as disturbing. For example, ads that pop up while watching a YouTube video will interrupt the flow of watching the content.
- *High competition:* Digital marketing is accessible for anyone. Any one can do digital marketing no matter whether it is an individual, small business or large business.
- *Marketing strategies evolves:* In digital marketing, the strategies evolve as there is not permanent strategy in this technique. It is more of trial and error kind of marketing. Digital marketing evolves with the evolution of technology. Hence, the marketing strategy needs a constant check. The strategies have to be reconsidered in case they are not successful.
- *Each strategy needs experts:* If the business is trying out the digital marketing strategies, they have to hire specialized experts for each strategy. For example, content marketing can be done by content writers, search engine optimization is done by SEO experts, social media marketing is done by social media experts, and so on.

2) Affordable Methods in Digital Marketing as an Alternative to Traditional Marketing

Digital marketing methods are the cheaper alternative than traditional marketing. The Return of Investment (ROI) from digital marketing is greater than that of traditional marketing. The risk in digital marketing is comparatively small when compared to traditional marketing. Digital ads are less risky than the print ads as digital ads are customizable. Content marketing is the one of the most affordable methods of digital marketing. Posting content frequently on social media channels is an effective way to reach the customers. Website content, blog posts, newsletters, etc., with high-quality content not only add value to the business but also create brand awareness

amongst the audience.

Email marketing is another inexpensive method of digital marketing, yet very effective. Email marketing campaign costs only a very small amount or literally nothing by using email marketing tools.

6. Conclusion

Traditional marketing plays an important role in reaching the targeted audience who are not digital savvy. Traditional marketing can reach a huge audience by placing advertisements in the public places where more and more people visit frequently. Traditional marketing will appeal to the local audience and are restricted to certain demographic areas. Digital marketing offers a global reach to the products/services marketed as the power of internet helps to reach the people from all walks of life. The conversion rate of digital marketing is faster than the traditional marketing.

From this research study, it has been concluded that a combination of traditional marketing and digital marketing can bring more sales/profits to the business. The effectiveness of both the techniques cannot be underestimated as each technique has its own advantages and disadvantages. Hence, an effective marketing strategy should make use of the advantages of both approaches. Businesses should use a marketing strategy that uses print media, digital media, cold calling, and broadcasting based on the target market and the requirements of the business.

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