**Yellow Pages and White and Telkom Problem**

Yellow pages are an old fashion tool of advertising a business, organised by a type of service in a geographical area and then alphabetically (Boudreau, 2017). Businesses usually buy advertising space in the yellow pages to advertise their businesses or companies. Telephone carriers could make a profit from printing their yellow page directories and made telephone companies very profitable. Telephone companies distribute new yellow pages yearly and deliver them to their clients.

A yellow page phone book can tell a lot about a business, but it has no comparison to what the internet and digital marketing can do today. A phone book can only be updated once a year, but with digital marketing you can change the information anytime you need to “websites” (McDonald, 2014). You cannot collect your customers contact information via a printed ad, but you can easily build an email list through digital marketing to collect your customer details. Businesses can only show one or two photos in yellow pages display ad, but you can add as much as you want on your site or over the internet. One of the most important problems faced with phone books is the rapidly ascending rate of smartphones and internet use for finding and contacting businesses, people are always on the internet hence using phone books as a way of advertising will limit the reach of being in touch with people.

**Comparing the Cost**

The Yellow Pages charges obscene amounts for both their print advertisements and their marketing “solutions” as compared to digital marketing. Digital marketing can be done completely on your own and free. The use of social media can be used to advertise the company and the benefit of using this tool is that the longer you use social media, the more likely your following will grow. A website can be built to advertise a company and in this a web developer will be needed for the development and maintaining the website with a cost way cheaper than the huge amounts being paid out currently.

A company’s online presence is critical to reaching most of your current prospective customers and perhaps nearly all your future customers.

**Digital Marketing as a solution**

**What is Digital Marketing?**

Digital marketing goes by many names and includes many types including inbound marketing, content marketing, online marketing, and even more. All the terms basically encompass the same idea, which is the promotion of your business online (Johnson, 2016).

**What Digital Marketing Strategies Can Be Used?**

Website and Search Engine Optimization

A website is a significant aspect of the cycle since this is the place clients visit to find out about your company and choose whether they want to purchase a product or not. Your website ought to have your contact details so customers know how to contact you, and it should detail precisely what your business does.

Search Engine Optimization is the second part of this because once you have your website set up, you want people to be able to find it. This includes things like targeting keywords, earning valuable links from other sites, and the architecture of your pages.

Social Media

Facebook, Twitter, Instagram, and other platforms account for almost 30% of all daily internet activity (Johnson, 2016). With so many people using social media, it is crazy to ignore the marketing potential in social media. It is free to set up an account and free to post. There are also opportunities for advertising or promotion to use to reach more customers. You can connect with your customers and show people another side to your business.

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