

Most Effective Marketing Channels

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Abstract

Today, almost all companies and brands use advertising by the help of different media channels to promote their products and services. With the technological developments, new mediums are created to reach consumers in different categorical aspects. By looking at the current methods in advertising, digital advertising is one of the outstanding channels for attracting large amount of customers.

The main purpose of this project is to cover and compare different types of marketing techniques that are used globally. The biggest differences are between traditional marketing and the rising digital marketing. While visualizing these technique usages, we are going to compare global data with the distinct regions' data, such as Turkey's marketing media that is heavily focused on traditional marketing. After covering the unique data, the reasoning of the differences will be discussed.

Introduction

Companies and brands have changed their attitude towards advertisement with the increasing internet usage. Moreover, the contribution of social media to the advertising formats can be considered as dominating [1].

With the rise of digitalization, marketing techniques are dynamically changing. These techniques are consisting of:

- TV advertisements
- Content marketing
- Artificial Intelligence and Machine Learning
- Big Data
- Social media marketing
- Mobile marketing
- Conversion Rate Optimization (CRO)
- Search engine optimization (SEO)
- Internet of Things (IoT)

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- Online PR
- Partnerships
- Email marketing

[1].

What Is Traditional Marketing?

Traditional marketing is varied ways of advertising and marketing. They mostly consist of print media, broadcast, direct mail and telemarketing [2]. The true goal of marketing is to obviate selling [3]. The biggest disadvantage of the traditional marketing is lacking of return of investments trackability. This way the marketing is less optimized. However, it can build more intimate representation of the advertiser and also can reach various audiences compared to digital marketing.

What is Digital Marketing?

With the developing technology, diversity and the increased number of devices has changed the shopping and purchasing channels. Digital marketing is the name given to the marketing process of a firm or brand in the digital environment [4]. It is the newest and most available marketing method of today's. The leading digital marketing channels are; the internet, social media and mobile platforms.

Traditional Marketing vs. Digital Marketing

Internet marketing provides different types of approaching techniques to the marketers, which also can limit their capabilities. Printed medium and digital medium have different principles of designing. Therefore, you cannot apply the same rules to them [5]. That means both have different advantages and disadvantages. A good investment would be finding the balance of both of them.

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Globally digital marketing costs has become more than TV advertising costs, since the demand for digital medium has increased [6]. However it is reaching fewer customers. In 2017 within 2 year range marketing costs are increased by 42%. However their feedback just went up by 11%, according to Adobe [7].

Most of the digital marketing media capitalize big data to reach out to their target audience effectively [8]. It is effective since, it increases customer engagement, retention, loyalty and marketing optimization [9]. Digital marketing being more optimized compared to traditional marketing is advantageous since it would cost less for the firms which is one of their highest priorities.

Turkey's Marketing Media Compared to United Kingdom's

Currently content marketing dominates the field worldwide. However in Turkey, the dominator is television advertising. If we take a look at the United Kingdom's media investments, UK has spent internet advertisements almost the same as TV advertisements.

	Turkey		United Kingdom	
	Million ₺	%	Million ₺	%
TV	₺1,442	52.1%	₺9,118	26.2%
Press	₺818	29.6%	₺10,301	29.6%
Outdoor	₺198	7.2%	₺1,879	5.4%
Radio	₺88	3.2%	₺974	2.8%
Cinema	₺39	1.4%	₺383	1.1%
Internet	₺182	6.6%	₺8,422	24.2%
Others			₺3,724	10.7%
All	₺2,767	100%	₺34,801	100%

Chart 1: Media Investments by Category, Turkey-United Kingdom Comparison

Reconstructed from DergiPark [10]

1 £ = 2,4 TL for the year 2009 [10]

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In the UK, media investments are distributed more evenly compared to Turkey's investments. The chart shows that, the UK has more media to make investments on. They are consisting the 10.7% of their spendings, which Turkey does not even have any data about that field. The key advantage of internet investments that they have return of investments trackability [11]. This metric ensures that your investments are working, since businesses cannot afford to waste money or time [12].

Sources

The main sources for the metrics we are going to make use of are from Turkish Advertisers Association's published statistics and, regional and global marketing channels datasets from Statista. Other minor data will be collected from various reliable sources.

Sample datasets:

1. <https://www.statista.com/statistics/259255/e-mail-marketing-budget-in-the-uk/>
2. <https://www.statista.com/statistics/645383/most-effective-marketing-channels-for-ro-i-in-the-uk/>
3. <https://static1.statista.com/statistics/190858/most-effective-online-marketing-channels-according-to-us-companies/>
4. <https://www.rd.org.tr/medya-yatirimlari>

Other materials:

1. Radio Ads:
<https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/radio-revenue.html>
2. Digital Media Trends:
<https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/shifts-streaming-highlights-over-the-top-video-appeal.html>

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3. Turkey Media Investments:

<http://rd.org.tr/haber/turkiyede-yilin-ilk-yarisinda-medya-yatirimlari-43-milyar-tl-oldu>

4. Printed advertisement and web advertisement:

<http://repository.bilkent.edu.tr/handle/11693/29725>

5. How much social media ads cost:

<https://www.falcon.io/insights-hub/topics/social-media-roi/how-much-do-ads-cost-on-facebook-instagram-twitter-and-linkedin-in-2018/>

6. The Cost of Advertising:

<https://www.webfx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/>

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