**Topic 1 Business:**

Compare and contrast internet marketing with other traditional advertising methods such as billboards (large outdoor structures)

There are some differences between online advertising and old school physical billboards on the street. To compare with the show methods of the product images, the traditional advertising is limited by the space, for instance, if the advertising be put on the board around the business area, then it is possible that only businessman notices the pictures. On the other hand, putting an advertising though the internet can combine the technology of the other popular application in the different generalization. In clouding social media, phone games, and news website, these can be projected the advertising and seen by different ages. The other difference of the two advertising functions is the cost. Online advertising is concert more technical serves; therefore, the cost is higher than billboards. Making a digital advertising usually needs batter computer devises to testing if the image or video of advertisings can run on the APP normally, instate of being played with some bugs. However, traditional ways tend to spend less money than online version, because the process is simpler.

In addition, despite the two ways of advertising are totally dissimilar, they have same features between them. The purpose of online and traditional advertising is make sure the products can be people known as many as possible, making the product becoming the bestseller in the marketing. For the purpose, every company of products spend a lot of money of capital that over people thinking to advertising companies. Finally, the prices of products become higher because the advertising.

