

# Group Omega

---



## Topic

**Compare and contrast between traditional marketing activities digital marketing activities with reference to one/two industry/ies of your preference.**

---

---

## *Acknowledgement*

All the group members of team OMEGA would like to express our special thanks of gratitude to our marketing lecture Mr. Eranjana Kathriarachchi from Department of Marketing Faculty of Management & Finance University of Colombo as well as Mrs. Harshi Aberathne who gave us a golden opportunity to do this wonderful presentation and particular report on the topic "Compare and contrast between traditional marketing activities digital marketing activities with reference to one/two industry/ies of your preference", which also helped me in doing a lot of Research and i came to know about so many new things I am really thankful to them.

Secondly we would also like to thank our friends who helped us a lot in finalizing this report within the limited time frame and who gave us more information and support us to finalize this report in a very successful manner.

---

# ***Table of Contents***

<b>Topic</b>	<b>Page number</b>
1.Traditional marketing	4
2.Digital marketing	7
3.Digital marketing VS Traditional marketing	12
4.Industries, uses digital marketing	13
5.Textile industry & Tourism industry	14

---

# 1)Traditional Marketing

Traditional marketing is a any type of concept that use to promote a product to the public by companies. Organizations use various types of promotions, advertising or campaign as traditional marketing. This marketing concept is used in companies for many years and it has good rate of success.

## Categories of traditional marketing

There are 4 main categories in traditional marketing. They are,

- 1.Print
- 2.Direct mail
- 3.Broadcast
- 4.Telemarketing

---

## **1.Print**

Posting advertisements in printed materials that are used to distribute among the public represent print category.

Eg: newspapers, magazines, brochures, leaflets

## **2.Direct mail**

Materials that are printed and mails to the customers and target customers for purpose marketing represent the direct mail category.

Eg: letters, postcards, brochures, catalogs, fliers

## **3.Broadcast**

Methods of advertising such as on-screen commercials in theatres represent the broadcast category

Eg: television commercials, radio commercials

## **4.Telemarketing**

The process of selling products or services over the telephone represent telemarketing category. Calling to targeted consumers over the phone for the direct marketing of goods and services. This includes requested calling and cold calling of consumers.

---

## **Traditional Marketing Tools**

By referring to traditional marketing there are various types of traditional marketing tools.

- TV commercials
- Radio spots
- Print(Advertisements & Advertorials)
- Promotional items
- Outdoor advertising(Eg:posters)
- Sponsoring/Events
- Campaigns(Eg:McDonalds: "You deserve a break today", Nike: "Just Do It", Marlboro's "Marlboro Man", Coca-Cola: "The pause that refreshes", Volkswagen: "Think Small")
- Trade fairs and exhibitions

## **Careers that engage with traditional marketing strategy of a company**

- Brand Manager
- Advertising Sales Director
- Media Director

---

# **Advantages and disadvantages of traditional marketing**

## **Advantages**

- Easy to reach local audience
- Marketing materials can be reuse and recycle
- Familiar marketing mode and easy to understand
- Hardcopy easily processed
- Greater exposure
- New audience
- Tangibility

## **Disadvantages**

- Ignorance of traditional methods
- Provide less information
- Low response
- Expensive compared to digital marketing
- Not get time to update the message
- Sometimes cannot target specific customers
- Less engaging
- Difficult to measure ROI

---

## 2)Digital Marketing

### ***What is the digital marketing ?***

Digital marketing is marketing that makes use of electronic devices such as computers, tablets, smartphones, digital billboards and game consoles to engage will customers and other business partners.

Promoting products and services using digital distribution and social media channels.

Engaging with customers digitally and convincing them to buy their products and services.

Digital marketing is a way to promote brands and products online and through other digital channels. Most businesses have a specific audience they are trying to reach, and digital marketing aims to help businesses reach these target consumers through the internet and other digital avenues.

Digital marketing is facilitated by multiple channels.

### **1. Online Marketing Channels**

Online marketing is the practise of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques



---

used for online marketing include email, social media, display advertising, search engine optimization, and more.

- ❑ Website Marketing
- ❑ Content Marketing
- ❑ Email Marketing
- ❑ Social Media Marketing
- ❑ Mobile Marketing
- ❑ Video Marketing
- ❑ Search Engine Marketing

### **Benefits Of Online Marketing**

- online marketing channels are the most cost-effective at acquiring customers, based on the visitors and customers.
- The channels are effective at acquiring and driving higher lifetime value for customers — such as email marketing, which drives repeat purchases to prior customers.
- The customers exhibit strong engagement behavior and high potential for upsells — such as software or mobile apps, which expect to sell more products to customers with high engagement.

---

## 2. Offline Marketing Channels

Offline marketing channels can be described as

- ❑ TV Marketing
- ❑ SMS Marketing
- ❑ Radio Marketing
- ❑ Billboard Marketing

### Why use offline marketing channels?

- ★ Reach audience demographics who don't engage with online channels
- ★ Create a rich presence across multiple channels to instil familiarity and "trust" in your brand
- ★ Use tactics like guerrilla marketing to improve cost effectiveness
- ★ Build engagement with local communities
- ★ Become a voice within your industry

---

## ***Future of Digital Marketing***

The future of digital marketing will be way more different.

Nowadays, people trust other consumers and direct brand advertisements.

The marketers will have full control of customers experience in the near future.

These are mobile devices and networks, social media technologies and the internet of things.

### Advantages of Digital Marketing

- Focus limited resources on targeted promotion.
- Easy to test different marketing message.
- Direct response.
- Relatively quick.
- Trusted source.

### Disadvantages of Digital Marketing

- Different to measure.
- Can be expensive.
- Response rates vary enormously.
- Negative image of junk mail and email spam
- Decision making is not necessarily.

---

## ***Main Industries which use Marketing***

- ★ Tourism
- ★ Textile
- ★ Food
- ★ Fitness & Nutrition
- ★ Entertainment
- ★ Retail
- ★ Health

There are few brands which used digital marketing more effectively in the industry. Those companies can be named as below

1. Zappos
2. Single Grain and eric siu
3. American Express (Amex)
4. Mint
5. Lyft
6. Dollar Shave Club
7. The wirecutter
8. Slack

<https://clutch.co/agencies/digital-marketing/resources/how-businesses-use-digital-marketing-2018>

---

## 3)Digital marketing VS Traditional marketing

### *Differences*

- Digital marketing provide value to the audience but Traditional marketing seek to increase their sales.
- Digital marketing offers two way communication but Traditional marketing offers just one way communication.
- Digital marketing connect with target audience but the traditional marketing spread details among everyone
- Responses can be gathered through the digital marketing but in traditional marketing.

### *Similarities*

- Both the ways are effective in spreading information.
- Both the ways costs
- Cultive brand loyalty

---

## 4) Industries, Uses Digital Marketing

In the present almost all the industries use digital marketing for marketing purposes. The main industries that use digital marketing who are getting best ROI can be named as below

- Food & beverages
- Fitness & nutrition
- Media & Entertainment
- Retail
- Healthcare
- Legal
- Textile
- Tourism

---

## 5)Textile Industry

In the industry of food and beverages there are a number of companies who are getting larger ROI. Those companies can be named as below,

- Nike
- Aigle
- Airness
- Ashworth
- Arvind Limited

## New Digital Marketing Trends in the Textile Industry

### Search Engine Optimization

Textile manufacturing industries use Search Engine Optimization tactics to make effective ,and well functional website to advertise and sell their items.

### Content Marketing

To use Textile related content and publish them on the web.

---

## Nike

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area.

<http://www.nike.com/>

The web page of Nike



In the webpage of Nike is categorised as woman,man,girls and boys.

In addition to the webpage they have Twitter,Facebook, LinkedIn, Instagram and YouTube.

Their twitter account is (<https://twitter.com/nike?lang=en>) and their facebook account is

Nike has 32,969,795 likes and 33,077,064 people follow on their facebook page.

According to their ROI on advertising on digital marketing is \$1.5 billion.

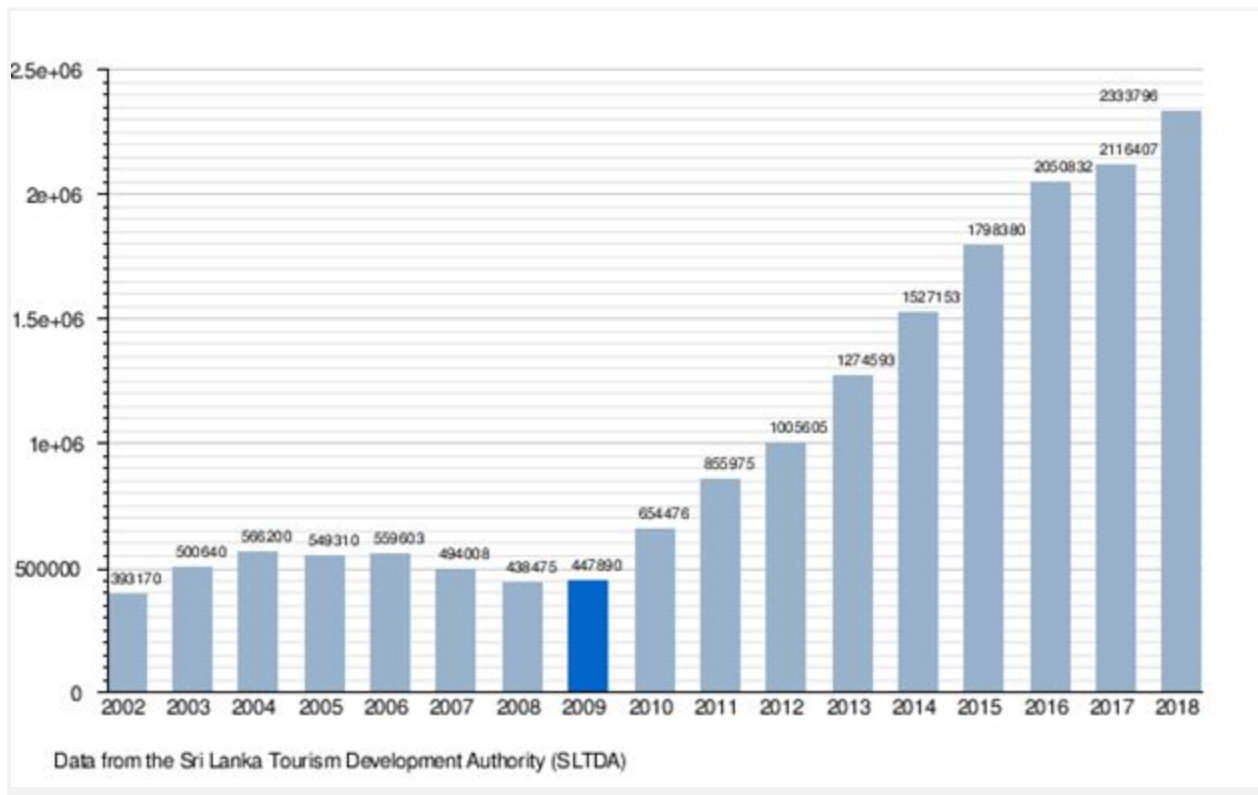


---

## 6)Tourism Industry

Both traditional and digital marketing in the Tourism industry needs recommendation by previous customers. So it's similar to both traditional and digital marketing.

Rapid growth of tourism industry after digitalized the marketing methods



tourism industry by help of digital marketing in early years sri lankan

Sri lanka has gained rapid development in tourism used of digital lack marketing methods than past two three years industry.

---

In 90 th century they used traditional ways to get attraction of the tourism ex newspaper the service advertisements, Events, Trade fairs and etc. but as a result of globalization and competition of providers they have to move to a new digital marketing strategy.

Previously they used only tv advertisement and newspapers but after turning to they digital marketing era they turned to new methods

Kingusbarry hotels

Have a mobile –friendly website

Search engines for booking

Go live on social media

Using chatbots

Run ads in websites

Be reachable online

Online booking

Above things makes customer satisfaction and popularity of the kingsbury grows highly.and their profit become high because through the digital marketing they reached to the target market.

## Financial statement

Financial Highlights	Quarter 01 Rs. 000	Quarter 02 Rs. 000	Quarter 03 Rs. 000	Quarter 04 Rs. 000
Revenue	281,441	425,765	332,709	402,979
Profit / (Loss) before tax	(61,368)	51,919	(8,773)	68,272
Tax expense	(2,603)	(4,161)	(4,358)	(30,891)
Profit / (Loss) after tax	(63,971)	47,759	(13,131)	37,381
Profit / (Loss) attributable to owners of the parent	(39,043)	48,958	16,667	66,686
Profit / (Loss) attributable to non-controlling interest	(24,928)	(1,199)	(29,798)	(29,305)
Non current assets (end of the quarter)	5,118,774	5,079,986	5,043,992	5,027,507
Current assets (end of the quarter)	432,998	460,155	493,009	607,443
Shareholders' fund (end of the quarter)	3,362,847	3,410,726	3,425,086	3,487,785
Non-current liabilities (end of the quarter)	1,318,816	1,180,753	1,230,222	1,056,105
Current liabilities (end of the quarter)	609,482	689,235	652,064	884,463
<b>Market value of shares</b>	<b>Rs.</b>	<b>Rs.</b>	<b>Rs.</b>	<b>Rs.</b>
Highest share price	69.90	60.00	59.80	56.00
Lowest share price	56.50	50.10	48.00	47.10
Closing share price	59.20	52.00	51.30	52.80
Basic earning / (Loss) per share	(0.75)	0.94	0.32	1.29
Market capitalisation (Rs. Mn)	3,071	2,698	2,661	2,739

---

## Conclusion

Digital marketing is a better way to do marketing in the industries where the consumption are done by regularly. The company should pay attention to update their social media and their media methods regularly and effectively according to the situation of the region, country or continent they targeted. The global special occasions as FIFA, World cup championship cricket tournament should be used accordingly to improve their business through marketing.

---

Index	Name	Contribution
17020379	S.A.G.G Jayasinghe	Industries used in digital marketing and other content
17020417	N.A.R.D Karunarathna	Traditional marketing VS Digital marketing and other content
17020451	C.M Liyanage	Industries used in digital marketing and other content
17020735	T.O Rodrigo	Traditional marketing and other content
17020727	A.R.M.M.K Rathnayake	Digital marketing and other content