**TRADITIONAL Vs DIGITAL MARKETING**

The era of technology has accelerated by changing its gear and undoubtedly it will accelerate even more. Now a day people are using social media to communicate with each other. The data are exchanged in fraction of a second. Many shopkeepers are using either of many available social media to communicate with their customers. Imagine you are sitting in Ranchi, Jharkhand and you buy a traditional cloth from Sambalpur, Odisha via any e-commerce station and you are the first in Ranchi to buy that traditional cloth of Sambalpur, few days later you might notice someone else wearing the same cloth obviously not yours. How did this happen? In order to answer this, lets understand the undermentioned question.

**What is Digital Marketing?**

Hope you are aware of the term marketing? So, Digital marketing can be defined as follow:

*Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them*.

So, how is digital marketing different from traditional marketing?

The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers’ buying behaviour.

Digital marketing achieves targets of marketing a business through different online channels. Let us see how.

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| Traditional Marketing | Digital Marketing |
| It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service | The content is available for general public. It is then made to reach the specific audience by employing search engine techniques. |
| It is conventional way of marketing; best for reaching local audience. | It is best for reaching global audience. |
| Communication is unidirectional. Means, a business communicates about its products or services with a group of people. | Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services |
| Medium of communication is generally phone calls, letters, and Emails. | Medium of communication is mostly through social media websites, chat, and Email. |
| Campaigning takes more time for designing, preparing, and launching. | There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier. |
| It is difficult to measure the effectiveness of a campaign. | It is easier to measure the effectiveness of a campaign through analytics. |