

Week 1- Day 04 (2 July 2025)

4.1 Digital Marketing vs Traditional Marketing

Marketing is essential for connecting businesses with customers and can be broadly divided into **digital marketing** and **traditional marketing**.

Digital Marketing uses online platforms such as websites, social media, search engines, and email to promote products and services. It offers several advantages, including:

- Global reach
- Cost-effectiveness
- Targeted campaigns
- Real-time analytics

Digital marketing allows businesses to interact directly with customers, gather instant feedback, and adjust strategies quickly. Common examples include **SEO**, **PPC**, **email campaigns**, and **social media advertising**.

Traditional Marketing, on the other hand, relies on offline channels such as television, radio, newspapers, magazines, and billboards. It is effective for local brand building and reaching audiences who may not be active online. However, it is often more **expensive**, **less flexible**, and **harder to measure** compared to digital marketing.

In today's era, **digital marketing** has become dominant due to its efficiency, while **traditional marketing** continues to play a vital role in broad audience outreach and brand awareness.

4.2 Digital Marketing Process

The following are the key steps involved in the digital marketing process:

1. **Developing a Digital Marketing Strategy**
2. **Creating Visibility of the Brand**
3. **Generating Traffic to the Business**
4. **Engaging the Traffic**
5. **Converting Traffic into Leads**

6. **Converting Leads into Customers**

7. **Measurement and Tracking**

8. **Retention**

Each step plays a crucial role in building a strong online presence and ensuring long-term business growth through digital channels.

Date: 30 June 2025

Topic: Digital vs Traditional Marketing and Digital Marketing Process

Week: 1 | **Day:** 04