

media (/insights/tags/media)

online (/insights/tags/online)

traditional (/insights/tags/traditional)

10 Advantages of Online Marketing Vs. Traditional Media

Google

L

(You're currently reading the previous version published in November 2009. To read the 2013 version, click here (<http://www.smartt.com/insights/top-10-benefits-digital-marketing-2013>))

A lot of small business people that I speak with are very curious about online or digital marketing (<http://www.smartt.com/insights/>), but don't understand how it can directly increase their business. Many of them are seeing less return from their advertisements in traditional media like The Yellow Pages, newspapers and direct mailing campaigns, and are looking to explore new ways of

expanding their market share. When the advantages of online marketing are laid out, it is easy to see how it is oftentimes a more cost-effective marketing solution for small businesses. These are some of the many advantages that online marketing offers over traditional media outlets:

1 Reduced Cost / *Cost efficient*

The starting cost of online marketing is only a fraction of the thousands of dollars that Yellow Pages, television and radio ads cost. For example, you can get a free listing on Google Local (<http://www.google.com/local/add>) that will be just as effective as a costly online Yellow Pages ad. In addition, while traditional ads may only run for a short time, a search engine optimization campaign can deliver long-term results. You can also save money with online Pay-Per-Click

Advertising where it is easy to experiment with small ad volumes until you perfect your strategy and then expand your marketing budget when you are assured of a positive sales return.

2 Everything Is Measurable (*visit, in which part, & where*)

When you place an ad in the newspaper or a magazine, it can be difficult to assess the direct sales impact for your business. With online marketing, everything can be tracked and illustrated in detailed graphs that illustrate traffic growth, leads and sales conversions from your specific search marketing campaigns. Using a free traffic analysis tool like Google Analytics (<http://www.google.com/analytics/>), it is easy to calculate your return on investment (ROI) so you can appreciate the excellent value generated from your online marketing budget. (To see how well your digital marketing programs (<http://www.smartt.com/digital-marketing/programs>) are performing today, conduct a Digital Marketing Audit (<http://www.smartt.com/digital-marketing/audit>).)

3 Brand Engagement

In the crowded market, you need to establish and maintain positive brand awareness and client loyalty. Apart from word-of-mouth and leveraging your personal relationships with your established clients, a website is the most important marketing tool a business can have. A regularly updated website with well-written content that maintains people's interest is essential to showing people exactly how your fast business funding (<http://www.grantstar.org/>) is distinctive - and how you offer the best value to your clients.

4 Demographic Targeting

The degree to which an online marketing campaign can target and measure the response from specific demographics and regions is often astonishing to business owners who normally use traditional media. New demographic prediction (<http://adlab.microsoft.com/Demographics-Prediction/DPUI.aspx>) and online advertising platforms allow you to specifically target the specific

consumer demographics most likely to buy your products. In particular, if you want to target young people between the ages of 16-30, you'll need an online marketing strategy to reach them where they spend the bulk of their time: On the Internet and on social media sites.

5 Real-Time Results

With online marketing you don't have to wait weeks to see a significant boost in your business. With a paid search marketing campaign you can experience real-time results that enable you to fine-tune your marketing message to achieve your desired effect. If your marketing strategy isn't working effectively, real-time monitoring tools allow you to easily pin-point exactly where you are going wrong.

6 Easily Refine Your Strategy

Using online marketing analytics and tracking tools you can test conversion rates at a fraction of the cost of a traditional media campaign. Online marketing levels the playing field and allows savvy small businesses to compete in competitive niches that previously would only be open to large corporations and their massive marketing budgets. If your marketing strategy is not bringing in the return on investment (ROI) that you desire, you can work to perfect it without having to launch an expensive new campaign as would be required with most traditional media outlets. (Check out Smartt's P.A.C.E. Digital Marketing Roadmap (<http://www.smartt.com/digital-marketing/roadmap>) to learn more about refining strategies.)

7 Long-Term Exposure

The benefit of an organic search marketing campaign that optimizes a website for specific keywords is that you will achieve a long-term return on your investment. Once your website's visibility is well-established with search engines, it is easy to do regular low-cost maintenance of your strategy. The early adopters of new online marketing platforms like social media marketing will have a significant head start over their competition.

8 Product Information

Today's savvy consumers want to compare reviews and opinions of friends, trusted bloggers (<http://www.smartt.com/insights/>) and industry experts before they make a decision. If you can provide quality, linkable information that is what people are looking for, then the next step of converting users into paying clients can be very easy. With social media networks like Facebook and Twitter re-enforcing the value of positive word-of-mouth exposure, trust is more important than ever in the marketing field.

9 Less Intrusive (Target Clients)

Most savvy consumers dislike intrusive traditional marketing methods like direct mailing, print ads and television advertisements. When someone buys a newspaper or magazine, they want to read interesting articles not be bombarded with irrelevant ads. While mediums like television can still be useful for maintaining awareness of large corporate brands, it is not an effective medium for most small and medium-size businesses. With online marketing, you can target consumers precisely when they are searching for products and services that your business can provide.

10 Holds Their Attention

When people read the newspaper or a magazine they may scan over the advertisements beside the article but there is no way to engage their attention. With online marketing you can encourage

- Cost efficient
- Targeting Audience → 10km in women
- Brand Awareness → Deshte kuch aur dikhai deha.
- Easily measurable → Google Analytics
(keyword, video, post) → more Profit

- More customers in Business.

to take action, visit your website and read about your products and services which results in
fastly increased "stickiness" of your marketing message.

• Quicker Publicity

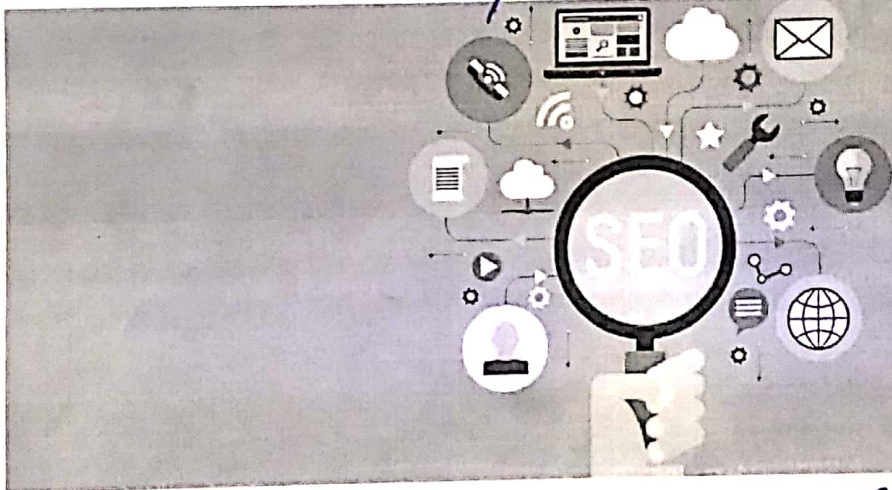
For more content about digital marketing, visit Smartt Insights (<http://www.smartt.com/insights>).

- Personalization → Someone visits the site, you greet them with targeted offers.
- Know about your competitor
- Social Media
- Brand Awareness.

< Previous post (/insights/top-5-url-shorteners-social-media-seo)

Next post > (/insights/smarttnet-featured-make-it-business-vancouver-social-media-edition)

- Tracking customers.
 - Targeting customers Audience.
- Related Posts
- Brand development
 - Openness. → create reputation by client & social media

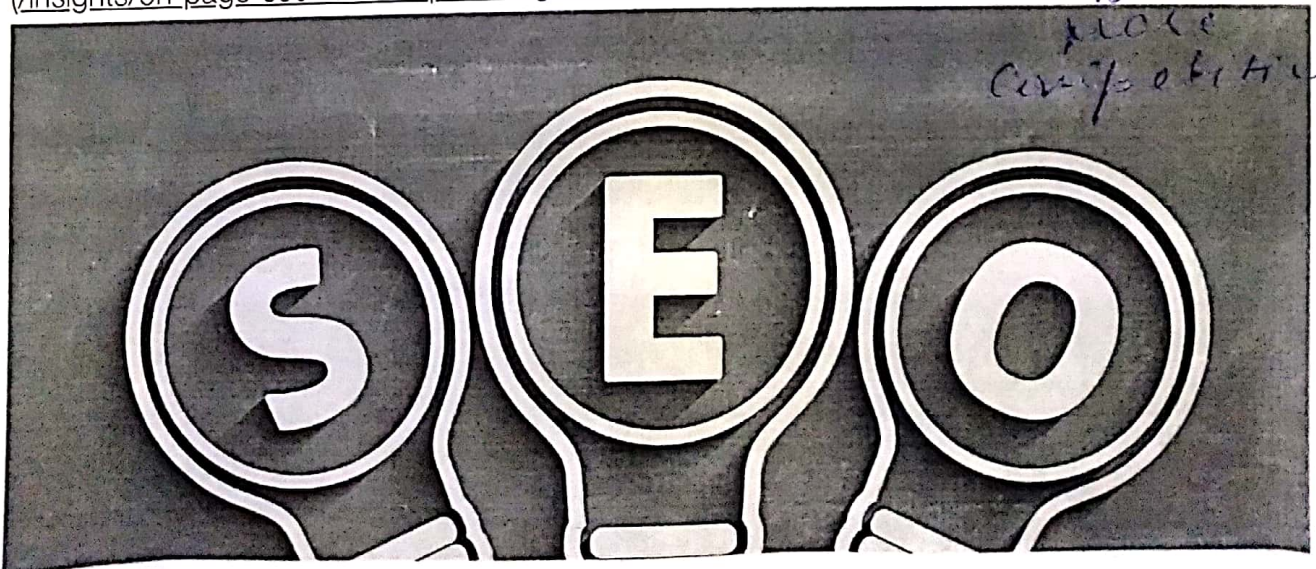


- Higher Revenues
- Connect with mobile customers
- Compete with large corporation

On-Page SEO for Non-Profit Organizations: 3 Tactics You Should Use

([/insights/on-page-seo-for-non-profit-organizations-3-tactics-you-should-use](#))

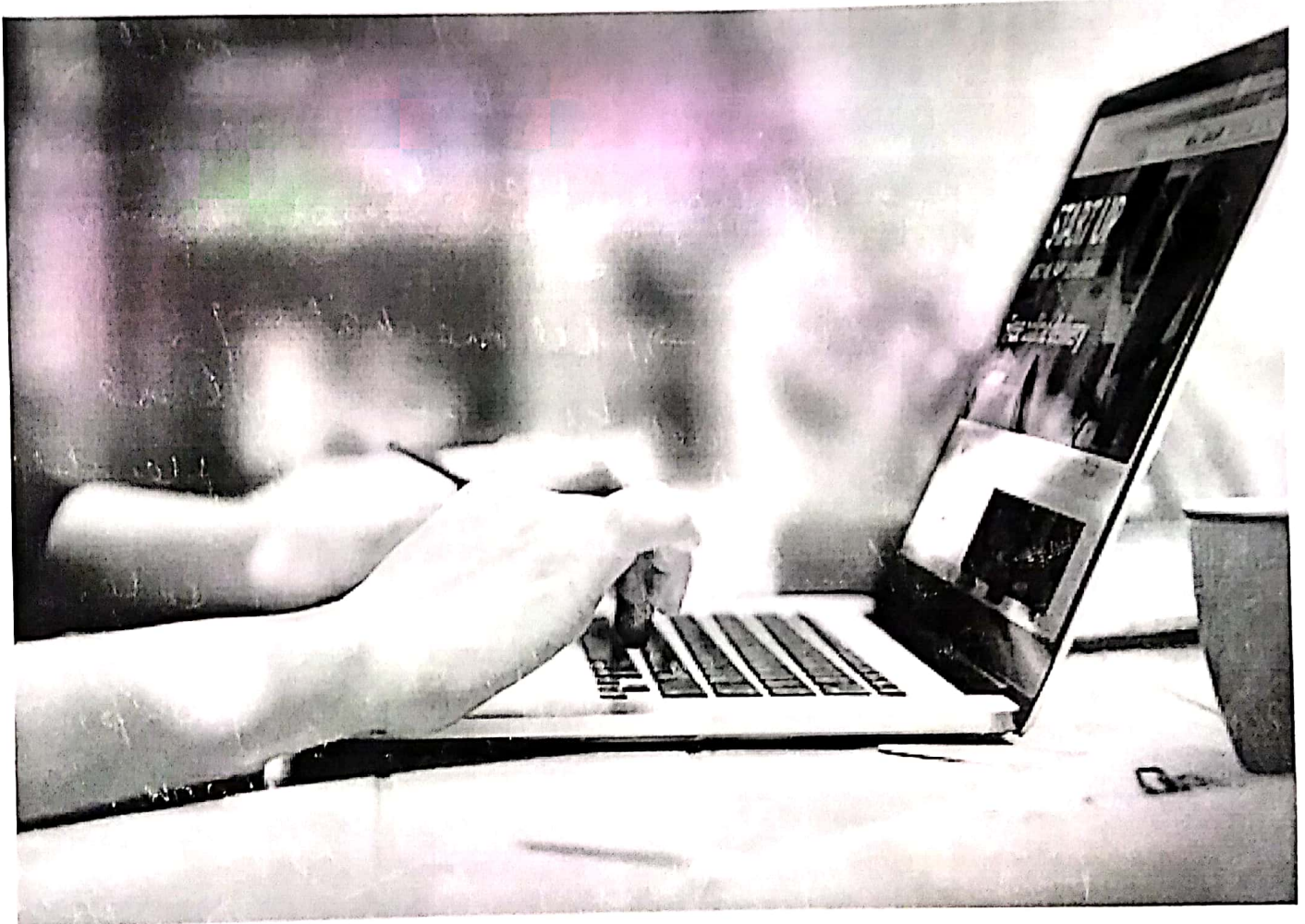
- Become more competitive.



should&title=4 Important Digital Marketing Channels You Should Know About&summary=It goes without saying that a company can't do without digital marketing in today's world.)

4 Important Digital Marketing Channels You Should Know About

It goes without saying that a company can't do without digital marketing in today's world.



Here's An Overview Of The Different Digital Marketing Channels That You Should Consider For Your Business.

Before you start planning an effective digital marketing strategy, you need to understand the different channels in digital marketing. Identifying what channels work best for your business and working on them will help you propel your business forward.

Display Advertising

This channel involves designing graphical advertisements and placing them next to content on websites, e-mails and other digital format, and instant messaging applications. The advertisements can be text, images, audio or video clips, animation, or other interactive content.

While surfing the internet or going through your mails, you may often be presented with advertisements of all sorts. That's exactly what display advertising is, but it's important for your adverts to be relevant to what people are looking for. That's because the success of a display advertising campaign is determined by calculating the number of clicks an advert receives given the number of times it was displayed to the consumer or made an impression on him/her.

You can target your adverts according to consumer behaviour, demographics, or geographic location. Say for example, you own a salon in Raleigh and are offering attractive discounts to locals, there's no point in letting people across the continent know about the same. A digital marketing services Raleigh firm will be able to set up your adverts in a way that will be beneficial to your business.

With the help of analytics, it is possible to track the number of people who have seen your adverts or clicked on them, what a person did on your site after entering it, and the conversion ratio.

Display advertising not only helps you promote new products or offers, but it helps you increase your online presence and reach out to your customers. Display advertising can help drive leads and increase brand awareness too.

E-mail Marketing

As the name suggests, you market your products or services to your targeted customers via e-mail. E-mail marketing is a great way to gain new customers or improve relationships with existing customers.

E-mail marketing campaigns are good for companies that may not be able to shell out a lot of dough for promoting their business. E-mail marketing also allows companies to promote other marketing channels effectively. However, building customer database and designing newsletters/e-mails can be very time consuming.

Furthermore, not all your customers may have the patience to go through your e-mails as most people have full inboxes. On the other hand, if you keep sending multiple e-mails, it may irk your customers and they may end up marking your e-mails as spam. Find the right balance and avoid sending e-mails that go with the line 'Do not reply'. Have a specific e-mail domain as communicating with your customers is of prime importance.

Social Media Marketing

Social networks like Facebook, MySpace, and LinkedIn, blogs, micro blogging websites like Twitter, forums, wikis or open encyclopedias, content communities like Flickr and YouTube, and podcasts are all forms of social media. All of these forms involve the building of networks or communities by allowing users to interact with each other.

Social media tools encourage users to share opinions, participate in discussions and engage with others in real time. As such, social media marketing can be the best way to market your brand or

E-commerce → Affiliate Member

↓
Free.

↓
[Google → Amazon Affiliate Member]

* Category, like WhatsApp group,
Facebook, Website, Youtube Channel, Affiliate link.
Product, 3%, 5%, 8%.

* Pura Cost → Main Apno benefit

o Amazon account → P. to Profit.

company, and connect with your customers. However, know that all digital marketing tools have different purposes; you'll need to identify your company's goals and your targeted audience before you get started.

Note that encouraging users to engage and participate is often a challenge, so you'll need to figure out how you'll go about these things. Furthermore, continuous communication with customers is necessary and you'll have to make sure that you are aware of all the positive and negative things that customers have to say about your brand. Positive & Negative things about your brand

* Disadvantage
When posting new content or comments always think and review more than twice as social media mistakes aren't easily forgiven. Keep in mind that any user can take a screenshot of your blunder and even if you edit or delete an erroneous post later on, the damage will already have been done.

Lastly, follow social media etiquette so you don't come across as a spammer.

to connect the organization to larger organization

Affiliate Marketing (Advertisement for free).

Amazon, Facebook, Instagram

360 Million users.
Amazon
Flipkart

Affiliate marketing is performance-based marketing involving a business owner and one or more websites or affiliates. The affiliate website owners place advertisements on their own websites to market the business owner's goods or services in exchange for a percentage of profits.

Considering an affiliate marketing campaign for your company is generally a good choice; you get mass coverage at no additional costs. You also get more exposure when more websites are affiliated to your business.

Your affiliates can make money in three ways: Pay Per Click, Pay Per Sale or Pay Per Lead. This means that your brand is advertised for free and you only incur a cost when an agreed action occurs- when a user clicks on your advert on the affiliate's website, or when a user is led from the affiliate website to your website and purchases a product/service or if the user registers on your website.

Online Earning.
Conclusion you make money
1) Merchant
2) Affiliate link → Amazon
3) Affiliate (you) → promoting the products of Merchant through affiliate link

While all of this sounds good, know that you'll need to strategize first. It's common to see companies marketing their goods digitally without a plan in place. If you dive into digital marketing without a plan, not only will you be unsure of your goals, you won't even know what you're achieving.

A plan will help you estimate your online market share and that of your competitors too. With so many companies turning towards digital marketing, it's important that you pull your socks up and make optimal use of what you can.

Author Bio:

Michael Georgiou is a dynamic business professional and entrepreneurial guru associated with Imaginovation (<http://www.imaginovation.net/>). - proven his success in creative strategy, online branding, project management, and communication projects in both the public and private sectors.

10 dollars
per month

• Affiliate → Amazon link

↳ conversion rate of buying is more.
↳ if you advertise to buy t-shirt
↓
But you get profit of whole cart.

↳ Sponsor link

- Affiliate Marketing → A marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals.
- It is an advertising model in which a company compensates third party publishers to generate traffic or leads to the company's products & services. The third-party publishers are affiliates, & the commission fee incentivizes them to find ways to promote the company.