

TRADITIONAL MARKETING

DIGITAL MARKETING

- Uses offline media like TV, radio, newspapers, magazines, billboards, flyers, direct mail.

- Uses online platforms such as websites, social media, email, search engines, mobile apps.

- Less precise targeting. Targets a broad or local audience.

- Highly targeted. Can segment by interests, behavior, location, demographics, etc.

- Often more expensive. TV, radio, and print ads can be costly.

- More cost-effective. You can run ads with any budget and scale as needed.

- Harder to measure ROI. Results may take time to gauge (e.g., brand awareness).

- Easily measurable. Real-time analytics show clicks, conversions, impressions, engagement, etc.

- One-way communication. Limited interaction with the audience.

- Two-way communication. Enables comments, likes, shares, DMs, and real-time feedback.

- Slower to deploy (e.g., printing flyers, booking ad slots).

- Faster to launch campaigns, make edits, and see results.

- Less flexible. One-size-fits-all messaging.

- Highly customizable content and campaigns tailored to different user groups.

- Physical materials (like brochures or magazines) may last longer.

- Online content can be evergreen but also quickly buried or outdated.