

Internet vs. Traditional market communication

Meaning of Digital Marketing

Digital marketing is a broad term that includes all marketing channels and methods you can use to promote products or services on the Internet but also on electronic devices such as TVs, mobile phones and electronic billboards.

The main difference between digital marketing and traditional marketing is that digital marketing campaigns are executed exclusively through digital channels and this gives marketers more control, tools, and data to analyze the effectiveness of a campaign.

Meaning of Traditional Marketing

Traditional marketing on the other hand involves traditional channels, like billboards and printed media. Think Don Draper in Mad Men brainstorming TV commercial ideas and copy for Coca-Cola.

Up until the development of the internet in the 1990's, traditional marketing was pretty much the only type of marketing.

The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites.

Difference between Internets vs. Traditional market communication

Of course traditional marketing doesn't mean it's old fashioned. Traditional marketing still plays an important role in people's lives with the ever growing need to step out of the digital world.

The immersive experience of an impactful TV commercial and the tactile nature of a copy of Rolling Stone magazine are as important today as they were 20 years ago because of their lasting effects on your memory. Subconsciously you attach yourself to their brand emotionally, meaning they will stay at the top of your mind.

In the same token, digital marketing is just as important as traditional if not even more so. Digital marketing uses every touch point of your daily use of the internet to reach you.

If you are google searching holiday ideas for your next weekend getaway, the chances are that soon after you will see a tailored sponsored ad from Sky Scanner.

Using the internet for several hours each day is a normal part of most people's day to day life. Digital marketing just uses this to its advantage by cleverly weaving in marketing communications into every digital channel.

| S.NO. | BASIS | TRADITIONAL MARKET COMMUNICATION | INTERNATIONAL MARKET COMMUNICATION |
|--------------|---------------------------------|---|---|
| 1. | TARGET AUDIENCE | It's easy to reach out local audience/consumers. | It lets you reach the target audience/consumers globally from all over the world. |
| 2. | MARKETING APPROACH | It is more personal approach as it is very easy for the marketers to have a person-to-person relationship in informing the public/promoting their brand's name. | The physical presence of marketers is not at all required. |
| 3. | PEOPLE REACH | Low | High |
| 4. | RETURN ON INVESTMENT | Low | High |
| 5. | TRACKING | No | Yes |

| | | | |
|-----|--------------------------------|--|---|
| 6. | REQUIREMENT OF INTERNET | No | Yes |
| 7. | COST | High | Low |
| 8. | ADVERTISEMENT | Static and Unchangeable | Dynamic and can be revised |
| 9. | FOCUS | Business Profit | User Satisfaction and Business Profit |
| 10. | REAL TIME RESULT | With traditional marketing methods, the company must wait for weeks/months to get the results. | It gives quick results and thus, it is easy to get real time marketing results. |