

Digital marketing vs. Traditional marketing

What's the difference?

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.



Which type of marketing should you use?

The key to a great marketing campaign is to find the right balance between traditional and digital.

Both play an important role in a marketing strategy, but they are each elevated when used in unison.

Traditional marketing

channels include:



Outdoor

Billboards, bus/taxi wraps, posters, etc



Broadcasting

TV, Radio, etc



Print

Magazines, newspapers, etc



Direct Mail

Catalogues, etc



Telemarketing

Phone, text message, etc



Window display and signs

Digital marketing

channels include:



Social media

Facebook, Instagram, etc



Website Content marketing



Affiliate marketing Inbound marketing



Email marketing



PPC

Pay per click



SEM

Search engine marketing

Pros





Impactful and easy to understand

A visually bold billboard or a striking TV commercial is a normal part of most people's day to day lives. They're easy to digest and often entertaining.



More options for engagement

Through channels such as social media you can physically see what your audience think of your brand and marketing efforts.



Printed marketing materials are more permanent

If you have an advert in an issue of The New York Times it will be there until the magazine is recycled. Which is great if the consumer is an avid collect



Easy to measure your campaigns

On the flipside to traditional marketing, the specifics of digital marketing tracking is exceptionally in depth.



More memorable

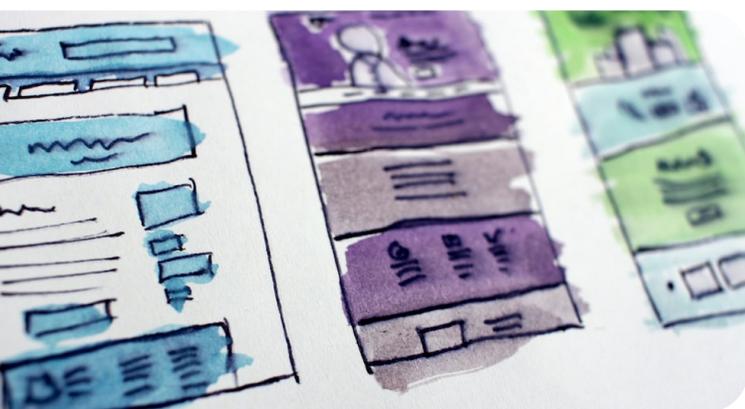
Seeing something in real life rather than on your phone is more likely to be remembered.



Makes clever targeting possible

If you have the tools to specifically target a 29 year old female writer who loves Lizzo and drinking Guinness then surely you can also create perfectly tailored content?

Cons



More difficult to measure campaigns

There are ways to measure traditional marketing campaigns such as brand trackers but they are nowhere near as in depth or intelligent as the tools available for digital marketing.

Digital ads can be deemed as annoying

Think about the moment you're scrolling through your Facebook homepage and all you want to do is see what your old school friends are up to these days.



Often expensive

If you're a brand in its infancy chances are you don't have the funds for a 4 page spread in Vogue. Many forms of traditional marketing will set you back a considerable amount.



Less permanent

Digital marketing efforts like Google ads, banners, promo emails or social media ads can have a fleeting, temporary character. They're intangible and can easily be ignored.



No direct interaction with the consumer

Unlike social media marketing, you're more or less in the dark about your audience's reaction to your marketing efforts.



Constantly evolves

To get the most out of your digital marketing efforts there is a lot to learn.

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