

# 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

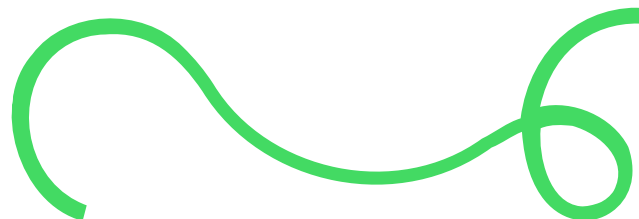
Pay per click



## 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 collector



## 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.

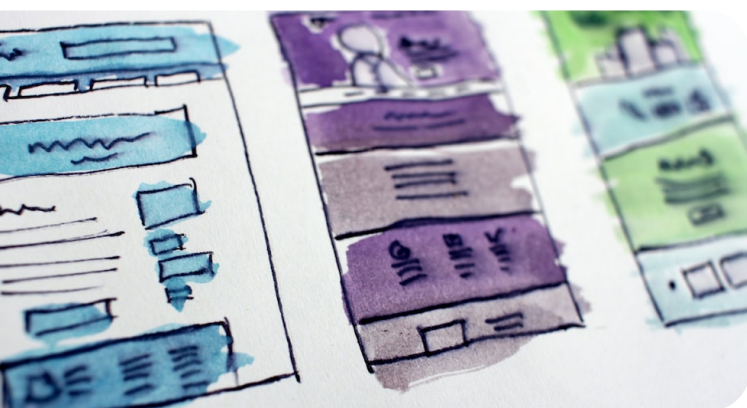


## Makes clever targeting possible

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

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## 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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 @yourcompany

 @yourcompany