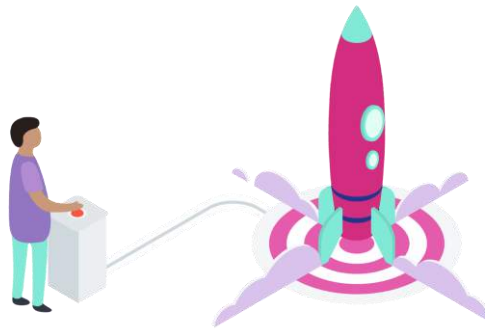




Display Marketing

Subject Code: 21DMS001



Reference Notes

Session 3: How is Digital Marketing Different from Marketing?



How is Digital Marketing is different from marketing



How is Digital Marketing different from Marketing?

➤ It refers to any activity that increases brand awareness, builds customer relationships, does market research, advertising, and sells. It can be online or offline. When marketing is online, it is called traditional Marketing, e.g., distributing your business's pamphlets. When it is done online, it is called digital marketing. For example, you can create an Instagram account to increase brand awareness.

How is Digital Marketing is different from marketing



What is Traditional Marketing?

- Traditional marketing encompasses the marketing methods that can be used without the internet. These are the methods that have been around for decades and are typically used less often now. However, they're not without their strengths, Common traditional market methods include:
- Directly mailed postcards, coupons, and informational packets
- Television or radio commercials
- Newspaper or magazine ads
- Billboards and fliers
- Telephone calls and text notifications
- We see and hear many of these ads every day just by listening to the radio on the way to work or even looking out the window at the billboards as we go by. They've become a part of daily life.

How is Digital Marketing is different from marketing



What is Digital Marketing?

- Digital marketing strategies evolve quickly because of trends and new technology. These strategies include those that require the use of the internet or smartphones. They haven't been around as long as traditional methods, but they certainly pack a punch.
- Common digital marketing methods include:
 - Website content
 - Email campaigns
 - Content marketing
 - Social media posts
 - Clickable ads
 - Affiliate marketing
 - Search engine optimization (SEO)
- These strategies are very popular today because of consumers' frequent usage of the internet and mobile devices. According to Statista, there are 4.54 billion active internet users in the world and 3.8 billion active social media users. With numbers that high, marketing online and through social media makes a lot of sense.

How is Digital Marketing is different from marketing



Why every business needs Digital Marketing?

- Everyone wants to put their business online because most purchasing decisions begin online. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted, and the solutions, features, and pricing you researched.
- An online presence is necessary—regardless of what you sell.
- Nowadays, the objective of online Marketing got changed from just selling products. Businesses are now doing Marketing on Digital platforms to create demand, customer satisfaction, market share, generation of Profits, creation of goodwill and public image.

How is Digital Marketing is different from marketing



What is the salary of Digital Marketer?

- LinkedIn provides a tool called LinkedIn Salary to check the average salary for any skill. You can use this LinkedIn tool to get a clear picture of the market's most demanding talent.
- I have used this tool to check the salary of a Social Media Marketer, and the result was amazing.

How is Digital Marketing is different from marketing



What are the job roles in Digital Marketing?

- You Must know Digital Marketing is a broad term. There is N number of job roles in Digital Marketing with different responsibilities and strategies. It will be great to know all channels of E-Marketing like Search Engine Optimization, Search Engine Marketing, Email Automation, Social Media Marketing, Affiliate Marketing, Content Marketing, Facebook Ads, YouTube Marketing, and more.

How is Digital Marketing is different from marketing



Social Media job designations

- Social Media Trainee
- Social Media Intern
- Social Media Analyst
- Social Media Executive
- Social Media Lead
- Social Media Marketing Specialist
- Social Media Associate
- Social Media Marketing Manager
- Social Media Head

How is Digital Marketing is different from marketing



Skills required for Social Media job designation

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Pinterest Marketing
- Engaging Post Creation
- Content Calendar for Social Media
- Creating Strategy and analyzing Competitors
- Social Analysis and Reporting
- Social Media Tools Expertise
- Campaign Management on Social Media

How is Digital Marketing is different from marketing



SEM Job Designations

- Digital Marketing Trainee
- Digital Marketing Intern
- SEM Analyst
- Performance Marketer
- PPC Lead
- Paid Ad Specialist
- Digital Marketing Manager
- SEM Head

How is Digital Marketing is different from marketing



Skills required for SEM Job Designations

- Google Ads
- Paid Marketing
- Pay Per Click(PPC)
- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Amazon PPC
- Campaign Tracking
- Paid Advertising

How is Digital Marketing is different from marketing



Which One is Better?

- Digital marketing is probably the best option for most. If you want to reach a particular group of people, wherever they may be, while keeping costs low, go with digital marketing. Doing so will also allow you to collect valuable information on your audience immediately so that you can create even more effective marketing campaigns.

How is Digital Marketing is different from marketing



- However, there is still a place for traditional marketing. If you want to reach an older audience or a local audience, traditional marketing methods may be more productive and stand out better than digital marketing methods. Though these methods may seem “old,” the reality is that they’ve stuck around for a reason. They work!
- When considering which marketing strategy is best for your business, consider your audience, where they get their information from, and use that to make your decision. When deciding between traditional marketing vs. digital marketing, it’s not necessarily true that one is simply better than the other as they serve different purposes. The bottom line is that you need to fully understand your business and your audience to pick the strategy that’s better for you.

How is Digital Marketing is different from marketing



Want to Get into the Exciting Field of Digital Marketing?

- While traditional marketing still has a place, let's be clear, digital marketing is the future. Younger generations like Gen Z have not known a time without smartphones, and they are starting to enter the workforce—backed another generation that will be even more digital. The fact is that every company and brand needs a digital marketing strategy to survive in today's world, so there are plenty of career opportunities. If you are interested in joining this exciting field, check out Sampliner's Post Graduate in Digital Marketing Program, in partnership with Purdue University, which provides comprehensive training on everything you need to know to thrive.

How is Digital Marketing is different from marketing



Pros and Cons of Traditional Marketing

- When comparing traditional marketing vs. digital marketing, traditional methods are often viewed as outdated or irrelevant. However, many of these tactics are still useful and effective today.
- Depending on the business and target audience, traditional marketing methods may be the better choice. To help discern if traditional marketing is right for your business, here are some pros and cons.

How is Digital Marketing is different from marketing



Pros

- If you want to reach an older demographic, traditional marketing can be very effective. According to [GlobeNewswire](#), audiences ages 50+ spend almost twice as much time reading the newspaper and watching TV as compared to those ages 21-34.
- This type of marketing strategy usually works best for businesses looking to build a larger local audience. A small business would be better off competing for attention through billboards, flyers, and events rather than trying to compete for digital space against larger businesses.
- TV or radio commercials will play multiple times and remind the audience of the business, whereas digital marketing items may be skipped through or blocked (e.g., clicking “I don’t want to see this” on social media ads, or skipping through ads before YouTube videos).

How is Digital Marketing is different from marketing



Cons

- Printing postcards to send out even to just a local audience can be expensive, and there is no guarantee that the recipient is interested in your business or the product/service you offer.
- Traditional marketing methods can take weeks or months to yield results and data. You can't tell when someone has read your newspaper ad unless they decide to follow-up. Even then, without a survey, you won't know if the ad was the reason for the follow-up.

How is Digital Marketing is different from marketing



Pros and Cons of Digital Marketing

➤ Digital marketing strategies are always evolving with new technology and trends like voice search and social media usage. These strategies include the most modern and latest tactics. But, as with traditional marketing, there are some areas where digital marketing thrives and others where it doesn't

How is Digital Marketing is different from marketing



Pros

- Data and audience involvement can be tracked instantly. When someone clicks on a link to your site, reads an email, or follows you on social media, you have that information immediately. You can draw [numerous insights](#) from this data, including which type of content works best for a specific audience, which mediums are the most effective, and even what time of day receives the best engagement.
- Digital marketing strategies incur a much lower cost. Sending out an email campaign can save a lot of money compared to printing individual postcards and paying for postage on each.
- It works well for more global or scattered audiences because of the broad [scope of digital marketing](#).

How is Digital Marketing is different from marketing



Cons

- Some internet users have ad blockers, so they'll never see pop-ups or banner ads. Other times, ads can be skipped or removed if a user pays for premium services (e.g., Spotify, Hulu, Twitch).
- Because new technology and trends emerge so frequently, digital marketing tactics need to be evaluated and reevaluated for effectiveness continually what works well one day may be irrelevant the next. However, this can be combatted with a strong foundation in [digital marketing basics](#).

How is Digital Marketing is different from marketing



Bio link

- <https://poonamverma.in/what-digital-marketing/>
- <https://www.simplilearn.com/traditional-marketing-vs-digital-marketing-article>



THANK YOU

Ms. Lavina Goyal

The Path to Digital Journey

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