



To get success, marketing is a vital element of every business that cannot be ignored. An organization sets a fixed amount of budget to promote its services or products and make people aware of them. Here, marketers' responsibility is to make the most of marketing by reaching huge number of potential customers in a fixed budget. They have to choose between traditional marketing and digital marketing.

Traditional Marketing: It's kind of marking that has been used since the marketing

strategy in business started. The traditional marketing approach includes advertising business through television, radio, newspapers, magazine ads and flyers.

Digital Marketing: Also known as online marketing, it's a modern way of marketing that includes the usage of the Internet. Social media websites, blogs, online ads and promotions through links are major sources of digital marketing.

Why Digital Marketing Instead Of Traditional Marketing?



Here are reasons to prefer new way of marketing over the traditional marketing method:

- Digital marketing is less expensive than promotion through television and newspaper ads.
- Traditional marketing takes a long time to give results. On the other side, digital marketing provides real-time results which further can help an organization or its marketers to make changes in marketing approach.
- Instead of just a box of information on a brand in newspaper or magazine, a business can develop a website and promote its services in details.
- Traditional marketing usually remains ignored because the resource where the brand is promoted is not for promotion purpose. On the other side, only potential audience is

targeted in online marketing and they all will be interested in the brand.

- Digital marketing provides higher brand exposure, higher engagement, quicker publicity and easier analytics than traditional marketing. All these benefits of online marketing can be availed at more cost-effective prices than traditional method of marketing.