

# Online Marketing & Traditional Marketing : A Case Study of Users Attitudes in the Indian Context of Blogs and Communities

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## ARTICLE DETAILS

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## ABSTRACT

*Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When Internet was still in its formative years, marketing people used to depend on traditional media such as television, radio, handbills, billboards, newspapers, and magazines. "Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large".*

*Today, the Internet is premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus Internet is the lucrative place to promote the business. The American Marketing Association.*

## 1. Introduction

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps.

Traditional marketing refers to any type of marketing that isn't online. This means print, broadcast, direct mail, phone, and outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences. Traditional marketing is not only one of the oldest forms of marketing, but also one of the most researched. Marketers lean towards this method because it's tried and true. Everyone encounters some sort of traditional marketing in their everyday lives, whether it's getting the mail or your daily newspaper.

Traditional marketing plays an important part in reaching local audiences. Ads can be kept for a long period of time, if they're physical. Plus, there's an audience who's easier to reach through traditional marketing than online marketing.

Online marketing is also termed as **Internet marketing**, **Web marketing**, or simply, **OLM**.

### Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as internet marketing, web marketing, or digital marketing. It includes several branches

such as social media marketing (SMM), search engine optimization (SEO), pay-per-click advertising (PPC), and search engine marketing (SEM).

### Techopedia explains Online Marketing

Effective online marketing programs leverage consumer data and customer relationship management (CRM) systems. Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing.

It also helps a company raise its brand awareness by establishing its online presence across the Internet.

Online marketing combines the internet's creative and technical tools, including design, development, sales and advertising, while focusing on the following primary business models:

- E-commerce.
- Lead-based websites.
- Affiliate marketing.
- Local search.
- Social media.

Online marketing has several advantages, including:

### Low costs

Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads. Many advertising platforms also allow for scalable ads with different levels of reach that are proportioned to the advertising budget. Rather than committing a large amount of money to advertising, smaller companies can spend a small amount and still increase their reach.

### Flexibility and convenience

Consumers may research and purchase products and services at their leisure. Business blogs can be used to let consumers and prospects conduct their own research on the business's products as well as provide their feedback and reviews.

**Analytics**

Efficient statistical results are facilitated without extra costs. Many advertising tools include their own analytics platforms where all data can be neatly organized and observed. This facilitates business intelligence efforts and data-driven decision making.

**Multiple options**

Advertising tools include pay-per-click advertising, email marketing, interstitial ads and banners, social media advertising, and local search integration (like Google Maps). Digital marketing companies usually offer their services across various online advertising channels by tuning their offer to the individual client’s needs.

**Demographic targeting**

Consumers can be demographically targeted much more effectively in an online rather than an offline process. Coupled with the increased analytics potential explained above, organizations can improve their targeting over time, have a

clearer understanding of their customer base, and create specific offers that are shown only to certain demographics.

The main limitation of online marketing is the lack of tangibility, which means that consumers are unable to try out, or try on items they might wish to purchase. Generous return policies are the main way to circumvent such buyer apprehension.

Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

Marketing changes the perspective of a person. There are two approaches of marketing –

- Traditional marketing
- Online marketing

**Difference between Traditional and Online Marketing**

The goal of traditional marketing and online marketing are same – To attract and drive visitors of advertise to buy the product thereby increasing the business profit. Let us see the difference between two approaches now –

Traditional Marketing	Online Marketing
It is difficult to measure. You cannot know how many people read your advertise and how many took favourable action upon viewing it.	It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product.
It is not cost-effective.	It is more cost-effective.
It is not so good for brand building.	It is fast and efficient for brand building.
In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching, billboards divert focus of the driver, etc.	It is not interrupting. The user can attend online advertises as per his/her convenience and preferences.
It may leave users’ queries unanswered as printing or narrating complete information about the product or service may not be always feasible.	It can provide maximum information about the product or service, offers, and transactions.

Online marketing is widely practiced strategy of advertising or promoting sales and name of the business. Wise use of the online marketing strategies can take the business to unprecedented levels of success.

**Components of Online Marketing**

Online marketing has various components as shown in the illustration below –



Here in this tutorial, we will provide an insight into each of these components one by one in detail.

**1) Market Research**

Business organizations need to set clear objectives and strong market understanding. To research the market, you can –

- Review your website traffic.
- Review the Ad conversion rates.
- Review the queries asked by your existing customers.
- Identify the customers’ **pain points** that they post on various platforms such as yahoo answers, blogs, social media, and other sites.
  - Anticipate and compile a list of Frequently Asked Questions (FAQs) with their clear answers and align them to customers’ pain points.
  - Include the fact sheet about product if required.

**2) SEO Friendly Website**

Mapping the right keywords around the users’ pain points in a hierarchical manner makes an effective website. You need to categorize the keywords in a thematic order and then link

the respective articles to the keywords. This makes the website easy maintain.

### 3) Web Analytics

The ultimate goal of analytics is to identify actionable insights on monthly basis which can help to make favourable changes to the website gradually. This in turn ultimately leads to strong profits in long term.

### 4) Online Advertising

It is placing crisp, simple, and tempting Ads on the websites to attract the viewers' attention and developing viewers' interest in the product or service.

### 5) Mobile Advertising

It is creating awareness about the business and promoting it on smart phones that people carry with them inseparably.

### 6) Search Engine Optimization (SEO)

It is the activity of optimizing web pages or complete website in order to make them search engine friendly, thus getting higher position in the search results. It contributes to overall rankings of the keywords through influencing factors such as appropriate titles, meta descriptions, website speed, links, etc.

### 7) Social Media Marketing

It includes creating profiles of your brand on social media platforms such as Google Plus, LinkedIn, Pinterest, Twitter, Facebook, etc. It assures that you remain connected to the existing or potential customers, build awareness about the products and services, create interest in and desire to buy your product, and interact with the customers on their own terms and convenience.

### 8) Email Marketing

You can interact with the customers to answer their queries using **automatic responders** and enhance the customer experience with your website.

You can offer the options such as signing-in to subscribe to your newsletter. You can make the emails catchy and crisp, so that they don't make recipients annoyed. Also, you can use selected best words in the subject line to boost the open rate.

### 9) Content Marketing

It includes creation and sharing of media and publishing the **content** in order to acquire and retain customers.

### 10) Blogs

Blogs are web pages created by an individual or a group of individuals. They are updated on a regular basis. You can write blogs for business promotion.

### 11) Banners

Banners are long strips of cloth with a slogan or design. They are carried for demonstration, procession, or hung in a public place. There are internet banners in parallel to tangible banners for advertising.

### 12) Internet Forums

They are nothing but message boards of online discussion websites, where people posts messages and engage into conversation

## 2. Literature review

Traditional marketing and online marketing and also advantage s and disadvantages of internet marketing, which shows the performances and its efficiency. Chas ton and Mangles (2003), examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted through mailed questionnaires on a sample of 298 UK small firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10-50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship-orientated firms, when compared with transaction ally-orientated competitors, exhibit differing perceptions about the nature of online markets. In this modern age of internet almost every progressive business has web presence, some people think that website is just a commercial requirement but others think that it is mandatory to run their company activities.

## 3. Research Methodology

Main objective of doing this research is to measure the differences between internet marketing and traditional marketing in Gujarat, India.

## 4. Research objectives are as below:

- To measure the market penetration of internet marketing with compare to traditional marketing.
- To know an awareness of internet marketing to purchase online with compare to traditional marketing.
- To understand the consumer buying patterns through internet marketing options with compare to traditional marketing.
- To explore the various utilities of internet marketing with compare to traditional marketing. To decide the online catalo preferences.

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