

TRADITIONAL MARKETING



VS



BUY

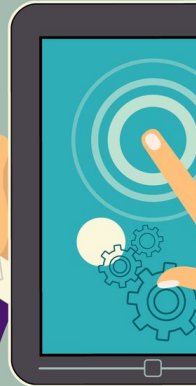


DIGITAL MARKETING

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Cost-Effectiveness of Marketing

In today's business world, marketing is about more than just promoting your brand. It's about getting the right message in front of the right people. Traditional marketing has been around for decades, but is it still worth the investment? Let's explore the cost-effectiveness of traditional versus digital marketing.

 by **vishwanath G**

Traditional Marketing

1 Expensive 💰

A 30-second commercial can cost from \$10k to \$100k!

2 Effectiveness Difficult to Measure 📊

Results of traditional marketing can be hard to determine.

3 Less Precision Targeting 🎯

Marketing efforts can reach less of the intended audience.

Digital Marketing Advantages

Cost-Effective

Digital marketing can be more affordable and provide a better ROI.

Highly Targeted

Ads can be targeted to specific demographics.

Real-Time Adjustments

Marketing efforts can be modified immediately based on performance results.

Precision Targeting

1

Age

Target a specific age group relevant to the product or service.

2

Gender

Advertising that speaks more directly to a specific gender can improve efficacy.

3

Interest-Based

Targeting interests and behaviors to appeal to potential customers.

4

Mobile Device Location

Advertise to people in a specific location, such as near a business location or event venue.

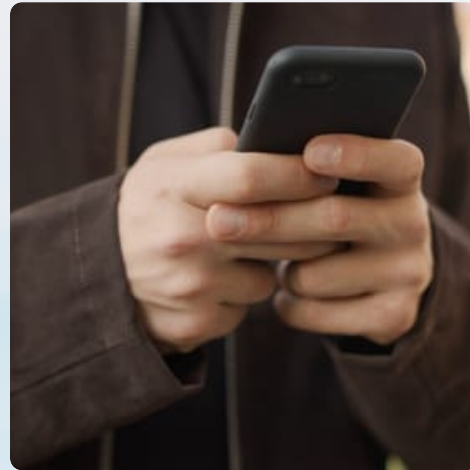
Real-Time Adjustments Make a Difference



Performance Tracking



Track ad performance, identify what's working and what's not.



Immediate Adjustments



Modify marketing efforts in real-time based on data received.



Maximize ROI

Continual analysis and improvement leads to more cost-effective marketing.

Increasing Conversions with Digital Marketing

Email Marketing

Send targeted emails with offers to drive sales and conversion rates up.

1

Ad Exposure

Display ads to your audience on social media, websites, and other digital platforms.

2

Email Marketing

Send targeted emails with offers to drive sales and conversion rates up.

3

Content Marketing

Create compelling content, such as blog posts and videos, to attract and engage your audience.

Maximizing Customer Engagement with Content Marketing

Inspire

Create content that inspires your target audience and elicits an emotional connection.

Instruct

Provide value and educate your audience with helpful advice or how-to guides.

Entertain

Use humor and creativity in your content to engage and entice your audience.

Credibility

Establish your brand's credibility and thought leadership with original, well-researched content.

Wrap-Up: Going Digital

1

Cost-Effective 

Digital marketing can provide more affordable options and a better ROI.

2

Precision Targeting



Ads can be targeted precisely based on demographics and behaviors.

3

Real-Time Adjustments 

Modify marketing efforts to improve performance in real-time based on data received.