

TRADITIONAL MARKETING TO DIGITAL MARKETING

Abstract

In the world of marketing, the essence of abstract lies in understanding and fulfilling the needs of the customer by encouraging the development of brand loyalty and recognition. This abstract enhances and explore the changes in nature of marketing revealing the key factors that change the world rapidly and successfully.

Keywords: Traditional Marketing, Digital Marketing, Brand Loyalty, SEO.

Authors

Dr. B. Kanammai

Assistant Professor
Department of Commerce with
Computer Applications,
KG College of Arts and Science
Coimbatore, Tamil Nadu, India.
dr.b.kanammai2020@gmail.com

V. S. Subiksha

III B.Com CA -“A”
Department of Commerce with
Computer Applications
KG College of Arts and Science
Coimbatore, Tamil Nadu, India.
subikshasubiksha93@gmail.com

Saranya K

III B.Com CA -“A”
Department of Commerce with
Computer Applications
KG College of Arts and Science
Coimbatore, Tamil Nadu, India.
saara9427@gmail.com

G. Divya

III B.Com CA -“A”
Department of Commerce with
Computer Applications
KG College of Arts and Science
Coimbatore, Tamil Nadu, India.
divya11262003@gmail.com

I. INTRODUCTION

Welcome to the dynamic duo of marketing and SEO. Marketing serves as the heart of promoting products and services, engaging the customers and driving business growth into next level. On the other hand, search engine optimization (SEO) is the art and science of optimizing online content to rank higher on search engine result increasing visibility and business trade. Reasons to select this topic to know about how traditional marketing evolved as digital marketing in this modern world.

II. MARKETING

Marketing is concerned with how to sell a product in service to the end consumer in an effective way. In this marketing concept they promote the product or service by using advertisement, sales promotion, offers and making research about the product to increase the sale.

III. TRADITIONAL MARKETING

Traditional marketing involves delivering a product or service directly to the end consumer in the traditional marketing. They promote product through advertisement on newspapers, magazines, tv ads, radio, banner and poster.

The advantages and disadvantages of traditional marketing

1. Advantages of Traditional Marketing

- **Direct Interaction to Customers:** In traditional marketing they can easily understand the needs of the consumer wants. Not only that, if there is any problem with the product they buy. They can easily rectify it, so the people have more confidence in this marketing. In this marketing team understands the needs of the consumer.
- **Seek to Pull the Customers:** It is the strategies marketers use to get consumer to buy a product. Seek to the customers is to sell those products by creating a feel of need in them and making them to buy the product.
- **Suitable for All Business:** Traditional marketing is suitable for all types of business. In ancient period this type of marketing is used. This type of marketing is suitable for all types of product and service.
- **Believe in Offline Purchase:** In traditional marketing when the consumers buys a product directly, the consumer will be more satisfied in the product they buy. When they buy directly, consumer can buy products of their choice such as quality, quantity, size and colour. So the consumer are more satisfied with the product they buy.
- **Easy Exchange:** When buying directly, the consumer can see and buy the product. If there is any damage or problem in the product, the consumer can exchange it by showing the receipt in the shop. Most of the shop which comes under traditional marketing has the exchange facility

- **Easy to Retain the Consumer:** In traditional market, it is easy to understand the mental state of the consumer .thus they know the needs of the consumer and provide the good quality proud and retain the customer.

In traditional marketing they provide more discount and offers through newspaper, advertisement to reach the customers. By listening to the feedback of the customer they make the appropriate model to satisfy the customers and achieve these products.

2. Disadvantages of traditional marketing

- **Time Consuming to Reach the Product:** In traditional marketing even though the product is launched it will take time to reach the customers. Even though when we provide more discount and offer to the product it will be only known to the local customers, it will not reach wide.
- **More expensive:** In traditional marketing it will take more time and cost to start a business and produce or manufacture a product. So, due to this many people those who intent to start a business cannot make it into the progress.
- **Losing Its Audience:** When we sell the product in good quantity and quality people will be showing more interest in order to buy the product. Suppose if there is any problem in the product people will be definitely losing their interest in the product. Due to that selling of the product decreases.
- **Takes Time to Implements:** In traditional marketing it will take more time to produce and implement the product in the market because first we need to know the basic needs and wants of the customer , selling it in the affordable price where they can buy the product as well as where the company can attain the profit.
- **Dynamic Result:** Due to the dynamic changes in the price of the product customers are not able to buy the product within their budget and customers are getting affected due to the changing of the price in the market.

Example: The rate of the gold is changing time to time where at one point of time where at one point of time gold rate decreases and at another point of time gold rate increases.

- **Performance analysis:** In traditional marketing it will take time to analyse the performance and maintain the account .The analysing of the performance is little difficult because the fluctuation in the buying and selling of the product.

IV. EVOLUTION OF MARKETING

Welcome to the journey through the evolution of marketing. From its beginning to its modern day marketing has undergone a remarkable changes over the years. Under this topic trying to trace the foots steep of marketing historical path from traditional marketing to digital marketing.

The evolution of marketing has gone several stages throughout the years. The stages of Marketing evolution has given below:

- 1. Production Era:** At the time of 19th and 20th centuries, the main focus was on production and efficiency. Industries and companies mainly focus to produce goods in an efficient manner and as soon as possible because they assumed that if the product was readily available in the market with affordable price, customers would buy it.
- 2. Sales Era:** During the early at mid-20th century, the companies shifted from old technique to new one called sales technique and promotional strategies. Many companies started using many activities which promote sales activities such as advertising, personal selling to take customers into purchase their products.
- 3. Marketing Concept Era:** In the mid-20th century, the concept of “marketing orientation” evolved and emerged in the marketing industries. All the businesses began to focus on understanding and satisfying customer needs and wants. The marketing concept plays an important role in customers-centricity, market research, and value of delivering to the customers.
- 4. Relationship Marketing Era:** In the late 20th century there was a shift where companies intent to build long term relationship with customers. Relationship marketing plays an important role in customers procurement and loyalty by providing services in personalized manner and engaging customers relationship beyond sales motive.
- 5. Digital Marketing Era:** With the help of the internet and technologies in digitalization in the late 20th and early 21st century, marketing concept underwent a significant change and evolved efficiently and effectively. Digital marketing strategies include search engine marketing, social media marketing, email marketing and content marketing, among this **SEO(Search Engine Optimization)** plays a significant role we will be knowing about SEO in up-coming topics.
- 6. Mobile Marketing Era:** As we all know that smart phone become universal, mobile marketing reached to the cliff. Marketers started targeting customers through mobile apps, location based services, and mobile advertising.

V. DIGITAL MARKETING

Digital marketing is the process of making a product or service reach the customer digitally. Digital marketing is also called as online marketing. Digital market involves promoting a product or service to people through social media, email, websites, app etc...

Advantages and Disadvantages of digital Marketing

1. Advantages of Digital Marketing

- **Easy Reach:** Digital marketing can be done through websites, apps and social medias to reach the customers easily. It will be reaching all kind of people without any hindrance and all can use this kind of marketing without any hindrance.

- **Low Cost:** Comparing to the traditional marketing digital marketing is less expensive. In traditional marketing paper charges and printing charges will be there but in digital marketing there will be not like this.
- **World Wide Range:** Digital marketing is what makes our product available to the people all over the world. Digital marketing will help the people of the world to buy things easily. Through websites and social media. In this digital marketing people can purchase the product from across the world.
- **Availability of all Products:** In traditional marketing some of the products are not available in the market to the customers, but in digital marketing everyone can buy the product according to their need and perspective through scrolling the mobile phone.

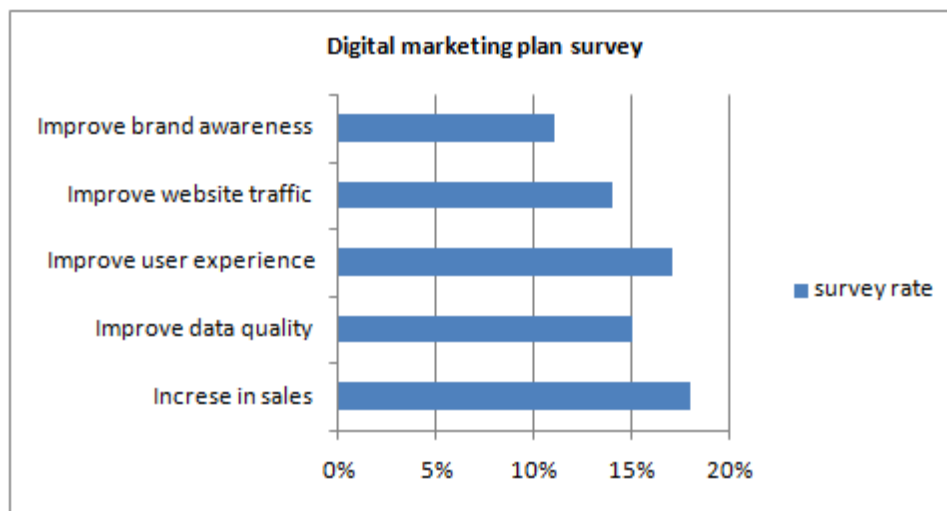
Example: all kind of foreign chocolates are available in the digital marketing but in traditional marketing foreign chocolates are available only rarely.

- **Easy Promotion:** In traditional marketing if you want to promote a product it can be done through placing banner, paper post so it is difficult to reach the customers in the market .But in digital marketing the products are advertised through ads, cinemas, social medias etc.. so that the products are promoted easily and it helps effectively to reach the customers.
- **Easy to Identify the Product:** There are many facilities provided in digital marketing to identify the product easily. Some of the people do not know the name of the product, so the digital marketing provided a facility where the people can upload the picture of the product and search them.

2. Disadvantages of digital marketing

- **Lack of Trust**
 - Consumer has lack of trust in digital marketing.
 - Consumers are worried about the product they buy because sometimes the product may arrive with some defect and there is a mismatch in the arrival of the product etc., whether they arrive in time.
 - Even though everyone prefers digital marketing, they don't have full faith as if they have faith in traditional marketing.
- **Depend on Internet:** In digital marketing entire market is based on the internet. If the internet is not available properly they cannot even buy and sell the product properly, so the digital marketing plays a important role in digital marketing.
- **Easily Influencing:** Digital marketing is completely based on social medias and digital platform where the people can influence the product easily in a bad way.
 - **Example:** After purchasing a product in online providing a worst review due to that people are getting wrong perspective about the product

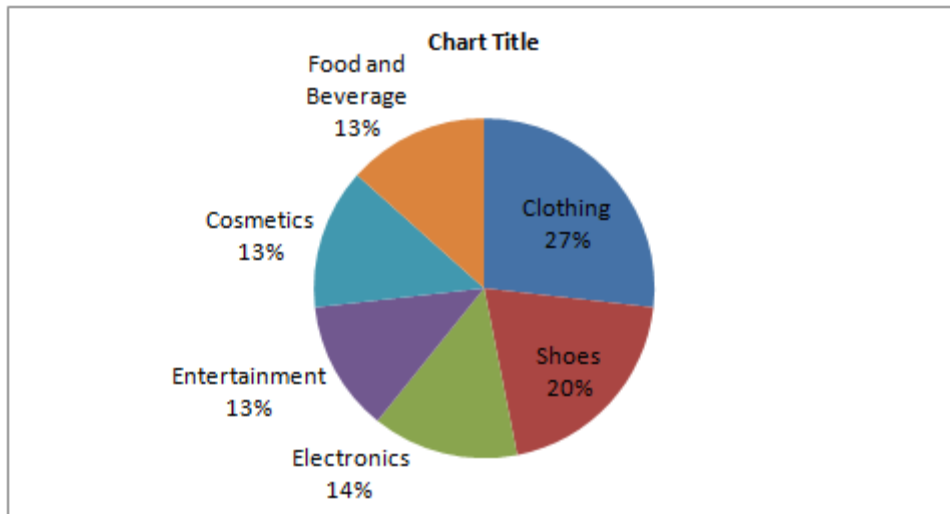
- **Product mismatch:** In digital marketing when you order a product sometimes the product get mismatched where they deliver a wrong product. At the time of ordering one and at the time of delivering another product. Due to this some of them does not trust digital marketing and prefer only traditional marketing.
 - **Example:** change in colour, change in quality, change in size, change in shape etc..
- **Lack of Technological Knowledge:** In digital marketing, not everyone can buy the product. In this digital marketing, if any of the customer want to buy the product at first place they have to know some basic technological knowledge like how to search for the product in the online. The customer need to know the technical knowledge to use the app and how to open the websites. But in traditional marketing there is no need to know the technical knowledge.
- **Large Number of Competitors:** In digital marketing there will not be only one competitors, there will be many competitors in the digital marketing compared to traditional marketing. Since digital marketing is a open platform every one can use it to start their business, so there will no more competitors.



The above survey is given by the people and users of digital marketing where what are the things should be improved in field of digital marketing. If the people in the field of digital marketing improves these objectives they can definitely they can achieve in the field of digital marketing in a high level range.

3. Online Shopping Most Popular Categories in Digital Marketing:

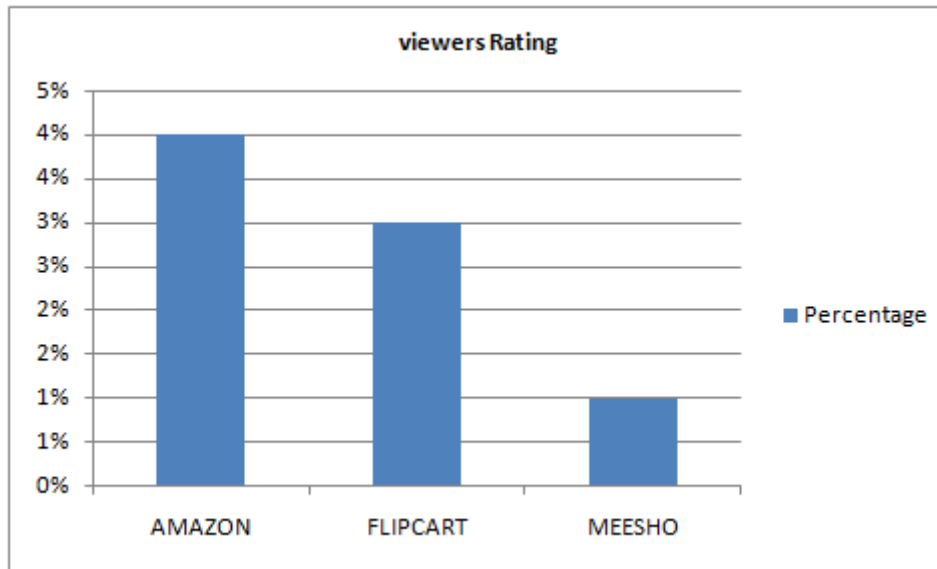
- Now a days in digital Marketing each and every one is preferring to purchase in online apps like “Amazon”, “Flipcart”, “Meesho” etc ... where you can buy numerous products and where all kind of products are available within a single app.
- Most of the people prefer online shopping because of “Time Saving”, “Variety of products”, “Less Cost”, “Door to Door delivery”, etc



Survey taken among the people those who use online purchasing apps

Customer Name	Amazon	Flipcart	Meesho	Reason
Abinaya	–	–	✓	Good Quality, Affordable Price, More Collection
Nikitha	✓	–	–	Good Quality, Proper Service, Refundable, Variety of collection and brand
Pooja	–	✓	–	<i>Easy return policy, Good service, Affordable price, Fastest delivery.</i>
Deepan	✓	✓	–	Flip cart- Easy delivery, More Offers. Amazon- Nice products
Gokul	–	✓	–	Good Quality, Affordable price
Aviya	✓	–	–	Standard goodwill, Long term level, 24/7 services, Price affordability.
Navitha	✓	–	–	Good service, Variety of products, Offers and Discounts, Free delivery with Prime.

- The below survey is taken from peoples point of view from the above table and their likeliness of the product.
- As all can see that Most of the people prefer “AMAZON” and “FLIPCART” because of the trust.
- It is started in early age and stands in the market for more than 2 decades.



VI. SEARCH ENGINE OPTIMIZATION (SEO)

- 1. Introduction:** SEO stands for (**search engine optimization**). It's the practice of advance website and online content to improve their ranking position and peoples visibility to search engine result page (SERPs). The primary goal of search engine optimization is to attract the visitors who come to your websites through unpaid and natural search engine result

Search engine optimization is the only research platform where people used to search for information, products, or services on search engine platform like Google, Bing, or Yahoo they are presented with many information in the result pages.

- 2. Golden Rule of SEO:** When web developers intent to build or modify their websites – Whether they are adding images, reconstructing your links, or changing the content in the website – always they should strong in their decision on improving the user's experience because a small mistake can make all thing go in vain.
- 3. SEO (Search Engine Optimization):** What you do to get the information is search, and the engine will be connecting to the websites to optimize the result into your page.
 - **Search Engine:** Where search engine is like a website (Google, Yahoo,Bing) where people can perform the activity called search to get the required information.
 - **Search:** Search is an activity what people do when they want to find any kind of data Or information, to get any product and services which satisfy their needs.

4. Benefits & Importance of SEO: People are searching for the information which is directly or indirectly connected to the

Business activity, These are all opportunities to connect with people in numerous ways where we can help them to solve their problem, answer their questions and should become the resource which people trust the most. SEO is your chance to get in front of potential customers with their search journey.

- **More Customers:** To attract more customers to your websites you have to use many words which have key terms which is related to your customers searching /visiting and it should be more similar to it.
- **Better Reputation:** Websites which rank higher on google, yahoo, bing etc.. builds the more and instant creditability for the business. If these apps which is above mentioned trusts you all the people trusts you.
- **More Websites Traffic:** When your sites is optimized for search engines, its gets more traffic when people uses it frequently which improves and increases the brand awareness.
- **Types of SEO:** The core three types of SEO are on page, off page, and technical SEO:-
 - **On Page SEO:** Improvising the quality and structure of the content on a page. Content quality, Keywords, and HTML tags are the key players for on-page SEO.
 - **Off-Page SEO:** Getting other sites, and other pages links on your sites that which You are trying to optimize into your pages like linking other sites into yours called internal linking.
 - **Technical SEO:** It is nothing but where you can improvise your sites all over performance on the platform called search engine and where you can improve its structure for better utilization.

VII. CONCLUSION

So in this we have learned that how digital and SEO plays a major and integrated role in online and social platforms which helps the marketing field to achieve its objective .In digital marketing it needs particular and certain skill to utilize its resource in a technological way.

SEO play a crucial role in digital marketing. By integrating SEO with the digital marketing the online business and platforms can move into the another level where they can be more powerful which helps them target the customers easily and attract them in various ways. Hope that this content is useful those who read this and helps the people to improve the awareness in the above given topics and gain some knowledge.

REFERENCES

- [1] https://www.researchgate.net/publication/353381903_Traditional_Marketing_Versus_Digital_Marketing
- [2] <http://www.zenithresearch.org.in/images/stories/pdf/2020/DECEMBER/ZIJMR/zijmr3dec20-13797.pdf>
- [3] <https://tell.colvee.org/mod/page/view.php?id=423>