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PROS AND CONS OF TRADITIONAL AND INTERNET MARKETING

Nowadays, there are two types of marketing techniques: traditional marketing and Internet marketing.

Which is better? Which offers greater benefit and value? The truth is, both technologies can be useful. However, the key to distribution of the marketing funds is closely linked to properly understanding the pros and cons of each type of marketing.

Pros of traditional marketing:
• Type of direct sales (is the most effective way to market a product or service);
• Traditional methods may be the only means of reaching your particular group of consumers;
• Traditional marketing offers real tangible material: there is something to be said about handing a consumer some tangible printed material they can flip through at their leisure.

Cons of traditional marketing:
• Expensive & Cost Prohibitive: purchasing advertising for TV, radio, printing brochures and mailers can be very costly;
• It is tough to track real quantitative results: traditional marketing is a lot like throwing things against the wall and hoping they stick;
• Hiring outside help: printing materials, buying media and creating radio advertisements all require hiring outside help, which adds to costs;
• Forced: traditional marketing is usually forced upon the consumer, they don't necessarily ask for it.

Pros of Internet Marketing:
• Results are much more measurable;
• The ability to drill down into the demographics to accurately reach your target market;
• Social media allows you to directly communicate with groups or even individual consumers;
• Internet marketing is relatively inexpensive;
• Data and results are available immediately;
• Internet marketing is accessible to any size business;
• The opportunity to do everything on your own;
• The ability to make marketing message changes on the fly.

Cons of Internet Marketing:
• Can be highly demanding on the time;
• The ability to mismanage or be inconsistent in your brand identity in forums, blogs, social media etc.;
• A reliance on customers being highly interactive on the internet.

However, in the end, the decision is up to marketers. Incorporating Internet marketing into marketing plan will help marketers in their marketing target will best be reached.