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Traditional Marketing Versus Digital Marketing

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Abstract

Today, the digital economy contributes decisively to increasing competitiveness, especially since a digital transformation involves migrating to new technological models, where digital marketing is a key part of the strategies of users' growth and loyalty. The internet and digital marketing have become important factors in campaigns, which attract and retain internet users. This study aims to identify the main ways in which users can be gained and retained through the use of digital marketing. Digital technologies can monitor behaviours, can analyse the content of requests, problems, assessments, both on the platforms of organizations and on social networks. Organizations need to understand how favourable assessments will result in the outcome that the marketing department needs to achieve.

Keywords: traditional, digital, marketing.

1 Introduction

Online marketing does not differ much from classic marketing, the ultimate goal being sales, regardless of the object of sale (products, services, information, etc.). At the same time, this type of marketing has some distinct features, the integration of the new media into the marketing mix, that leads to new concepts, such as: viral marketing (imitates the viral process), viral mobile marketing, transactional marketing, conversational marketing, internet marketing, digital marketing, interactive marketing. All of these being modalities to attract numerous clients with very low costs and presume a good web design, a comprehensive data base, links, using interactive promotional materials, development of the personal sale, etc. (Coltman, T., 2007).

When registering the clients into the virtual shop, must be required their permission to send them messages with the company offers and promotions. With the information explosion and the revolution produced by the spectacular evolution of information and communication technologies appeared the concept of digital marketing that synthesized all the activities developed through the information systems that use the binary or digital environment, specific to ITC application. Thus was born the digital marketing, known also as online marketing, cybermarketing, webmarketing, e-marketing, i-marketing, electronic marketing, digital marketing of marketing on the internet.

2 Conceptual delimitations

Here you must presents your original contribution.

The term digital marketing was first used in the 1990s. In the 2000s and 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance (Coltman, T., 2007).

The main disadvantages or weaknesses of traditional marketing are (Orzan, 2007): traditional marketing is in many cases considered more expensive in terms of resources (material,

monetary, human), such as printing brochures, leaflets, catalogues presentation, product sheets (Jarratt, D., 2009). Also, direct marketing through classic mail is very expensive in terms of the costs of postage, envelopes, etc. and requires more time and staff involved in this activity. marketing research conducted through online questionnaires is much more cost-effective than the classic one, which involves many costs. Another aspect is the abandonment of advertising companies, which act as intermediaries between the company and organizations or individuals, as in the case of advertisers on TV or radio, or in the written press, who charge quite high commissions. Negotiation with a website is often done directly by companies.

Traditional marketing can be an intensive process, often its tools taking a long time to implement. a physical banner, to be placed in a public location, takes a long time to obtain permits, to create it, etc. a banner on online sites is displayed much faster. The marketing research carried out through the classic questionnaires takes a long time until they are completed by the subjects, until they are centralized, etc. while in the online environment all this takes place very quickly, and the centralization is much simpler, the online questionnaires having the possibility to export the data directly to specialized software for their analysis, such as SOSS, Quantam, Stata, EViews etc. Also, if there is a mistake in an advertising text that must appear in an advertisement, the procedure is very difficult and time consuming, in all this interning the advertising company as an intermediary, and for prestigious publications you can expect a few months until the desired message appears.

Traditional marketing is not always available, for example a TV or radio commercial is broadcast at certain times, depending on how it is set out in the contract, while a commercial on a website is available all the time, these being some of the basic attributes of the internet through its infrastructure consist of online servers that are available 24 hours a day, 365 days a year (Jaworski, BJ, 1993).

Also, the most representative element of the online presence, the website of the company or of another person, or even the one dedicated to a product, is available all year round, being most of the time updated. Traditional marketing has a low interactivity, as it is in the case of direct marketing through classic mail, where it is not known for sure if any feedback will be obtained from potential customers, the company thus having very high costs. also in the case of TV or radio commercials, the exact audience is not known, or in the advertising messages in the written press, it is not possible to estimate how many people noticed a banner they passed. In the online environment, all these aspects can be followed by the fact that most of the time online spots or advertisements have the possibility to click on them to direct us to the parent website of the company they come from or to get more many details about the products or services promoted, these clicks being easily counted, thus obtaining the possibility to evaluate the feedback of potential customers.

Traditional marketing generally operates locally, while online marketing is global, reducing communication barriers, a website being available in any area of the globe that has access to the internet, while most televisions, radio stations and the print media are only available in a certain geographical area. Before, it was exceedingly difficult for a company to provide technical support to its customers, requiring a representation and a service with numerous staff in each country. Now, with the advent of global websites, which have identical versions for each country, the only difference being the language spoken in a certain area, this staff has been considerably reduced, with customer support being able to deal with a much smaller staff, many one of the problems being solved through online support from another country. The internet can be considered a free market, where consumers can more easily compare prices for certain goods and services offered by companies than in real life. they can also compare prices in one country with those in another. The emergence of online stores and global sites like Ebay or Amazon has greatly facilitated the purchase of goods from foreign countries. There was also a freedom on the labour market, so companies in one country can

promote their services in another country, such as software companies or websites, which can also place orders from abroad, not being their physical presence in a certain place is necessary. The internet has also reduced communication barriers, so a negative news about a certain company is in a very short time in any area of the globe with online access.

The advantages of online marketing over traditional marketing are summarized and listed (Orzan, 2007), so we see that online marketing can save money and help reduce the marketing budget, due to the fact that on the Internet the transmission of information from the company to the customer or the potential customer is significantly more profitable. For example, an online catalogue can be updated at any time, it can be sent to a very large number of people, all costing almost nothing, while the classic method requires printing costs, postage, shipping staff this, plus the very long time to perform these procedures. The same happens in the case of direct marketing through classic mail, unlike email, which has minimal costs, where only one employee can perform the task for which a team was previously required. The email also reduced telephone calls involving large staff and high costs for companies in service or customer service departments, due to the fact that an email can be answered in a timely manner, unlike a classic letter, with the advantage that the message remains in the memory of the servers of the email service, thus being useful to both customers and the company. Some companies also offer online chat support, thus reducing the cost of fixed or mobile telephony. Online marketing can save time and reduce the steps of the marketing process, so marketing materials no longer have to wait a long time for printing, they can be uploaded to servers immediately, becoming accessible all the time for potential customers. In the case of the company's customer service, they no longer must write letters or call; now, by sending a simple email this problem is solved much faster. Practically, internet marketing puts you in touch with the market much faster, guaranteeing instant access to marketing information: presentation website, catalogues and brochures, online video presentation spots, etc. thus, the online marketing process is much simpler, more accurate and more efficient.

Adopting digital technologies, online marketing is continuously available, so the online presence of marketing materials is guaranteed by the servers that make up the Internet infrastructure 24 hours a day, 365 days a year, and changes to these materials or updates can be made also at any time of the day. This allows a much higher accuracy of the information, so the customer can be better informed about the various promotions, price reductions, special offers and their availability (Jayachandran, S., Sharma, S., 2005).

Online marketing is interactive and offers customers another way to shop. Interactivity is achieved mainly through personalization, which leads to the interaction between the potential customer and the company. Customers in modern society want much more information about the product, they are much more analytical. And the category of customers who purchase products and services online is a very dynamic one, usually with higher education, with a very high analytical spirit, often documenting themselves long before purchasing a product. This whole category of customers is looking for opinions written by other users of a product on forms, blogs or in the comment sections of online stores.

All these elements presented provide a much greater interactivity of the online environment, but there are several methods of companies to achieve it, one being the so-called cookies that remember the pages visited from a website and what products attracted the visitor's attention, thus making recommendations or remind him when he enters another time on the site what were he was interested last time.

Another method is that of interactive argumentation (Orzan, 2007), which makes the mentality of mass dissemination disappear, being replaced by a personalized communication, an involvement of the customer in the purchasing process, a focus on real-time satisfaction of prospecting and the immediate provision of advice and information, thus invigorating the

company's innovative image and allowing it to differentiate its product portfolio from that of the competition.

Thus, on many websites customers are allowed to choose the colour for a certain product, the method of transport, the delivery date, the method of payment, or if they change their mind and want to buy that product again, it remains in the shopping cart online with all options selected as long as the product is still available. In conclusion, this interactivity by personalizing the products and services offered ensures visitors a much better percentage of remembering the website where they encountered this, this personalized dynamic of content ensuring much greater customer loyalty and customer choice optimally.

3 Conclusions

Online marketing is global and offers equal opportunities for access to both organizations and individuals. 34% of the planet's population has access to the Internet, which means an unprecedented possibility of disseminating information, plus the advantage of the disappearance of physical borders between states (Reinartz, W.J., 2003). Thus, companies in one country can promote, sell or offer their services in another country, which is a huge advantage for their development. At the same time, hundreds of millions of potential customers around the world can document themselves, or search for or buy products from another geographical location. another advantage is the fact that in online marketing the discriminations related to the ethnic framework, to the type of business, to its size disappear, thus being attacked the monopolies that until now certain companies had in a country in a certain field.

The problem regarding the legal aspects disappears, the company from a certain country respecting the legislation in force of that state and not that of the state where it offers its services online. Faxing was the first step in removing these barriers, but the internet and email completely eliminated them by ensuring the freedom of movement of written information.

Thus, the internet contributes to a democratic globalization, and consumers in the online environment, once accustomed to this freedom, will hardly ever give it up, no matter what political regime comes to lead a state.

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