DOI: https://doi.org/10.36719/2706-6185/46/221-229

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Traditional and Digital Marketing Comparative Analysis

Abstract

Over the years, marketing activity has been remembered as a way to serve customers and deliver service more effectively. However, the product range changes, the strategies remain the same. In our modern times, digital marketing is sometimes also known as e-marketing. The goal here is to increase the sales volume, acquire new customers, and bring the brand to the fore. When we do each of these, the most important goal is to minimize costs. Refers to the means of marketing activities related to the sale of products or services over the Internet: Social media marketing, directory listings, and most notably certain types of targeted online promotions. Traditional marketing is a marketing method that requires both time and budget to achieve certain types of results. The various methods of traditional marketing are: newspaper, radio, television, magazine ads, etc. Technologies have brought revolution in all fields in our modern times. The rapid development of digital marketing is more prominent on the internet and social media sites. With digital marketing, we can present various types of advertising in the digital field, and with traditional marketing, we can present the trademark of the organization.

Keywords: *marketing, digital, traditional, services*

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Ənənəvi və rəqəmsal marketinq müqayisəli təhlil

Xülasə

İllər boyu marketinq fəaliyyəti müştərilərə xidmət və xidmətin daha effektiv həyata keçirilməsi üsulu kimi yadda qalmaqdadır. Lakin, məhsul çeşidi dəyişir, strategiyalar isə dəyişilməz qalır. Müasir dövrümüzdə rəqəmsal marketinq bəzən də elektron marketinq kimi tanınır. Burada məqsəd satış həcmini artırmaq, yeni-yeni müştərilər əldə etmək və ticarət markasını ön plana çıxarmaqdır. Bunların hər birini həyata keçirdiyimiz zaman ən əsas məqsəd xərclərin minimumlaşdırılmasıdır. İnternet vasitəsilə məhsul və ya xidmətlərin satışının aparılması ilə bağlı marketinq fəaliyyətinin vasitələrinə aiddir: sosial medialar tərəfindən aparılan marketinq, kataloq siyahısı və ən başlıcası müəyyən növ hədəflənmiş onlayn promosyonlar. Ənənəvi marketinq müəyyən növ nəticələri əldə etmək üçün həm vaxt, həm də büdcə tələb edən marketinq metodudur. Ənənəvi marketinqin müxtəlif üsulları bunlardır: qəzet, radio, televiziya, jurnal reklamları və s. Texnologiyalar müasir dövrümüzdə bütün sahələrdə inqilab gətirdi. Rəqəmsal marketinqin sürətli inkişafı internet və sosial media saytlarında özünü daha qabarıq şəkildə göstərir. Rəqəmsal marketinqlə rəqəmsal sahədə müxtəlif cür reklamları, ənənəvi marketinqlə isə təşkilatın ticarət markasını təqdim edə bilərik.

Açar sözlər: *marketinq, rəqəmsal, ənənəvi, xidmətlər*

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Introduction

Digital marketing is a term used to describe certain types of integrated marketing services. There are many channels in digital marketing, each of which has a significant impact on the organization of marketing. They include: SEO, social media, online advertising, etc. Digital marketing channels help to connect with customers and execute marketing programs in real-time. Digital marketing builds a variety of tactics to connect with customers where they spend most of their time. These tactics include: digital ads, email marketing and online brochures, etc.

Research

Traditional marketing is a fairly broad category that includes various forms of advertising. Traditional marketing is the most well-known type of marketing that involves the advertisements we see and hear on a daily basis. Traditional marketing strategies fall into different categories. For example: print, telephone, broadcast via television and direct mail. Each of these marketing strategies individually costs less, and is cheaper (Bhatia).

Objective: The main objective in conducting this research is to focus on the importance of traditional and digital marketing.

Traditional Marketing:

- Identify the right audience faster
- Understanding customer behaviors
- Provides product or service location and channel consideration

1.1 Objectives of Traditional Marketing

Digital Marketing:

- To create brand awareness
- To create capacity and mobility through advertising
- Connect and influence the audience about your business
- Increasing customer satisfaction
- Increasing brand loyalty
- Understanding and connecting with consumers' needs

1.2 Objectives of Digital Marketing

Importance

Traditional marketing: the marketing mix is somehow related to the 4Ps of marketing. In the 1990s, service marketing included the 4Ps. That is, product, price, location and presentation (Kotler).

Product: A product is a material good that satisfies the needs and demands of people. It is the duty of the marketer to develop the product type. Also, the marketer should conduct extensive research on the issues surrounding the product life cycle process. Each product has a life cycle in a certain period of time: the growth stage, growth, maturity, and the decline in sales, i.e., the crisis stage (Eriksen, Hemmingsen, 2014).

Price: Price is the most important component of the marketing mix. Being an integral part of the marketing plan, price determines the profitability and availability of the firm.

Place: Placement or distribution are the most important elements of the product mix. You need to position yourself in a certain area and make the product available to potential buyers. There are many distribution strategies (Onishi, 2011):

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Franchising

Promotion: Promotion is one of the most important components of marketing as it can lead to brand recognition and increased sales. Promotions consist of various elements, such as (Raval, Tanna, Raval, 2018):

- Advertising
- Public relations
- Sales organization

1.3 4P'S model of Traditional Marketing

The 7Ps model of traditional marketing is a marketing model that replaces the 4Ps model. The 7Ps model is commonly used in service industries. It includes: 4Ps (Product, Place, Price. Presentation), People, Process and Physical Environment

1.4 Summary of 4PS and 7PS

Additional 3P descriptive characteristics are as follows:

People: Employees provide some kind of customer service. The digital world is run by people, with employees handling customer inquiries, email, call centers.

Process: How should services be provided in organizations? There are two types of processes: manual and automatic, where you manually work on the tasks required of you. For example: Manual means shopping in the mall and automatic means online system. For example: Online shopping

Physical Environment: This is the evidence that the service is actually provided at a satisfactory level. In these organizations, it is mainly known with the help of FEEDBACK

strategies. For example: web pages, documentation, brand logos, etc., each of which encompasses the physical environment of the organization (Taherdoost, Jalaliyoon, 2014).

1.5 The 7P model of Traditional Marketing

Digital Marketing: Digital marketing is based on understanding and managing customers. Basically it's more than website and email interaction. This includes managing and using the "5D Digital" listed below.

- Digital devices
- Digital platforms
- Digital media
- Digital data
- Digital technology

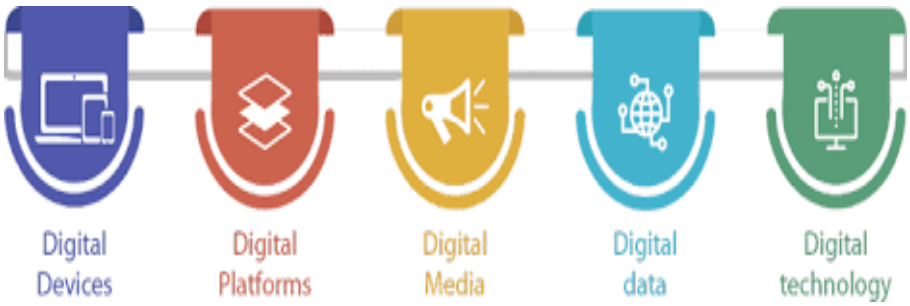
Digital devices: Audiences become familiar with certain brands as they interact with business websites and mobile apps. Applies to basic devices: smartphones, tablets, computers, televisions, etc. devices.

Digital platforms: Refers to the main platform applications and services on certain devices, namely Facebook, Instagram, Google, Youtube, Twitter and LinkedIn.

Digital media: Different paid communication channels to reach and engage the audience. Advertising applies to email, messaging and social networks.

Digital data: Collects information about organizations' audience profiles and interactions with businesses. In most countries, digital data is protected by law.

Digital technology: It refers to marketing technologies, mobile applications, etc. used to create interactivity in organizations (Taherdoost, Sahibuddin, 2012a).



1.6 Importance of Digital Marketing

Life cycle

Traditional Marketing: International product lifecycle (IPL) is one of the phenomenon of "how a company evolves over time and across borders". It includes:

- Economic principles
- Standards: market development

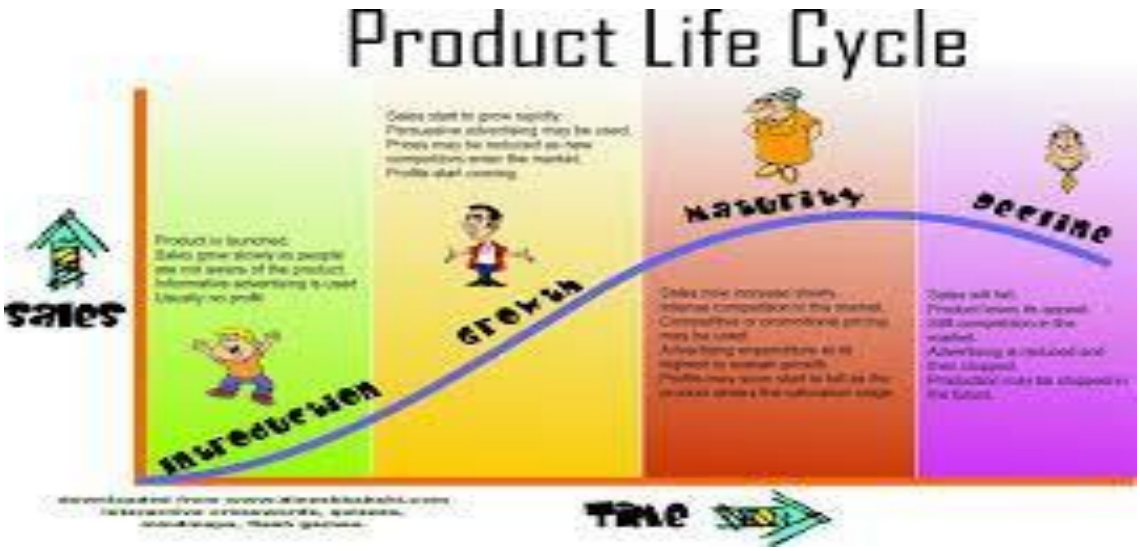
This theory shows how a company develops both its domestic and foreign marketing program.

International product lifecycle IPL theory has 4 main elements. These include:

- Layout: product demand
- Production: Product
- Competitions: International Market
- Strategy: Marketing plans (market entry, growth, maturity, decline).

Strategies	Introduction	Growth	Maturity	Saturation	Decline
Product	Basic product marketed	Product improvements or new product development	New product development; extension strategies	Extension strategies critical to maintain sales	Weak products withdrawn from market
Price	Cost-plus, skimming or penetration pricing used	Penetration prices slightly increase	Competitive or promotional pricing used	Competitive pricing used	Price cuts are made.
Promotion	Informative advertising used	Persuasive advertising used	Extensive advertising to remind customers of product	Aggressive advertising carried out to emphasize benefits	Advertising reduced to a minimum
Place	Selective or restricted distribution takes place	Intensive distribution or more distribution outlets are used	More intensive distribution or a wide range of distribution outlets	Widest range of geographical distribution outlets used	Selective distribution and unprofitable outlets are eliminated

1.7 IPL theory strategy



1.8 Traditional Marketing Strategy

Digital Marketing

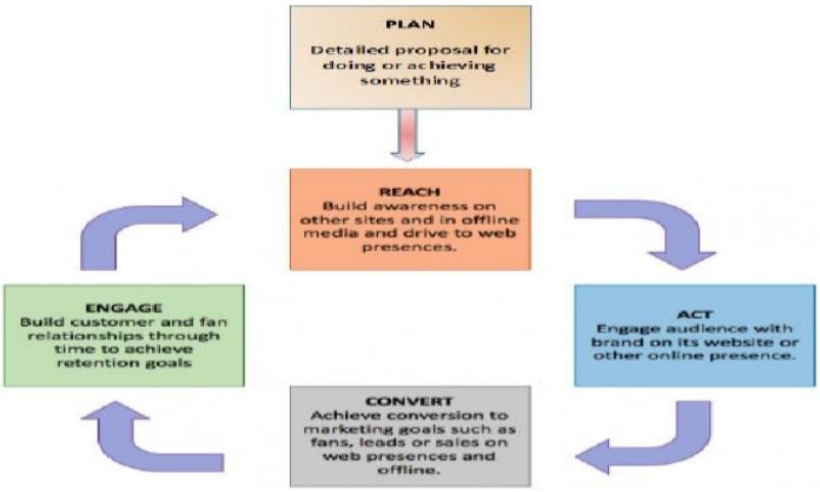
Plan- Data-driven, allowing you to review your current digital marketing effectiveness and customize analytics.

Reach - Increase awareness using online marketing techniques that will increase traffic to your site.

Act – encourage interaction on your website or social media to help you generate leads.

Convert - use retargeting, nurturing to remind and convince your audience.

Engage – Engage with existing customers by enhancing personalized communications using website, email.



1.9 Digital Marketing Strategies

Categories

Traditional marketing

Print: Includes advertisements in newspapers, magazines and other printed materials.

Broadcast: Radio and TV commercials

Direct mail: Includes letters, catalogs, and printed and other materials.

Telemarketing: Includes solicited calls by consumers by telephone.

1.10 Categories of Traditional Marketing

Digital Marketing

Search Engine Optimization (SEO): The practice of increasing the number and quality of visitors. It aims to improve rankings through websites. For example: Websites receive almost 95% of Google clicks.

Social Media Marketing: Brings the brand to a wider audience through social media such as Facebook, Instagram, YouTube, etc. to market the product.

Email marketing: You can send interesting news, reminders to your customers in a few minutes. Customizable emails are more effective for business promotion.

Brand journalism: Brand journalism involves creating content that your audience finds interesting. A brand's target audience includes their specific interests, not just your products.

Video marketing: Combines words and images to engage users.

Audio marketing: Any audio advertising on these platforms makes it an effective way to sell your products. However, it is not as productive as video marketing.

Live Communication: Marketing isn't just about getting people to your site, it's about securing a purchase. Live communication is a useful tool to clear doubts between customers who buy the product.

Instant Messaging Marketing: People use instant messaging apps like WhatsApp and Facebook Messenger, and can post certain information about a product (Yasmin, Tasneem, Fatema).

1.11 Categories of Digital Marketing

Conclusion

Digital marketing is a broad term used for any effort an organization makes to connect with customers. The content of digital marketing consists of electronic technology, email, geolocation and mobile marketing, social media, online customer services, and other tools. Traditional marketing is part of an overall advertising strategy. Every organization that sells products and services uses several types of traditional marketing. Using a traditional form of advertising sometimes depends on the available marketing budget. Traditional marketing is ineffective compared to digital marketing. Because it is very difficult or impossible to track the results. Digital marketing is more efficient than traditional marketing. Contacting customers is easier and more accessible. Results through social media, smart phones easier to follow.

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Received: 25.11.2024
Accepted: 06.03.2025