

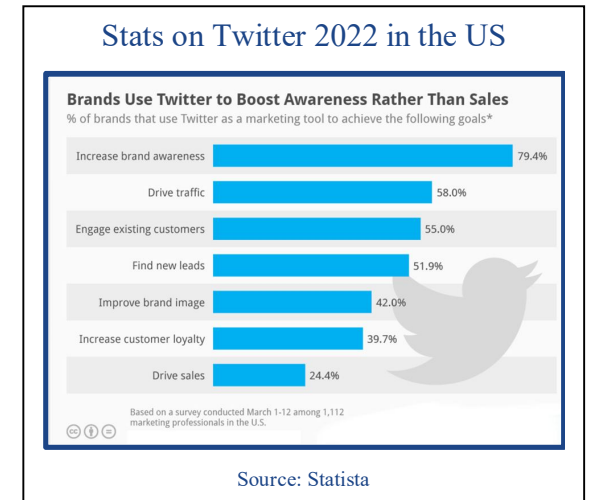
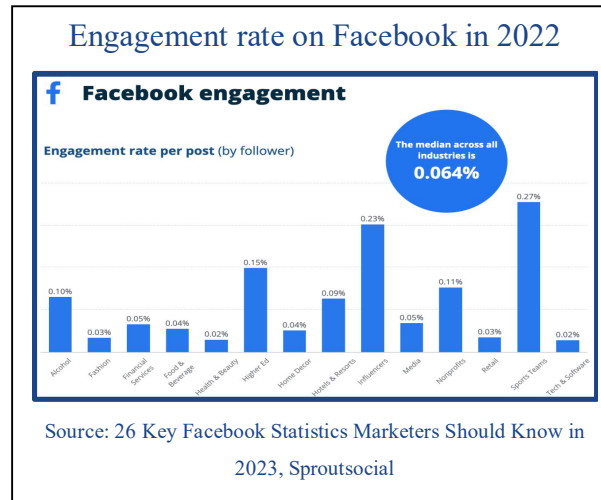
# Re-thinking Marketing Concepts: Digital Marketing Versus Conventional Marketing Techniques

Research by: Vidhan Vardhan Agarwal

**TRADITIONAL MARKETING**

**DIGITAL MARKETING**

Source: Digital or Traditional Marketing: Which One Is Good For Small Business? Proite



## Synopsis

Advancement of digital technology and evolving social media marketing channels have benefited companies in formulating techniques to capture large audiences and potential clients at economical costs, stir the launch of fresh merchandise and gain publicity, assemble effective brand management techniques, foretell customer needs and behavior patterns, boost sales by improving customer participation and bring to attention unique bargains.

This white research paper highlights the evolution of digital and social media marketing channels and their various platforms such as Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube, and how these mediums employ their extraordinary mechanisms to enrich brands. Furthermore, it also investigates digital marketing mediums and online marketing efforts through websites, search engine optimization, affiliate marketing strategies and email campaigns. This study depicts a SWOT analysis of social media marketing, the social media marketing behavior in India and how this digital media machinery should adapt to changes post the pandemic.

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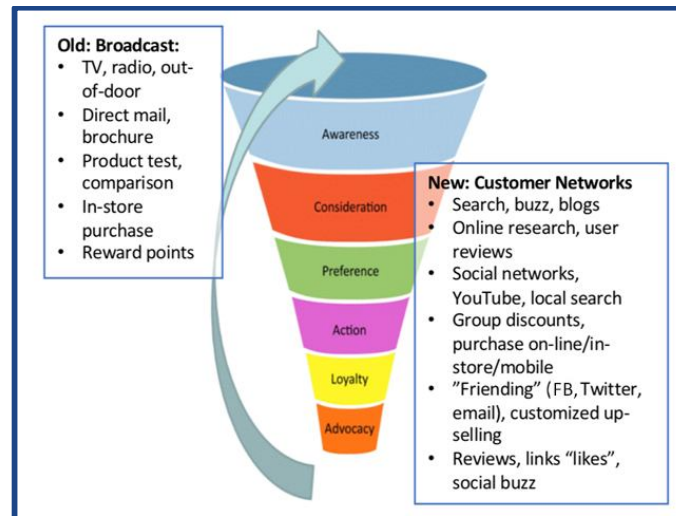
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## The Proliferation of Digital And Social Media Marketing Platforms

Marketing is one of the most essential aspects of a business, as it enables to obtain potential client engagement. In earlier times, marketing mediums comprised broadcasting via radio and television, printing through magazines and newspapers, outdoor public advertising channels were flyers and billboards and direct mail services incorporated postcards and catalogs. Nonetheless, these marketing inlets targeted a fixed audience, proved to be costly and sometimes consumed a high volume of paper, therefore turning out to be an obstacle to environmentally friendly agendas.

Over the years, these conventional marketing strategies have evolved and there has been advancement of technology, which has given birth to digital and social media marketing platforms. Refer to Exhibit 1 which examines the traditional and new-generation marketing strategies which businesses utilize. Exhibit 2 explains the various elements and pros and cons of traditional versus new-generation marketing strategies.

Exhibit 1: Traditional versus new-generation marketing strategies



Source: The Digital Marketing Funnels vs. Traditional Marketing Funnel, LinkedIn

Exhibit 2: Characteristics of traditional and new generation marketing techniques

Comparison basis	Traditional marketing	Digital marketing
Definition	It is one type of marketing that utilizes media, TV, or magazine to advertise any business's services and products.	It is one type of marketing that uses the internet and social media for advertising businesses.
Engagement	Low	Relatively high
Conversion	Slow	Extremely fast
Nature	Static	Dynamic
Investment returns	Not easy to measure	Simple to measure
Effectiveness	More expensive Less effective	Less expensive More effective
Targeting	Standardized	Customized
Tracking	Not possible	Possible
Reach	Local	Global
Tweaking	Not possible once the advertisement is placed	One can change or edit anytime
Results	Slow results	Quick and live results
Communication	It is mostly one-way communication	It is a two-way communication
Interruptions	It is not easy to skip the advertisements, as they are bound to the users.	One can easily skip between advertisements if it does not interest them.

Source: Traditional Marketing vs. Digital Marketing [2023 Edition], Simplilearn

When social media platforms were introduced their main purpose was for social engagements, but their thriving popularity and vogue gave rise to their commercial applications and rapidly they evolved as marketers' fresh promising companions. According to Statista in 2019, 2.95 billion individuals worldwide were functional social media users.

With the booming favor bending towards social media platforms, marketers were more inclined towards social media and digital marketing campaigns as compared to conventional marketing techniques and utilized them extensively as influential marketing instruments. The decrease of the societal reliance on traditional brick-and-mortar communication processes has necessitated that business organizations strive to utilize the best approaches related to digital and social media marketing strategies to maintain as well as enhance their market share.

Currently, digital and social media platforms have three basic marketing functions - advertising, brand-related study and public relations. The primary platforms of social media marketing are - Facebook, Twitter, Instagram, Pinterest, LinkedIn and YouTube. As per the Lister 2017 report, Facebook pages have greater than 50 million registered businesses and over 88 % of businesses use Twitter for their marketing purposes.

These platforms support business institutions to anticipate client requirements and demand behavior habits, formulate approaches to capture targeted customers, commence the launch of fresh product lines, construct brand management strategies, improve sales by enhancing shopper participation via contests, develop fan pages for products, and advertise special discounts. This tendency has resulted in altering relationships in the business culture between producers, retailers and final consumers and has assisted in creating a powerful online presence of goods and services. Exhibit 3 provides a comparative analysis of the advantages of traditional marketing versus digital marketing.

Exhibit 3: Advantages of traditional marketing versus digital marketing

The infographic is divided into two main sections. The top section, titled 'Benefits of TRADITIONAL MARKETING', features a purple television set with a megaphone emerging from its screen, surrounded by several business people. Below this are four icons: a globe for 'Easy Connectivity', a document for 'Save Hard Copies', an eye for 'Easily Recognizable', and a bar chart for 'High Reach'. The bottom section, titled 'Benefits of DIGITAL MARKETING', shows a laptop with a hand holding a yellow envelope in front of it, with various digital icons like a dollar sign, a pie chart, a target, and a person profile floating above. Below this are six icons: a dollar sign for 'Cost Effective', a group of people for 'Equal Opportunities', a document with a checkmark for 'Content Focused Approach', a target with an arrow for 'Increased Conversions', a person with a gear for 'Creates Brand Awareness', and a dollar sign with a plus sign for 'Higher ROI'.

**Benefits of TRADITIONAL MARKETING**

- Easy Connectivity
- Save Hard Copies
- Easily Recognizable
- High Reach

**Benefits of DIGITAL MARKETING**

- Cost Effective
- Equal Opportunities
- Content Focused Approach
- Increased Conversions
- Creates Brand Awareness
- Higher ROI

Source: Traditional Marketing vs. Digital Marketing [2023 Edition], Simplilearn

## Popular Digital Marketing Tools

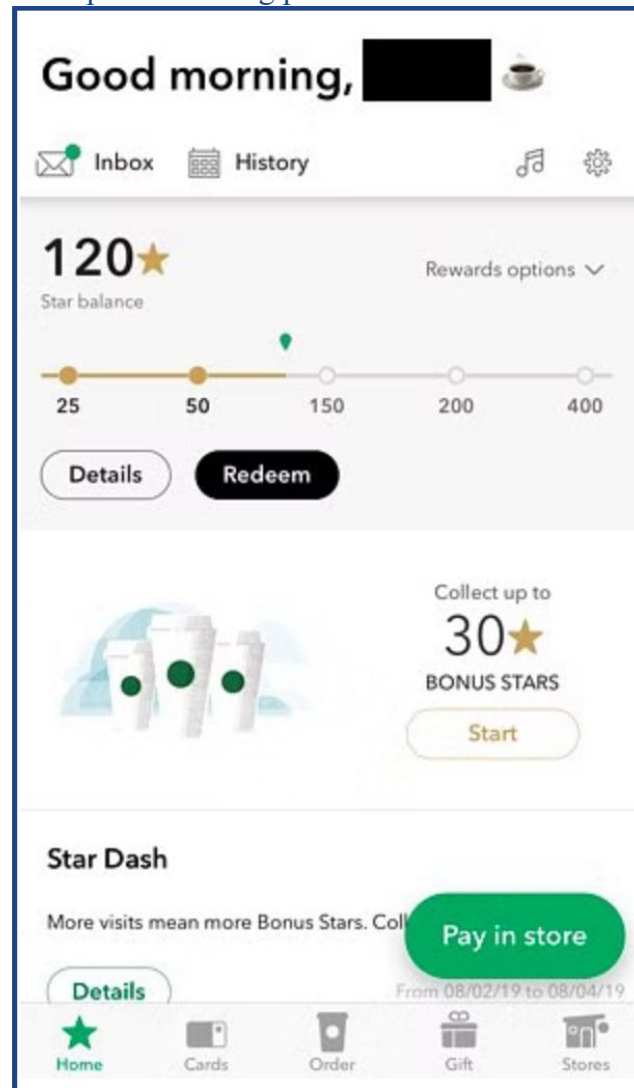
The most common digital marketing techniques are listed here:

### **Website content**

A website is the centerpiece of all digital marketing techniques. It is an extremely effective medium on its own, but it's also the channel which is required to perform an assortment of online marketing drives. A website depicts merchandise or a service brand. Websites should be quick, mobile-friendly, and simple to manipulate and use.

Dynamic content directs to website and email content that responds to users based on their behavior pattern, likes and preferences for certain goods and services. This tool evaluates varied indications to personalize data, with the final objective of engaging the user and, ideally, convincing the user to purchase the product or service. Dynamic content can also be utilized to boost conversions in a B2B context, namely getting additional free trial sign-ups, webinar attendees, or demo requests. This type of content is a proven strategy to boost conversions, and it does so by using personalization. Exhibit 4 is a perfect example of utilizing personalization as a marketing strategy. Exhibit 5 depicts the survey results proving that dynamic content is a good technique to stimulate conversions and it does so by employing personalization.

Exhibit 4: Example of utilizing personalization as a marketing strategy



Source: Utilizing personalization as a marketing strategy, Simplilearn



Exhibit 5: Survey results how personalization boosts conversions



Source: How Dynamic Content Helps Boost Website Conversions, Simplilearn

### Email campaigns

Email campaigns are a manner of providing persuasive messages to transform leads into sales by dispatching personalized emails to targeted clients. It also assists in familiarizing targeted buyers with the significance of products and services.

### Significance of Email Marketing:

1. Expenditures are lower as compared to other marketing channels
2. Higher return on investment
3. Enables drawing fresh clients
4. Easier integration with additional communication platforms
5. Supports in developing targeted and personalized messages
6. Assists higher-intent customer to engage with firms
7. Aids in reaching out to larger as well as smaller targeted audiences

### Affiliate marketing

Affiliate Marketing is an arrangement of digital marketing in which traders expend a commission to a certain website or third party to promote and advertise their goods and services. These are advertised in the form of referrals and are getting very popular nowadays; refer to Exhibit 6 which depicts its growth.

Exhibit 6: Growth of Affiliate Marketing in 2020



Source: What is Affiliate Marketing and How To Start it? Simplilearn

### **Search engine optimization (SEO)**

Search Engine Optimization or SEO is the method of boosting organic traffic on the Search Engine Results Page (SERP). This is also called organic search or listings. If a business desires to position itself as number one for all the keywords, then the organization requires itself to apply for an SEO to improve its position. If a website doesn't rank high in this position, there can be multiple explanations why this can occur:

1. Rivals have superior content
2. The business doesn't use the apt weak keywords and utilizes inferior link building practices
3. The business's webpage load time is sluggish and it doesn't have a satisfactory user experience
4. The business website is de-indexed by error

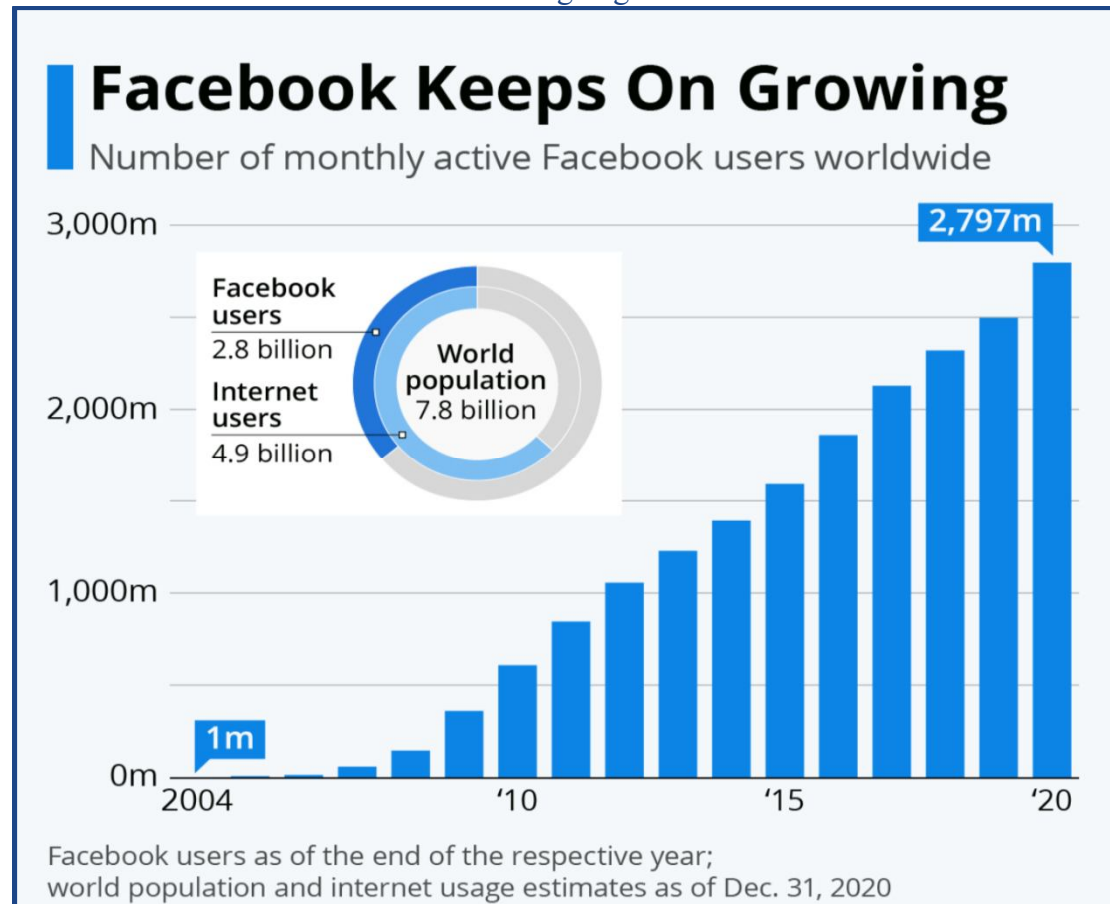
### **Primary Social Media Marketing Platforms**

Social media platforms create direct interactions between businesses and customers. Marketers now acclimate to a shift in function from the positioning of merchandise in markets to being consumer advisors. Marketers deal with merchandise enquiries, grudges and acclaims and can provide real-time feedback to brands. The list of metrics for assessing public relations to portray a cross-channel perspective of where social media is delivering comprises these aspects - expense per impression, expenditure per engagement, fee per site visitor, price per click, charge per inbound link and cost per subscriber.



**Facebook:** Marketers use Facebook as a social networking platform to stimulate sales of goods and services. In fact, through Facebook inactive shoppers are converted into enthusiastic fans, which follow merchandise promotions, fresh merchandise development and publicity, and likewise share this information with their friends. Exhibit 7 depicts the growing popularity of Facebook.

Exhibit 7: Evolving vogue of Facebook



Source: Statista

Facebook has numerous mediums which aid in launching and advertising merchandise, which are listed here.

### Facebook Advertisements

Marketplace Advertisements emerge on the side columns of the Facebook site and it improves the likelihood of more likes or steering additional website clicks. If a user likes the advertisement page of the merchandise, then the user evolves to a follower of that company page and then the posts of that trademark will occur on the user's Facebook newsfeed.

This platform enables firms to assess advertising testing results through a built-in advertisement performance measurement instrument. This medium enables businesses to establish advertisement budgets and examine demographic targeting of Facebook Users' data in terms of age, gender, educational background, occupation, hobbies and area. Nevertheless, this platform suffers from the constraint that it is incapable of revealing databases regarding click-through rates.

Exhibit 8: Facebook advertisements

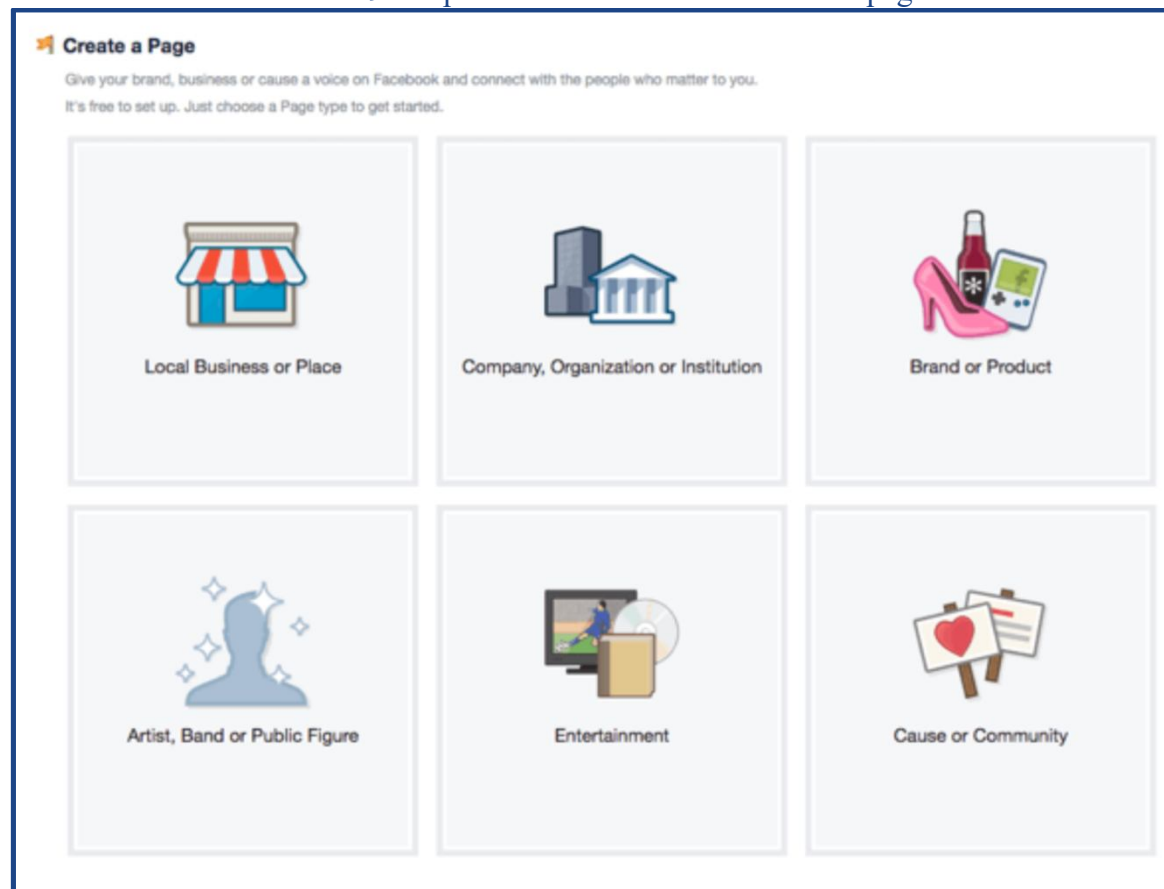


Source: How Facebook Ads Can Play a Vital Role in GROWING Your Business, Cibirix

## Facebook Business Page

The Facebook business page is a superior platform and functions as a free marketing device to expand brand individuality and customize trade profiles. Businesses can upload videos and photographs, and share links and posts exhibiting their merchandise. This tool acts as a medium of contact between consumers, retailers, wholesalers and manufacturers as it documents merchandise offerings.

Exhibit 9: Steps to create a Facebook business page

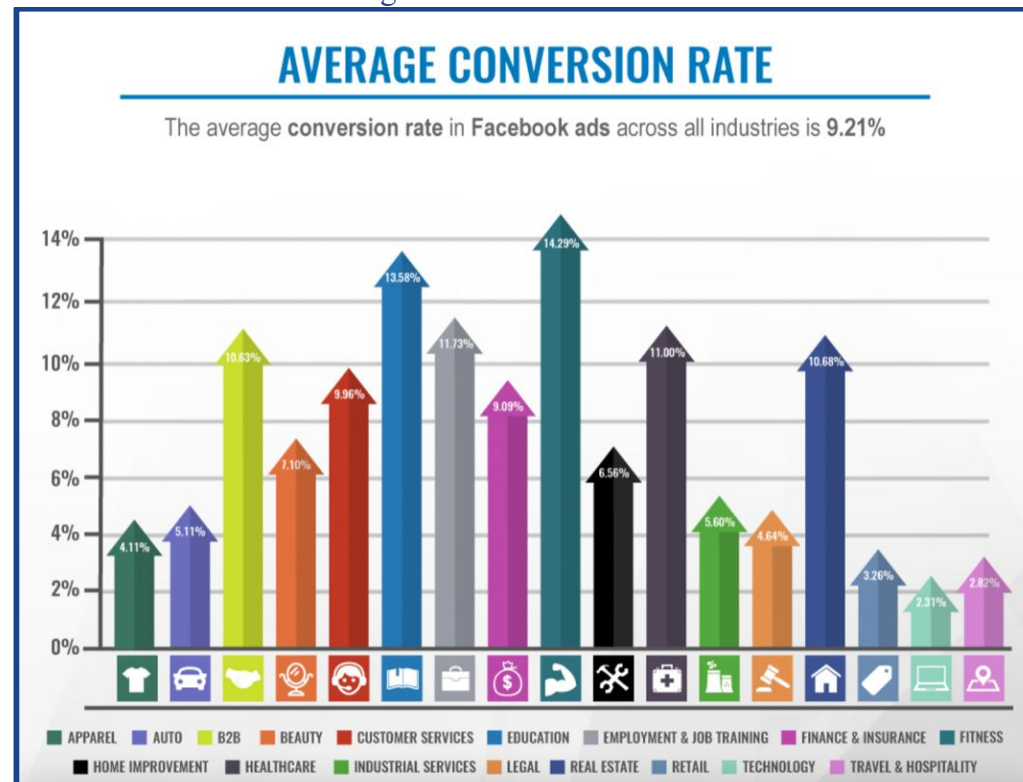


Source: How to Build a Facebook Page for Business: A Guide for Beginners, Social Media Examiner

**Sponsored Stories on Facebook**

This kind of marketing technique on Facebook depicts a user’s actions to its friends, for instance, a ‘like’ or ‘claim that offer’ by a user can be noticed by the different user’s friends. This, in turn, inspires the user’s friend to pay additional attention to the sponsored story and take a matching action as his friend. It functions on the code of ‘word of mouth’ marketing technique. Sponsored stories get preferential positioning in fresh feeds on the bar on the right-hand side. In fact, they are the sole ad format that is revealed on cell phones and are a crucial means of Facebook marketing. Exhibit 10 portrays the average conversion rates on Facebook for various industries and approximately 9.21% is the conversion rate for all these sectors on Facebook advertisements.

Exhibit 10: Average conversion rates on Facebook in 2022

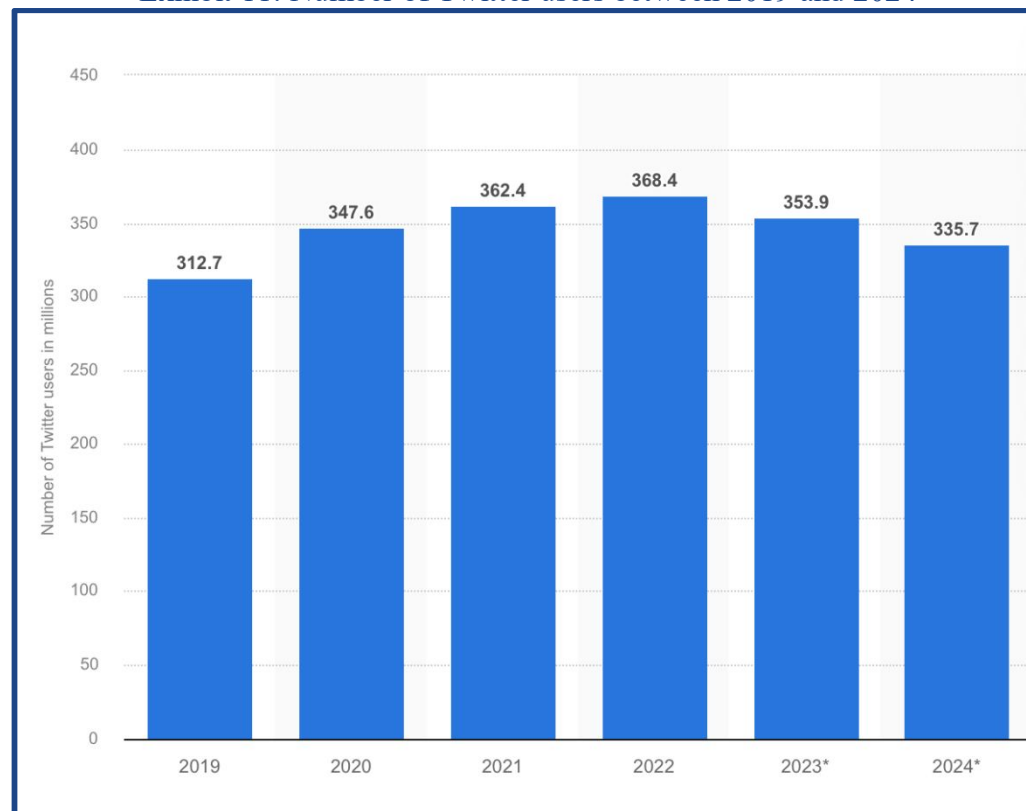


Source: 26 Key Facebook Statistics Marketers Should Know in 2023, Sproutsocial



**Twitter:** This favored social networking marketing mechanism permits its registered members to compose messages in the structure of short posts called tweets. Consumers utilize Twitter as a search engine to discover news on myriad businesses. Through Twitter, a firm can develop and circulate its merchandise data details to its customers and followers and furthermore provide a customer support system.

Exhibit 11: Number of Twitter users between 2019 and 2024



Source: Statista



Listed here are some marketing tools featured on Twitter:

### **Tweepi**

This artificial intelligence boosts Twitter followers, engages additional users and boosts the company's existence. This platform conveys which customers are meaningful for the firm's popularity.

### **Hashtagify**

This special management device on Twitter assigns the ideal hashtag, scrutinizes the hashtag performance, follows the outcomes and recommends the following tweets for forthcoming engagements.

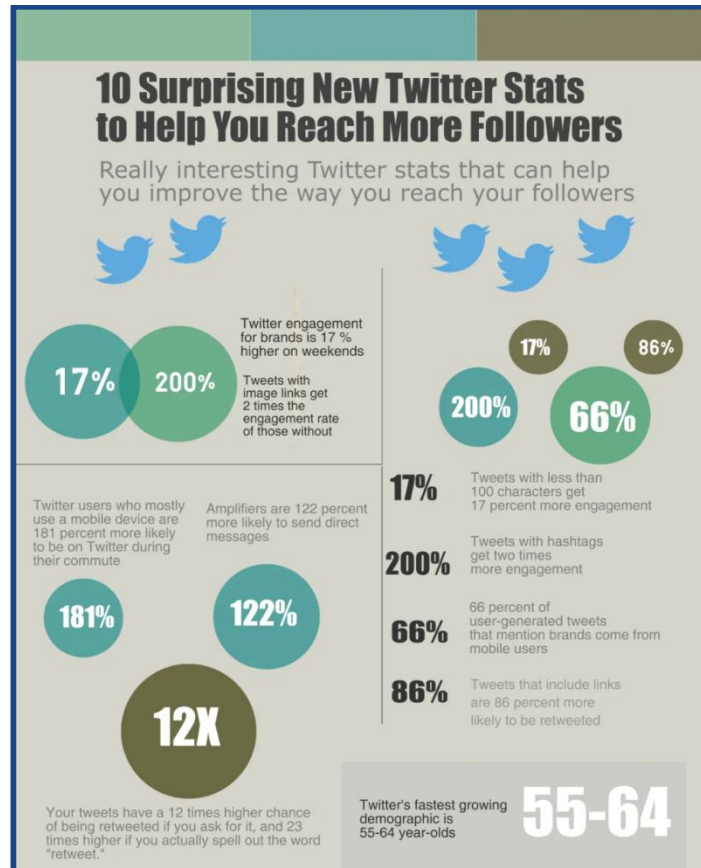
### **Crowdfire**

This marketing instrument on Twitter ensures that a trademark follows the right people, plans timetables and publishes a firm's tweets at the most promising possibility. It governs Twitter accounts very effectively.

### **Commun.it**

This marketing tool on Twitter shares curated data and tweets in the niche profile. It downloads progress reports and trails the label awareness. It creates relationships and engages with likely buyers.

Exhibit 12: How to increase Twitter followers



Source: 10 Surprising Twitter Stats to Help You Reach More Followers – TFE Times



**YouTube:** This social media platform is an influential digital video marketing device which infuses confidence in the viewers, as videos are an extensively engaging form of marketing technique to draw the concentration of the viewer. The expense to upload videos is complimentary but videos are interrupted with promotions and advertisements. YouTube is evaluated as an effective marketing device as it targets a worldwide audience.

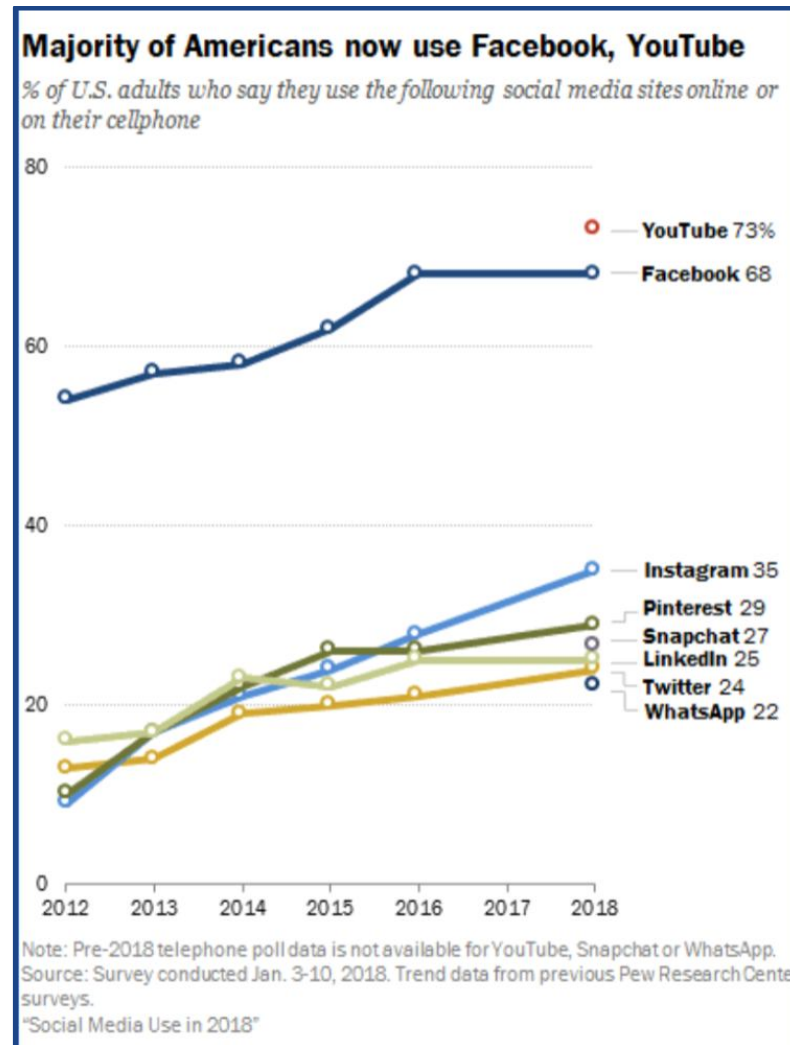
Furthermore, search engines prefer video content as video content and rank it higher than text content. Also, those individuals who develop these contents are the social influencers who have enormous followers– the niche audience loves and trusts them. If a certain trademark fits with any of the ‘YouTube celebrities’ then celebrities can be requested to try out the product or service and post their experience about it. This way the brand can connect with potential customers in ways that would’ve never imagined.

Exhibit 13: YouTube popularity as a social media marketing tool



Source: 5 metrics every YouTube marketer needs to track

Exhibit 14: Comparison graph of usage of different social media apps in 2018 in the U.S.

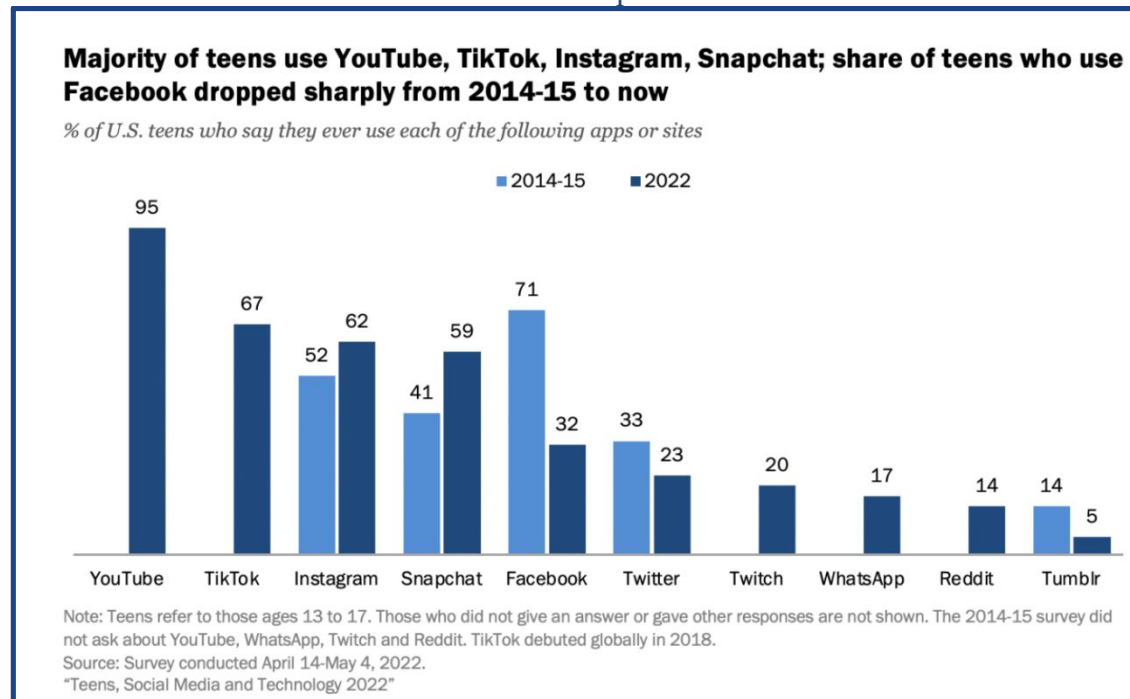


Source: PEW Research Center



**Instagram:** This popular social media networking channel is a distinctive visual-based marketing medium that targets a large audience and is based on time-lapse photographs and videos, which businesses employ to publicize themselves. Hashtag search engines portray how specific hashtags are favored and how they are pertinent to market merchandise effectively. Sponsored posts and paid advertising drives prove to be more effective on Instagram than on Facebook, as the former social media mechanism deals with younger demographic viewers. Exhibit 15 depicts how teenagers have replaced Facebook with Instagram, YouTube, Snapchat and TikTok from 2014-15 to 2022 in the US.

Exhibit 15: Facebook versus other social media platforms from 2014-15 to 2022 in the US



Source: 26 Key Facebook Statistics Marketers Should Know in 2023, Sproutsocial

Instagram can build an effective technique for marketing products and services in numerous ways. This medium analyzes competitors' techniques by utilizing mechanisms like Socialinsider, which assists a firm to build its marketing strategies accordingly. Also, in order to launch new products, branded hashtags and stories can be created.

The 'swipe feature' can be used if the brand has a significant following of 10,000 or greater followers, to redirect users to the landing page directly on the business profile site. Utilizing the clickable website link of the company which enhances traffic on the product website, an effective corporation bio showcasing the business personality of the company can be viewed. This platform has the capability to run targeted ads and uses demographic parameters such as gender, age, and location to select the right audience.

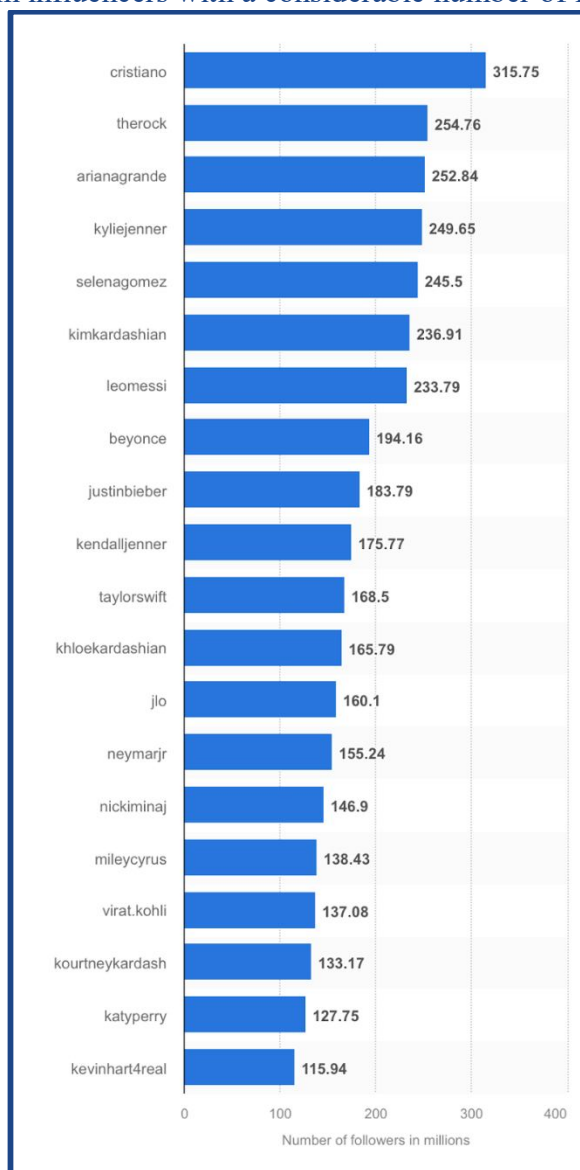
Exhibit 16 depicts the functionality of Instagram. Exhibit 17 depicts the globally powerful Instagram followers and their following.

Exhibit 16: Functioning strategies of Instagram



Source: Instagram Marketing Strategies [Infographic], Smart Insights

Exhibit 17: Strong Instagram influencers with a considerable number of followers globally, July 2021



Source: Statista 2021

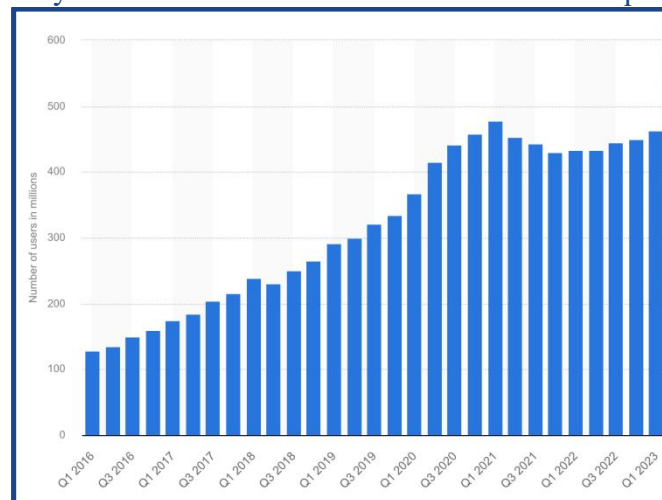




**Pinterest:** This channel is a primarily visual application social media mechanism that shares infographics, photographs and videos. It assists a business venture to file and share its publications which are known as ‘pins’. In fact, on this social media platform, users follow interests, fads and fashions that they dream of and not people.

Pinterest is an effective marketing channel as it facilitates businesses to add the URL of their article and interested users can instantly visit the firm's Blog. Corporations can put in the image of the link of their web, to direct users to the desired Landing Page. This channel is a promising medium to file a wish list. Users who are interested in buying certain merchandise share them with online stores so that they are archived for ‘better times’ when they arrive. Through the alternative of ‘repinning’, it circulates communication, data and announcements on which organizations want greater visibility. Exhibit 18 depicts the popularity of Pinterest.

Exhibit 18: Number of monthly active Pinterest users worldwide from 1st quarter 2016 to 1st quarter 2023



Source: Statista

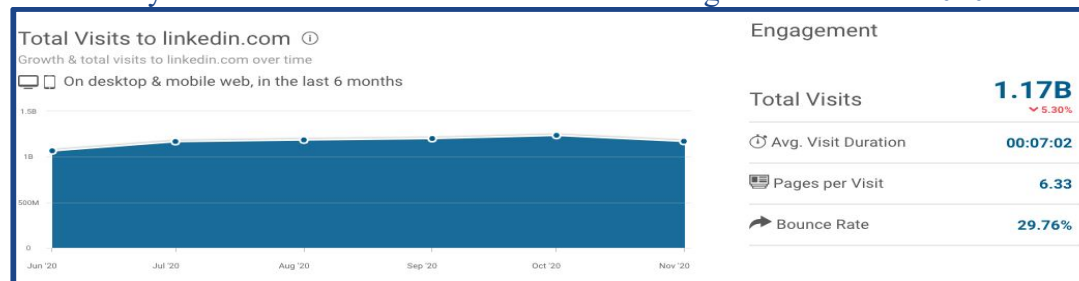


**LinkedIn:** This social media platform is the largest international business-oriented networking channel, where members maintain their professional profiles. It is a mechanism utilized by recruiters and employment seekers to locate the proper fit company for job requirements. This outlet facilitates the uniting of the correct joint ventures and alliance partners for business propositions.

LinkedIn company profile page depicts the merchandise the firm deals in and exhibits all the pertinent data correlated to the enterprise’s business profile to its followers. Furthermore, it also documents the employee profiles of all highly qualified employees who work in the institution and provides their contact details. LinkedIn Ads is a self-service strategy that equips professional data regarding a person or firm in a persuasive mode to the intended audience. These advertisements work on a bidding strategy where you spend for each click, to attain particular professionals or companies.

LinkedIn individual profiles are where specialists update their academic qualifications, photographs and career experiences on their LinkedIn to connect regarding employment placements or to additional members in the same career. LinkedIn groups provide an outlet for professionals to share company data and communication, post or view employment vacancies, establish themselves in the industry associated with them and create business relationships.

Exhibit 19: Data analysis of LinkedIn as a social media marketing tool from June 2020 to November 2020



Source: 50+ LinkedIn Statistics Marketers Need To Know in 2023

## SWOT Analysis On Social Media Marketing

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Environmental friendly mode of marketing</li> <li>• Enhances website traffic and sales</li> <li>• Higher level of customer engagement</li> <li>• Businesses have a better understanding of market needs &amp; demands, studying competitive brand marketing strategies</li> <li>• Adjustable to customize campaigns while targeting particular shoppers</li> <li>• Economical &amp; effective method of marketing</li> <li>• Ability to gauge the success or failure of marketing &amp; advertising campaigns easily</li> <li>• Supports customer services &amp; develops brand management</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Susceptible to sudden modifications in consumer behavioral patterns</li> <li>• Social media stalkers take undue benefit of fruitful opportunities &amp; can abuse the system through fake comments</li> <li>• High dependency on available technology of customers &amp; brands</li> <li>• Electronic word-of-mouth communication has a considerable influence on brand image</li> <li>• Success depends on influencers who advertise for multiple brands</li> <li>• Comments posted in a hurry can cause a marketing disaster, spoiling both the agencies' &amp; clients' reputation</li> <li>• Doesn't take into account the different demographics &amp; cultural backgrounds of numerous consumers</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• International &amp; not bound by geographically, enormous targeted audience</li> <li>• Advertisements influence consumer behavior patterns &amp; future demand trends</li> <li>• Useful to evaluate competitive products by monitoring their social media pages</li> <li>• Builds brand awareness &amp; loyalty</li> <li>• Digital advertising mode is for the young clientele, comprising the majority of the buyer markets</li> <li>• Digital advertising is a futuristic trend in e-commerce</li> <li>• Improves customer services &amp; after-sales services of merchandise</li> <li>• Marketers connect with customers 24/7 &amp; create outstanding marketing campaigns</li> <li>• Opportunity to receive prompt feedback through social media platforms</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Through social media, consumer complaints can be instantly communicated to millions of people</li> <li>• A consumer's attitude towards a social media platform can influence the consumer's attitude towards the brand</li> <li>• Strong international competition between competitive brands on social media advertisements</li> <li>• A brand's social networking activities can prove to be intrusive to customers' privacy and in such cases, businesses can lose customers</li> <li>• Strong competition between multiple social media platforms</li> </ul>

## Social Media Marketing Techniques Post The Pandemic

The Harvard Business Review in 2021 examined the implication of social media marketing platforms during the current pandemic. The results communicated that the marketing budgets associated with social media internationally boosted from 13.3% in February 2020 to 23.3% in June 2020. This was a substantial rise, as since 2016 despite the continuous expansion in social media marketing investments the effect of social media has remained fairly constant.

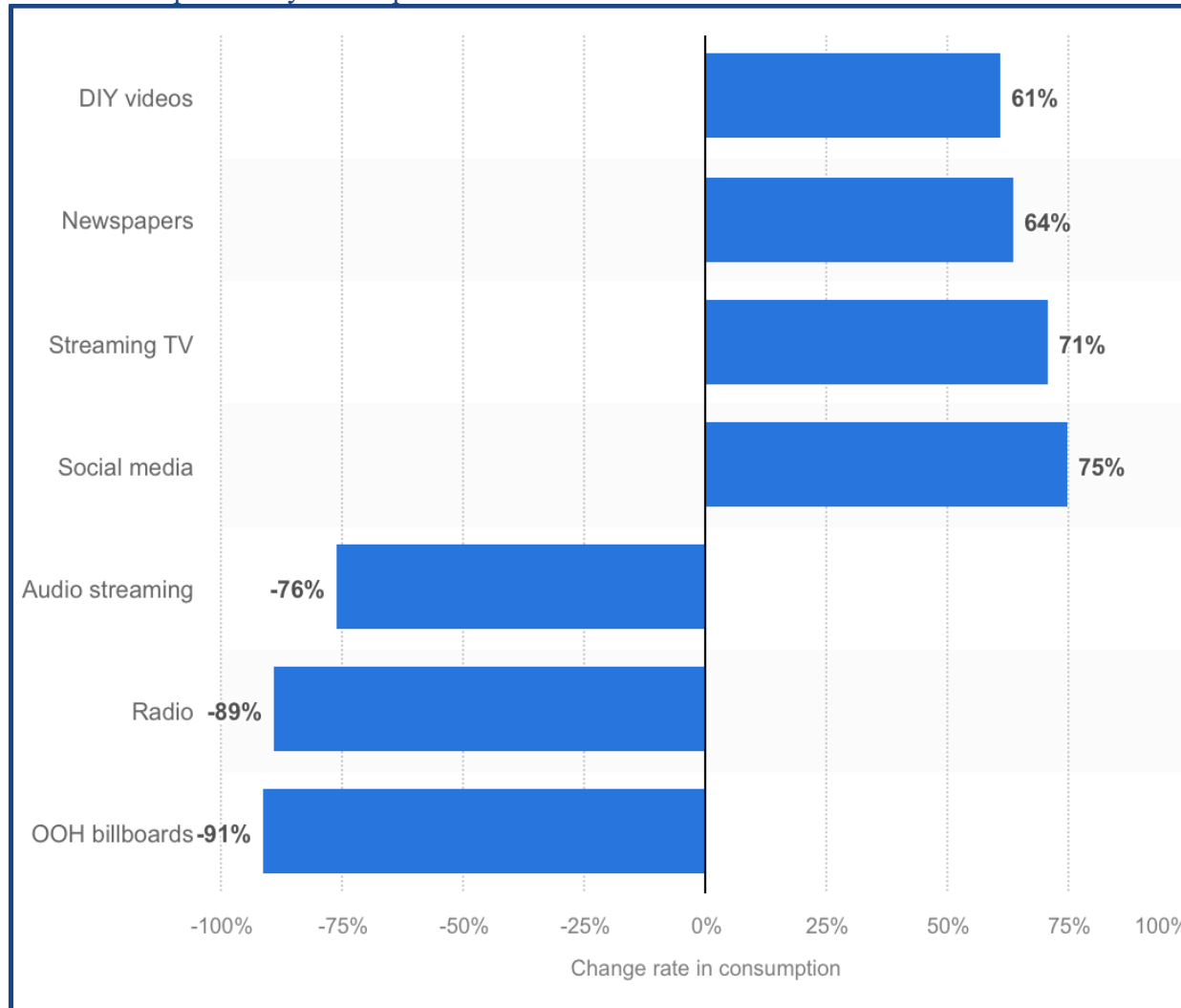
In fact, it has been observed that post-pandemic social media marketing channels have provided an excellent opportunity for advertising techniques and new brand messaging to develop. So, with online traffic continuing to rise it is necessary to appoint the appropriate influencers to tap targeted potential clients, as these famous personalities build trust in their followers and currently, there is a growth in international marketing budgets for influencers.

Marketing analysts should be in touch with new opportunities on social media marketing campaigns, to build unique connections with customers. For example, Facebook gift cards and TikTok For Business are recent additions to existing platforms, where media strategists need to learn and create content for advertising.

Furthermore, marketing specialists and agency partners should have the capability to pivot fresh priorities and adjust to current market trends so that risk is minimized and opportunities to connect with clients are maximized. To connect with followers and develop positive impacts through social media marketing strategies, the social media content must be apt. Social media strategists should ensure a smooth funneling process from social media platforms to the respective e-commerce websites to enhance sales volumes.

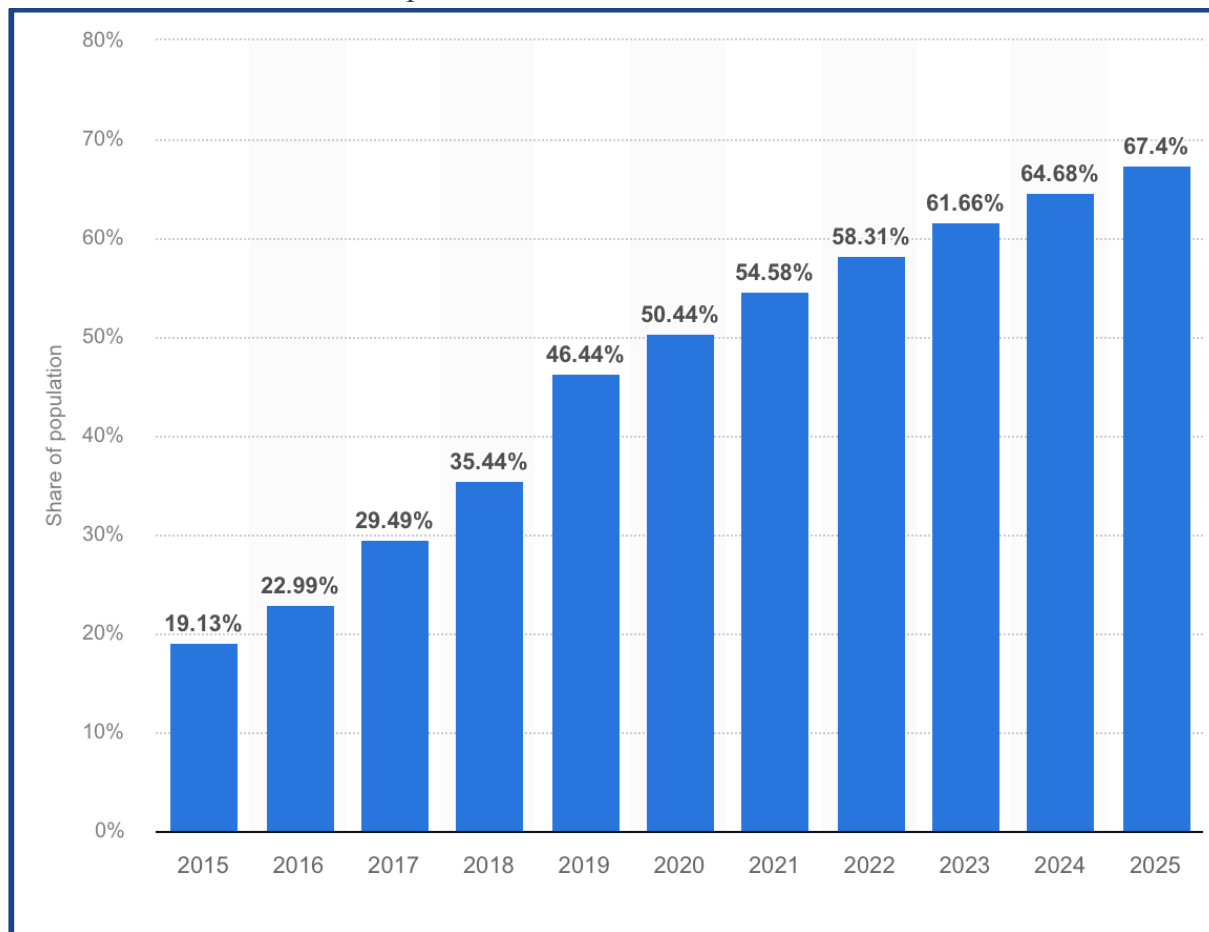
During the pandemic social distancing norms increased the consumers' use of social media to gather needed product information. Refer to Exhibits 20 and 21 for further details on the Indian market scenario related to this issue. Indian consumers' usage of social media - to identify product needs, compare products, product-related risk evaluation, product purchases and share product satisfaction reports post the declaration of the current pandemic increased substantially.

Exhibit 20: A comparative analysis of the impact of the coronavirus, on the type of media, specifically the emphasis on social media use in India as of March 2020



Source: Statista

Exhibit 21: Social network user penetration in India from 2015 to 2020, with estimates until 2025



Source: Statista

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