The differences between digital marketing and traditional marketing are obvious: one focuses on the web and the other focuses on media like print, television, radio, and direct mail.

Both share similar goals. Digital and traditional marketing are used to attract qualified customers and build brand awareness in your market, and they work together to power marketing results.

The right mix of digital and traditional marketing is better than the sum of its parts. Suppose your goal is to sell more of a certain type of mattress, appliance or furniture this month. You could start with a strategically placed television ad during a program watched by the demographic that might be interested in this type of product.

In your spot, you would include a call to action that motivates viewers to visit your website to print a coupon or special offer. By combining digital and traditional marketing, you put the right ad in front of the right people and give them a reason to visit both your website and swing your doors.

Some businesses unfortunately think of digital and traditional marketing as being at odds with each other, when in fact they complement each other to meet your unique goals. If you’re skeptical of digital marketing, here are some reasons to learn more about it and let it work with your traditional marketing to get the best possible results.

**Digital Marketing Is Cost-Effective**

Digital advertising is more cost-effective than advertising in traditional media like television, radio, print media and the Yellow Pages.

A well-executed digital marketing strategy, for a reasonable monthly investment, gives your business the power to compete effectively against larger competitors, reach a larger audience of qualified customers, generate new revenue, and get the data you need to accurately measure your return on investment (ROI).

**Online is Measurable**

It’s not easy to know how many people heard your radio spots or read your newspaper ad.

But you can find out exactly how many times your digital marketing messages were displayed to local customers actively researching a purchase, how many times they were clicked, which web pages they visited after clicking, how long they looked around, and more.

This online marketing data makes it easy to measure your progress against real business goals, and allows you to quickly adapt your entire marketing strategy.
to take advantage of what’s working best. With digital marketing, you can also learn things like peak
days and times for visits to your website, and see how many conversions occurred (a visitor took an
action you specified) signaling an intent to purchase from your store.

Digital Is Terrific for Brand Development

A well-designed, regularly updated website with high quality content is one of the best local brand-
building investments you can make. Today’s reality: even if you don’t sell online your business must be
found online when a qualified local customer is researching a purchase.

When your website adds value by giving your target audience the information and answers they seek
through a blog or other posted information, you can generate more leads and build a sense of trust
with your local website visitors. You’ll get maximum results when you couple a great website with a
consistent monthly online marketing investment, strengthening your visibility with potential customers
so they swing your doors and buy from you over the competition.

With Digital the Potential for Exposure Is Tremendous

Your online marketing campaign has the power to drive hand-crafted marketing messages on to
the digital devices your local customers use everyday, including laptops, desktops, tablets and
smartphones. Face it: when was the last time you heard of a printed sales flyer going viral - spreading
around your target market like wildfire? Digital marketing has the potential for reaching exponentially
more customers than your traditional marketing.

When your website content and digital ads appear on Google, bing and Yahoo, plus social networks
like Facebook, Twitter, Pinterest, etc. your message and brand can be seen by many more potential
customers, stretching the effectiveness of your total marketing investment.

Digital Lets You Reach Qualified, Local Shoppers

With the widespread exposure digital marketing produces, and the many ways you have to target digital
marketing campaigns, you’re more likely to reach people who are interested in your products, and less
likely to annoy those who aren’t interested. Online you can target your marketing campaign to show
marketing messages only to prospective customers who are ready to buy today, which is much harder
to do with traditional marketing.

Netsertive knows how to use digital marketing to attract in-market shoppers to your store. Our unique
cloud-based Digital Marketing Engine automates localized online advertising and channel marketing
programs, encompassing search, display, social, mobile, video and other platforms. Contact us today,
and let us show you how we can take your marketing to another level.