



Transitioning Traditional Marketing to Digital Marketing Amid COVID-19 Pandemic.

Rishi Pittala*

*Assistant Professor,

Badruka college post-graduation Centre, Hyderabad-500027

Abstract: This paper specifies a critical review of Transitioning traditional marketing to Digital marketing amid covid-19. There is a paradigm shift in the digital landscape since covid 19; it positively impacted the digital marketing industry, as many people spend more time online than in the real world. This indicates that digital marketing is in demand and an effective form of marketing for most businesses today. In the new normal, companies are experiencing rapid digital changes and have to adapt to the changes. Otherwise, a company might perish in the digital era. Hence, the present study describes traditional and digital marketing types and discusses the advantages and drawbacks.

Keywords: *Traditional Marketing, Digital Marketing, Marketing, Media, Marketer, Consumers, Covid-19.*

Introduction

Traditional Marketing is marketing where marketers use traditional platforms such as print media and broadcast media, including television, Radio, Newspapers, and Trade shows. Digital marketing uses digital and social channels to promote a brand or reach consumers, one of the best means to use mobile devices, search engines, social media, and the Internet. Digital marketing is mainly seven types: Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, and Marketing Analytics. Contrarily, Digital marketing is considerably different from traditional marketing in many ways. Rising demand in digital marketing is spurred by high smartphone penetration and cheap mobile data. In general, a traditional marketer disseminates the message to a broad audience and expects them to buy the product, which is costly and cannot be appropriately targeted or measurable. In contrast, digital marketing targets specific audiences interested in the product and are already in the market to buy it. Reddy., R. Krishna Vardhan,(2021), carried out a study on the "Changing Face of Shopping Behavior from Physical to Digital: A study in COVID 19 Pandemic" and revealed that most consumers, irrespective of gender and age group, have found it more time saving convenient and pandemic accelerated digital adoption. ("Total internet users in India | Statista", 2021) the report says India has 749 million internet users, projected to grow to over 1.5 billion users by 2040. It indicates an enormous market potential in internet services and shows a dynamic growth in access to the Internet in urban and rural areas, and businesses are redesigning the present operating models for the new normal. Promising changes are yet to come in the coming future. Today, 34.8 per cent of India's population is using the Internet. This figure is about to reach 55 per cent or more by 2025.

Review of Literature

(Alshaketheep, Salah, Alomari, Khaled & Abu Jay, 2020)¹ in their paper Digital Marketing during COVID 19: Consumer's Perspective has analyzed digital marketing during the pandemic. It can help the consumer's data collected from 500 consumers in Amman, Jordan, assess their digital marketing perspective. It was found out that consumers during the pandemic were attracted to offers, anti-crisis deals, personalized digital communication and empathy by the companies.

Todor, R. D. (2016)² in his article "Blending traditional and digital marketing." has clearly cited the advantages blending of both traditional and digital marketing in the new reality and stated companies should adopt the blending of both and create a traditional campaign to achieve their goals and a company should always put efforts in creating brand awareness and visibility in the market by the combination of two strategies and tailor the strategies according to the age group.

Efendioglu, Y. D. (2016)³. In his paper Travel from traditional marketing to digital marketing has explained the most significant advantage of digital marketing in reaching the target audience is through search engine optimization and search engine marketing and also explained the fundamental differences between both digital and traditional marketing and emphasized more about the data available and its usage in formulating effective marketing strategy using digital marketing rather than traditional marketing.

Bala, M., & Verma, D. (2018)⁴. In their research paper, a critical review of digital marketing has reviewed secondary data and mentioned that digital marketing is cost-effective as a tremendous commercial impact on the business, and companies can leverage their business through effective internet marketing techniques in comparison with other traditional marketing

(Munshi, 2012)⁵. In his research paper "Digital marketing: A new buzz word", he said monotonous advertising and marketing techniques had given away to digital marketing. In addition, it is so powerful can be used by any person or organization, be it a government or private and can efficiently function without any hurdles and has concluded stating tough job in implementation of blending of both digital and traditional marketing and get more customers and survive in the market from competitors and also emphasized on quality product with dedicated digital marketing efforts.

(Abbruzzese, J., Ingram, D., & Click, S. (2020)⁶. "The coronavirus pandemic drove life online in the article mentioned that millions of people in the U.S and around the world are confined to homes and not able to figure out when they will resume an everyday life, and they turned to be online, which can be checked through a massive increase in daily use of the internet.

PREDICAMENTS OF TRADITIONAL MARKETING

The Basic advertising vehicles include in newspaper, magazines, TV, radio and direct mail and Telemarketing. In general, Traditional marketing is harder to target the audience, and it lacks Immediacy and includes higher price points, less information is communicated. In Advertising of traditional marketing through ad on billboard or change of channel of the television when the commercial is shown has high chances of ignorance. And finally traditional marketing is forced on the customer and used a Push strategy and has a Low response rate.

PROS AND CONS OF TRADITIONAL VS DIGITAL MARKETING

1. A traditional marketer uses clear and structured campaigns. In contrast, a digital marketer does not depend on structure but focuses on the ad campaign, blogs, posts, and social media.
2. The direction of traditional marketing communication is unidirectional (one to many), and consumers only listen to passive communication. In contrast, digital marketing is multi-directional (many to many). Consumers and companies can interact, i.e. active communication, and consumers can also help us create user-generated content, like or post.
3. Scheduling a traditional marketing campaign takes a much longer time. On the other side, digital marketing scheduling takes a short time.
4. Relationship building is private in traditional marketing, and digital marketing has public relationships; consumers can react, comment, and join discussions.
5. Digital marketing offers 24*7 shopping facilities to order and get immediate help. It quickly responds, and traditional marketer's shopping availability is limited, and there is no support beyond working hours.
6. Return on investment (ROI) is arduous while calculating through traditional marketing, while digital marketing ROI is calculated precisely.
7. Promotion in traditional marketing is the same for all customers. In contrast, digital promotions and discounts are tailored for individual customers for better audience engagement.
8. Traditional marketing gives physical access to the product but limited products. On the other hand, Digital marketing offers a wide range of products.
9. Response time is generally more prolonged, and we cannot see additional information in traditional marketing. Response time is quick, and consumers can get more details through a click, and consumers can make purchase decisions quickly.

Today we cannot deny that traditional marketing is obsolete. It has got its tangibility to state a few enduring types are television ads, billboards, newspapers, magazines, flyers, buses, trains and shopping malls even through direct selling. Digital marketing cannot replicate traditional marketing, but few companies that transitioned are legacy brand Cadbury creating digital content in short films to engage customers and building brand love. Nike has impressive brand campaigns and uses different social media strategies to deliver exceptional customer experience and drive customer awareness.

CONCLUSION

While traditional marketing is not as relative as it used to be, it can become effective in certain specific markets. When used as a supplement, many companies use traditional marketing depending on budget, location, and market goals. Whereas, Digital marketing does not distinguish between small or large businesses and entry barriers and budget are low in comparison to traditional marketing. Even the cost of failure is low. One can take corrective action if a campaign is not working and is precisely measurable and targetable. This study drew more advantages for digital marketing than traditional marketing, creating a level playing field for marketers. With the mass adoption of smartphones and increase in screen time and reaching the target audience is imperative in the present scenario, companies have to choose smartly whether to go ahead with traditional marketing as a supplement or use a blend of both traditional and digital and leverage through multiple channels.

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