

Traditional Marketing vs Digital Marketing (vsdiff.com)

Feature	Traditional Marketing	Digital Marketing
Cost	Often higher due to printing, distribution, and media buying	Generally lower; costs associated with online ads, content creation, and SEO
Target Audience	Wider audience but less targeted	Highly targeted, allowing for segmentation based on behavior and preferences
Measurability	Difficult to measure success (e.g., estimated reach, surveys)	Highly measurable with tools like Google Analytics, allowing real-time tracking
Engagement	Limited engagement; primarily one-way communication	Higher engagement through social media, email marketing, and interactive content
Speed	Slower to implement and require longer planning cycles	Much quicker to launch campaigns and adjust strategies based on data
Longevity	Short-term visibility; campaigns may be forgotten soon after	Content can have long-lasting visibility, especially with SEO strategies
Content Variety	Primarily print (flyers, brochures, newspapers)	Diverse formats (videos, blogs, social media posts, podcasts)

Source: <https://vsdiff.com/traditional-marketing-vs-digital-marketing/>