

DIGITAL

VERSUS

TRADITIONAL

COMPARING THE 2 TYPES OF MARKETING



Costly : Traditional marketing is costly

Reaching your audience take a lot of time (days mostly)



Easily forgotten

Feedbacks are rare or very late

More Local reach



Can not be customised for everyone



Digital marketing is more pocket friendly



Reaching your audience take seconds sometimes.



Goes viral easily



Instant feedback

Global Reach

Can be altered to everyone's personal preferences

