## **Traditional Marketing**

TV NEWS

NEWS

Hard to Measure

No Personalized Approach

> **Tough to Target Specific Audience**

**Limited Reach** 

**Slow Results** 

**Expensive** 

**Permanent** 

**Impactful** 

**Memorable** 

## **Digital Marketing**

Measurable

**Less Cost** 

**More Options for Engagement** 

**Massive Reach** 

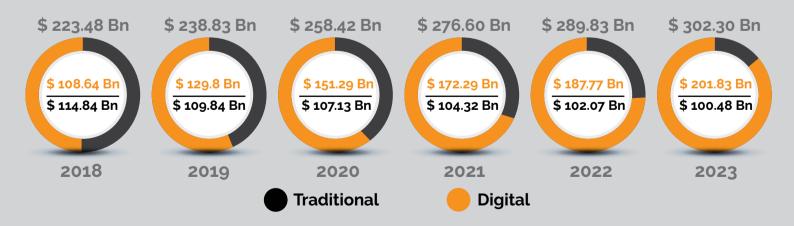
**Personalized** Approach

**Targeted Approach** 

**Not Permanent** 

**Constantly Evolves** 

50% of marketers said they believe digital marketing has an edge over traditional because of the interaction digital marketing provides to customers



**Traditional Marketing or Digital Marketing?** Instead of choosing one, use both to market your organization effectively.







