

Complementing traditional marketing strategies with digital marketing strategies for maximizing organization's profit



# INTRO

We should not be underestimating the effectiveness of this approach because each strategy has its own advantages and disadvantages. We will be discussing several options for combining traditional and digital marketing tactics which give good results for your business.



# Mix Digital Content and Print Media

Most of the potential buyers nowadays use a smartphone, but this doesn't mean that they don't read newspapers and magazines. If you choose to publish an advertisement in a newspaper or magazine, you mustn't forget to mention your website so the reader can more easily familiarize oneself with the business.

You can simply do that by publishing the link or placing a QR code.

This tactic can be applied with all types of printed materials that you use: flyers, posters, business cards, etc.



# Combine Geo-Targeted Advertising and Billboards

Recent studies have shown that the popularity of billboards in B2B marketing is returning. Billboards can be used to increase your brand awareness and to broadcast your message to a potential audience. The performance of these traditional channels can be optimized through geotargeting.

This means working with data about the user's location which is determined by the IP address.

You should also consider advertising on public transport in the area or at a local concert.



Billboards at Times Square during the pandemic

# Use customer intent data for cold calling

Users nowadays conduct research before making a purchase. They read reviews, compare prices, talk with their friends and look through blogs. If you have information that a person is interested in your product, you can call and help them make a purchase decision.

This is what intent data will provide you with. It will give you information about the intention of a potential customer and it can be either explicit like surveys and questionnaires or implicit like pattern analysis.



# Make a Video Ad for TV

It's true that the younger people choose YouTube or Netflix over cable TV, but this isn't necessarily all bad news. Even if the reach on cable TV has fallen, the cost of advertising through it is cheaper and this way you can reach older target audiences.

If your target audience is youth only, don't lose all faith. Many channels choose to broadcast online on YouTube and in other special online applications. These offer additional opportunities and the prices for such advertising is much more affordable.



# Examples from the Market

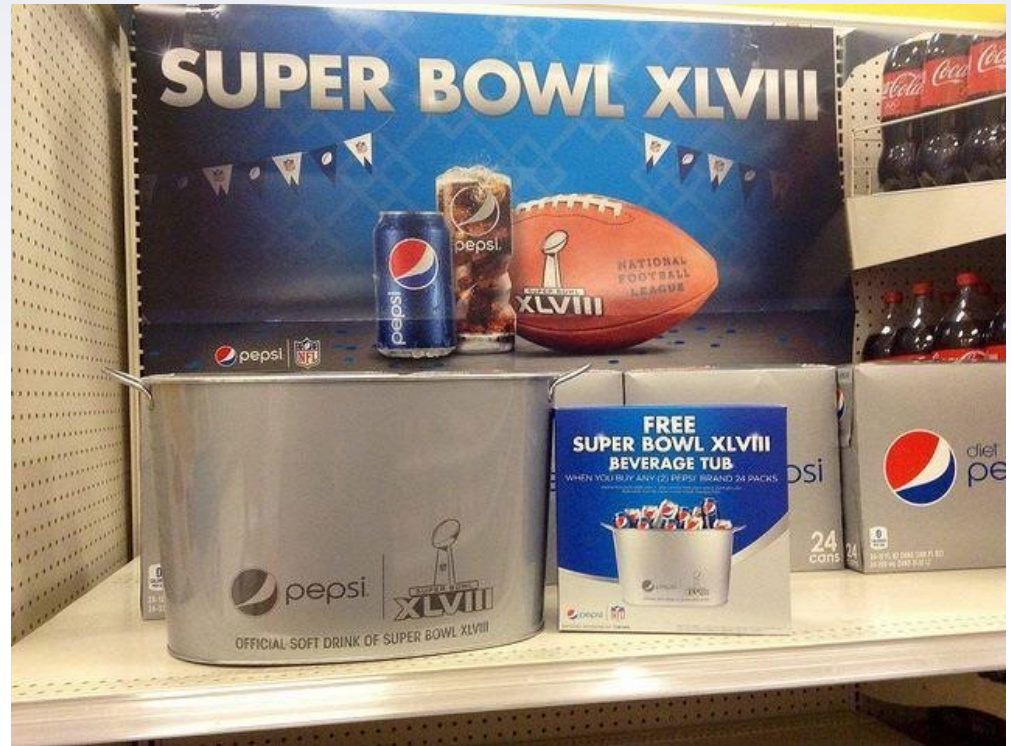
We are going to discuss a few examples of big brands that got it absolutely right or spectacularly wrong when deciding their marketing strategy. Either way, they all offer extremely valuable insights for those looking to dominate their marketplace.



## Social only: Pepsi's near-death experience

Pepsi previously had a solid strategy based on television advertising, showing their commercials during prime time viewing to gain the widest appeal. After 23 years of running ads during the Super Bowl, this was pulled with the budget moved entirely into social media.

Within a matter of months, the repercussions became clear as a large proportion of their audience were no longer targeted with the brand relying on a heavy social following to continue to market themselves. This one-dimensional strategy was short lived, and Pepsi quickly made a reappearance on television screens.





## Argos: Taking it back to the old-school

Argos are a unique case in terms of the form of marketing they adopt. In 2012, Argos made the decision to stop their catalogs, instead encouraging customers to visit the website which naturally serves as an online version of the long-adored catalog. The customer base quickly revolted and Argos were forced to backtrack.

The consumer had a direct impact on the brand's business model and the way in which they engaged with new and existing customers.



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Save the Argos catalogue! [#argoscatalogue](#)  
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'Digital trial' could spell the end of the Argos catalogue  
[telegraph.co.uk/news/2017/09/0...](https://telegraph.co.uk/news/2017/09/0...)

10:49 AM · Sep 7, 2017

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## O2: The Golden Child of Marketing

In 2013, O2 brought us the 'Be more dog' campaign, a prime example of how to combine traditional and digital techniques to really deliver a message.

Although there was little relevance between the campaign idea and mobile phones (in fact, there was no real connection) it was the unique angle that made it stand out and promote perfectly the relaunch of the brand's new priority app.

Its success was in its simplicity and the clever ways in which every possible consumer was targeted.



# ▶ Conclusions

You need to thoroughly evaluate your current digital and traditional strategy mix and learn how to effectively combine the two approaches in a way that can help you create a cohesive marketing strategy that will bring the best results for your business.