

Research Assessment #1

Date: 9/2/2020

Subject: Blending Traditional and Digital Marketing

MLA Citation:

TODOR, Raluca Dania. "Blending Traditional and Digital Marketing." *Bulletin of the Transilvania University of Braşov Series V: Economic Sciences* , Transilvania University of Braşov, 2016, webbut.unitbv.ro/BU2016/Series V/2016/BULETIN I PDF/06_Todor R.pdf.

Assessment:

Initially, I planned to study journalism and broadcasting throughout this year in ISM but while searching for research documents I found that several aspects of both digital and traditional marketing align directly with parts of journalism. I originally had a very vague and basic understanding of the different parts that go into making a successful marketing campaign but, from reading the article, "Blending traditional and digital marketing" by Raluca Diana, I now have a much clearer understanding of the importance of every step in marketing and the advantages and disadvantages of both digital and traditional means.

The article first gives brief definitions of different aspects of marketing, specifically, it breaks down the clear differences between digital and traditional. Originally I thought digital marketing was only about advertising a product through electronic media such as websites, pop-up ads, or spam emails, but I now understand that there are several layers behind the madness of digital marketing. A huge advantage of digital marketing is that it is a form of inbound marketing, meaning that it allows the customer to explore and experience things at their own pace. This is really important to have because it allows the customer to control their shopping experience and habits. A downside to this however is that it can lead to customers getting bored if the medium is not interactive or eye-catching enough. Adversely, traditional marketing is any form of marketing that includes physical aspects or items. Traditional marketing is a form of outbound marketing that has a positive of direct communication between buyer and seller but it is often unwanted and viewed as inconvenient for the customer. Examples of outbound marketing are cold calling, door to door sales, direct mail, flyers, etc. These tactics usually catch the customer off guard and unprepared which automatically makes them more unlikely to respond positively to the advertisement. While reading I noticed that the response to outbound marketing is very rarely positive

or proven useful which made me question why it's still so widely used? Learning all of these different facets of what goes into marketing really caused me to view all of my daily media intake differently. I often found myself scrolling through Instagram and breaking down the occasional advertisements I would come across.

Further into the article while discussing the use of inbound marketing the author references something called the "purchase funnel". This got my attention because while searching for documents I saw several instances where the documents mention either the purchasing funnel model or the sales funnel model which caused me to look further into the distinction between the two since it was not clearly stated. I found that in current situations many companies are beginning to merge the two models because as technology advances marketing and the actual selling of a physical product are becoming more and more entwined. However, originally they were kept apart to deal with marketing and sales separately. The models basically show how a certain structure of the media can easily lead a customer to a specific location or objective without directly forcing them to it. I also noticed how when discussing the disadvantages of digital and traditional media there is a direct correlation between age demographics and which form of marketing is more effective. In recent years younger generations have become accustomed to digital marketing and because of that, it is much more effective than traditional means. Adversely older generations are still reluctant to trust digital media and try to stick closely to traditional and physical media. This makes me believe that as the population of younger generations grows traditional media will become more obsolete to digital media. I don't believe that it will completely vanish but it will become widely subdued.

While reading I began to connect the idea of blending digital to traditional media to companies in our daily lives. The most noticeable example that came to mind was Amazon. Amazon originated as a mainly digital way of purchasing items online and having them arrive at your door without leaving your house, but now with the appearance of Amazon 5 star stores around the country people have the ability to walk in and touch/ experience the products they want before buying it, eliminating one of the disadvantages of digital marketing. Amazon is also ahead of many of its competitors because they are in the process of becoming more automated and streamlined in several parts of their operations like shipping, delivery, storage, etc.

In conclusion through this research I gained a better understanding and new appreciation for the different types of marketing and media management. It has also caused me to rethink my chosen field of study for ISM this year.