

Onsite to Online:

5 Points Where Online Marketing scores over Traditional trading

An Introduction to Online Marketing

A very influential line of thought argues that the evolution of the Internet was hastened thanks to impatient Marketers who wished to hitch their first ride on this very lucrative communication device. Truth or not, in this day and age, Internet and Marketing are synonymous with each other. While the argument that Online Marketing has completely taken over the field from conventional Offline promotional methods will be an overstatement, it most certainly has emerged as the more economical, far-reaching and more impactful option of the two. Though, the idea of comparing two formats that depend on different variables might seem a tad assumptive, the common ground of Marketing and Promotions makes this comparison possible. Also, it's a lot of fun drawing up a list.

5 Points Where Online Marketing scores over Traditional trading

A Level Playing Field

...It's kinda like the underlying belief in the Mexican lottery system- Everyone has an equal chance to win big!

Classically, advertising, atleast the really serious kind of promotional tricks, were assumed to be the forte of Businesses that could spend lavishly to achieve their marketing targets. Erecting captivating hoarding, rolling out informative television & radio commercials, handing out freebies, employing the services of a professional advertising or marketing company or sponsoring a well-received event, all require a serious investment of money, time and man-power. Therein lies the great anomaly of the conventional trading world- Quality (as afforded by a Company with limited promotional means) being thumped by the marketing strength of a much larger enterprise whose product might be a shade inferior to its lesser known competition. However, the audience is more influenced by readily available reference material to make a conscious purchase than dig through the available options and select the perfect fit. Word of mouth works, but it's a long drawn process and no guarantees are given.

A Small to Medium scale enterprise can thus greatly level the playing field and actively compete with the big boys by assigning an Internet promotional strategy as a very potent weapon in its limited marketing arsenal. The ideal customer is unlikely to differentiate or judge between the Sales materials as forwarded by a fortune 500 company or a local startup. If attention has been duly placed on the Quality, the creativity and that fabled x-factor that separates a winner from the also-rans, your promotional ideas will receive the attention and respect that it so richly deserves.

Reach a Worldwide Market Quickly and Effectively

...It's kinda like the converse of the age-old adage, 'A bird in hand is worth two in the bush'. In Online Marketing, a potential target is more likely to be converted in time with reinforcing Sales messages.

A Small to Medium scale enterprise (SME) is most likely to start on a local platform- expand in a few months to cover additional markets and maybe look to operate on a National and Global scale in the course of a few more maturing years. The idea of actively seeking out positive markets is hampered by its 'supposed' SME situation and all the limitations associated with it- funding, Marketing budget and transportation of goods. However, through the reach of the Internet, the influential Social Network websites like Facebook, Google+, Twitter, the magic of creative emails and the endless chatter on online Forums & Blogs, an SME can source positive attention on itself. This concept is being tried by almost every startup presently- but, the beauty of this system is its accommodating nature. Every spark of genuine creativity will separate it from its competitors and bring in its share of interest.

Clearly Measure your Outcomes against Expectations

...It's akin to going all Nostradamus about your Marketing plans. 'Counting the Chickens before they hatch' if you will.

One of the greatest advantages of online marketing is the ability by which a Small to Medium scale enterprise (SME) can measure its eventual marketing results against its initial input in terms of time and money. There are several types of online marketing formats to choose from that perfectly fits your SME's business and advertising needs. Almost everything you do online in terms of campaigns and promotional blasts leave a trace that can be measured through an analytics gathering system. Particularly, Search Engine Optimization (SEO) can be used to measure the impact of online advertising campaigns, the number of visitors to your site as a result of keyword searches and search engine activity on your Website. With such clear data, an SME can tweak up or tone down its input nozzle in response to the predicted output in terms of the marketing and promotional volume.

Specifically Target your Audience

...Internet Marketing Rule 1: Be your Customers' Biggest Fan, for them to return back the favour.

Traditionally, a giant, impressive hoarding will just stand there, getting its admiration or indifference from your targeted audience. A newspaper advertisement might capture someone's imagination or a television ad might move a whole demographic to either accept your product into their lives or not. There lies another of conventional marketing's greater troubles- nothing is predictable. Clearly, traditional marketing methodologies cannot offer you the advantage of 'Precision marketing'.

As the term clearly defines, Precision marketing refers to the idea of separating your potential customers from the larger segment of people to whom you forward your promotional ideas. Once you are certain of the number of people with genuine interest and buying power- you can pamper them with specific attention to convert them into a buying customers. The link doesn't just end there- with effective online marketing, you can regularly communicate with these customers thereby ensuring their loyalty, upsell more of your product portfolio to them and persuade them to spread the good word about your Company amongst their family and friends. This whole process is reflective of an act of throwing a pebble into a still pond- ripples will raise and spread across the entire surface. Thus, Internet marketing scores big-time over traditional marketing in its ability to target a specific section of the population.

Save on Money

...No fancy words here- Internet Marketing saves your hard cash.

Internet Marketing is much cheaper and consumes less time than traditional promotional techniques. A focussed offline campaign usually requires a sizable team of people to drive the expected results whereas all that is needed for an effective online marketing effort is a very resourceful online marketer. Traditional ideas like hoardings, mass media advertisements and print media are relatively expensive options that generate comparatively brief periods of actual exposure to the intended audience. The online media however is a vast space of limitless opportunity and information storage- where your promotional concepts will live infinitely through creatively crafted Blog posts, Forum entries, emails, and other media. A good online advertising campaign understands the profoundness of this concept and configures their inputs and eventual expectations accordingly.

The Wrap Up

If you are a Small to Medium scale enterprise (SME) looking at exploring the farthest limits of your advertising ability without over-charging your budget, get on-board Online Marketing. First, get a feel of the concept before dedicating some quality time and manual resource to explore its unlimited possibility. Next, wait for the eager and definitive response that you are sure to get.

If you encounter any queries with the content matter presented, hit us at support@toboc.com

The author, Toboc International, represents a culture of helping businesses achieve their maximum potential, crunch their express targets and explore new business opportunities through the online B2B media. Toboc.com is a respected name in the online B2B marketplace concept and has managed to build a vast database of Suppliers, Manufacturers & service providers from over 200 countries across the World. The above document is Toboc's effort to acclimatize its target Small and Medium Scale Enterprises (SME) to the business benefits of Online B2B or B2C marketing.

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