

## **Zee Solutions: Is Online marketing replacing more Traditional marketing techniques?**

*In a society where technology and the internet is becoming increasingly dominant, Zee Solutions questions whether marketing techniques are going down the same route, or whether traditional marketing will always be a fundamental aspect in business.*

**July 26, 2010** - [PRLog](#) -- Traditional marketing includes direct sales, newspapers, postcards and posters. Online marketing is advertising and other marketing efforts all done online as well as the optimisation of web pages for targeted key words in order to direct search engine traffic towards your company.

When the economy slows, large corporations typically look to shed marketing expenses prior to cutting other costs. Direct Marketing Magazine's annual online marketing survey, found that marketing budgets are shifting more and more towards online channels, from 25% in 2005, to over 41% in 2007). With the recession, businesses have started looking into search engine optimisation as opposed to more traditional forms of marketing. Does this suggest that traditional marketing could be replaced altogether? Or merely a combination of both forms adopted for successful marketing campaigns?

'AT&T Wi-Fi Coupon' online campaign (2007) looked into the effectiveness of both marketing avenues, and found that there was a 75% reduction of coupon customer acquisition cost versus traditional marketing channels, however online buzz marketing had achieved four times less return than the estimate for traditional marketing. This suggests that internet marketing may not be for everyone, particularly if the target market does not have widespread internet access. In other words, both marketing techniques are equally important and reach different target markets.

Whereas online marketing does have many strengths, Zee Solutions stresses that there are certain areas where traditional marketing will always have the upper hand. Firstly, when you advertise over the internet your potential customers are not required to associate themselves to your advertisement therefore quantitative results are hard to generate, making future marketing campaigns hard to budget for. Secondly, potential customers do not see you or your product or service and thus know very little about your company so feel no commitment. Thirdly, because of the low cost of posting an online advert, or sending mass emails, this technique has been adopted on a wide scale, people are "frustrated" with spam mail and will treat your advert in the same way.

Zee Solutions states that traditional marketing is a time-tested proven method. Having personal interaction with potential customers allows you to present more information, which may make the difference between a person wanting to find out more about your company, and a person ignoring your marketing strategy.

It seems likely that a combination of online and traditional marketing methods is the most effective way to enhance your business in a world of replicas. Pride and Ferrell (1987) state that "Online marketing may either supplant or augment traditional marketing modes, which includes the use of other media and direct contact with potential or pre-identified customers". Networking is one method that requires traditional marketing, a personal touch in addition to internet use. While networking can be conducted online to some degree, customers still like to speak to someone.

Whereas traditional marketing has often been associated with putting importance on the product and selling it, Zee Solutions is very customer oriented, and sees customer satisfaction as the most important factor to the success and growth of their business.

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Zee Solutions Ltd. is the leading outsourced Sales and Marketing Company operating throughout Sheffield and South Yorkshire representing large Blue Chip companies covering many different industries. Zee Solutions achieves quality results in brand awareness, customer acquisition.

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