

Traditional Marketing



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What is Traditional Marketing?

Traditional marketing refers to promotional activities that don't involve digital channels.

This approach uses offline media to communicate a business's message to a local or mass audience.

These techniques have been used for decades.

**Why is it
good?**

Why is it good?

- Reaching local customers in a tangible way
- Can be more memorable
- Can be measured effectively (when combined with digital) and traced back to source sometimes easier
- Can show that specific thought has gone into it, especially when overcoming the “gatekeeper”

The Value

- **Local Reach:** Traditional methods often target specific geographic areas, making them ideal for businesses wanting to attract customers nearby.
- **Brand Recognition:** Consistent advertising in local media can establish a strong local presence, helping customers remember and trust your brand.
- **Credibility:** Traditional media outlets (like newspapers and radio stations) are often perceived as reliable, so advertising through them can enhance a business's credibility.

Traditional Marketing Channels

Print Advertising: Includes newspapers, magazines, flyers, and direct mail.

Newspapers: Ads in local newspapers allow businesses to target specific communities. Many readers see the newspaper as a reliable source of information, lending credibility to your ads.

Magazines: Great for targeting niche audiences with specific interests (e.g., a local lifestyle magazine).

Flyers: Simple, cost-effective way to reach people directly. Ideal for announcements about events or special promotions.

Direct Mail: Targeted way to reach customers at their homes. You can personalize mail to increase engagement, e.g., postcards with special offers.



Advantages:

- Tangible and memorable.
- Targeted reach, especially with local papers and niche magazines.
- Can be kept for reference, especially if they contain useful info (like coupons).

Disadvantages:

- Short shelf-life, especially newspapers.
- Declining readership for print media as digital news grows.
- Production and printing costs can add up, especially for direct mail.

Broadcast Advertising

- **Local Radio:** Effective for reaching people on the go, such as during their commute. Radio stations often have loyal listeners, allowing businesses to reach specific demographics.
- **Television:** Ads on local TV stations can target a broad audience and reach viewers with dynamic, engaging content.



Advantages:

- Potentially wide reach, especially for TV.
- Repetitive exposure builds brand recall.
- Radio is more affordable than TV and effective for frequent, short ads.

Disadvantages:

- Expensive, especially for television.
- Ad clutter; viewers/listeners may tune out commercials.
- Limited targeting options compared to digital media.

Out-of-Home Advertising

- **Billboards:** Placed in high-traffic areas, these are perfect for reaching large audiences with visual, high-impact messages.
- **Posters:** Effective in community spaces or events, such as coffee shops, libraries, and recreation centres.
- **Transit Ads:** Placed on buses, trains, or at transit stops, these ads are visible to commuters and people using public transportation.

Start moving.



Advantages:

- High visibility and potential for frequent exposure.
- Cost-effective over time for areas with high foot or vehicle traffic.
- Simple, visual messages can make a lasting impression.

Disadvantages:

- Limited space; can only convey basic information.
- Hard to measure exact ROI.
- Placement restrictions and high costs for premium locations.

Networking and Sponsorships

- **Community Events:** Being present at events (fairs, farmers markets, etc.) allows businesses to interact with local customers face-to-face.
- **Local Sponsorships:** Sponsoring local sports teams, events, or charitable causes can increase brand visibility and demonstrate community support.
- **Business Partnerships:** Collaborating with other local businesses on cross-promotions can expand reach and attract new customers.



Advantages:

- Builds trust and relationships within the community.
- Personal, hands-on engagement with potential customers.
- Can foster brand loyalty by showing community investment.

Disadvantages:

- Time and effort-intensive.
- Often requires continuous participation for impact.
- Success is less immediate and harder to measure.

Case Study: Local Car Dealership

- A local car dealership sponsors a high school football team and places ads in the weekly community newspaper, which is read by families in the area.
- The dealership also uses direct mail to send monthly newsletters with special promotions and vehicle maintenance tips to nearby residents.
- Additionally, it airs a few commercials on the local radio station, focusing on the dealership's unique features, such as its commitment to community service.

Outcome: The dealership becomes a trusted name in the community, with a strong brand presence due to its sponsorship and consistent print and radio advertising. The direct mail newsletters build customer loyalty by providing useful information, and the dealership sees a notable increase in customer referrals and repeat business from the local community.

Over to you...

- Who would you like to target?
- What traditional marketing options might work for them?
- How would you test the effectiveness?



Combining Traditional and Digital Marketing

Increased Brand Awareness

By combining both traditional and digital marketing, businesses can reinforce their messaging across multiple channels, creating a cohesive and memorable brand presence.

Expanded Reach Across Demographics

Traditional marketing often reaches older demographics who may consume newspapers or listen to the radio, while digital marketing effectively targets younger audiences who are more active on social media and online platforms.

Improved Customer Engagement and Loyalty

Digital marketing allows businesses to engage with customers in real-time through channels like social media and email. Meanwhile, traditional marketing can create a more personal and trusted local presence. Combining these approaches enables a business to stay top-of-mind for customers, encourage interactions, and build a loyal customer base over time.

Digital Marketing Basics

Social Media

Platforms like Facebook, Instagram, Twitter, and LinkedIn allow businesses to connect with their audience, share updates, promote products or services, and engage in two-way communication. Social media ads can also target specific demographics.

SEO (Search Engine Optimisation)

SEO helps businesses rank higher in search engine results, making it easier for potential customers to find them online. Local businesses can benefit from local SEO, which optimises their online presence to attract nearby customers.

Digital Marketing Basics Continued

Email Marketing

A powerful way to maintain ongoing relationships with customers, email marketing can be used to send newsletters, special promotions, and updates directly to customers' inboxes.

Online Advertising

Online ads, such as Google Ads or social media ads, help businesses reach a larger audience. Ads can be targeted to specific demographics, interests, and behaviors, increasing the likelihood that the right people will see them.

QR Codes on Printed Materials

Example: A local café places a QR code on its printed flyers and table tents that leads to a special online-only offer (e.g., a discount on the next purchase).

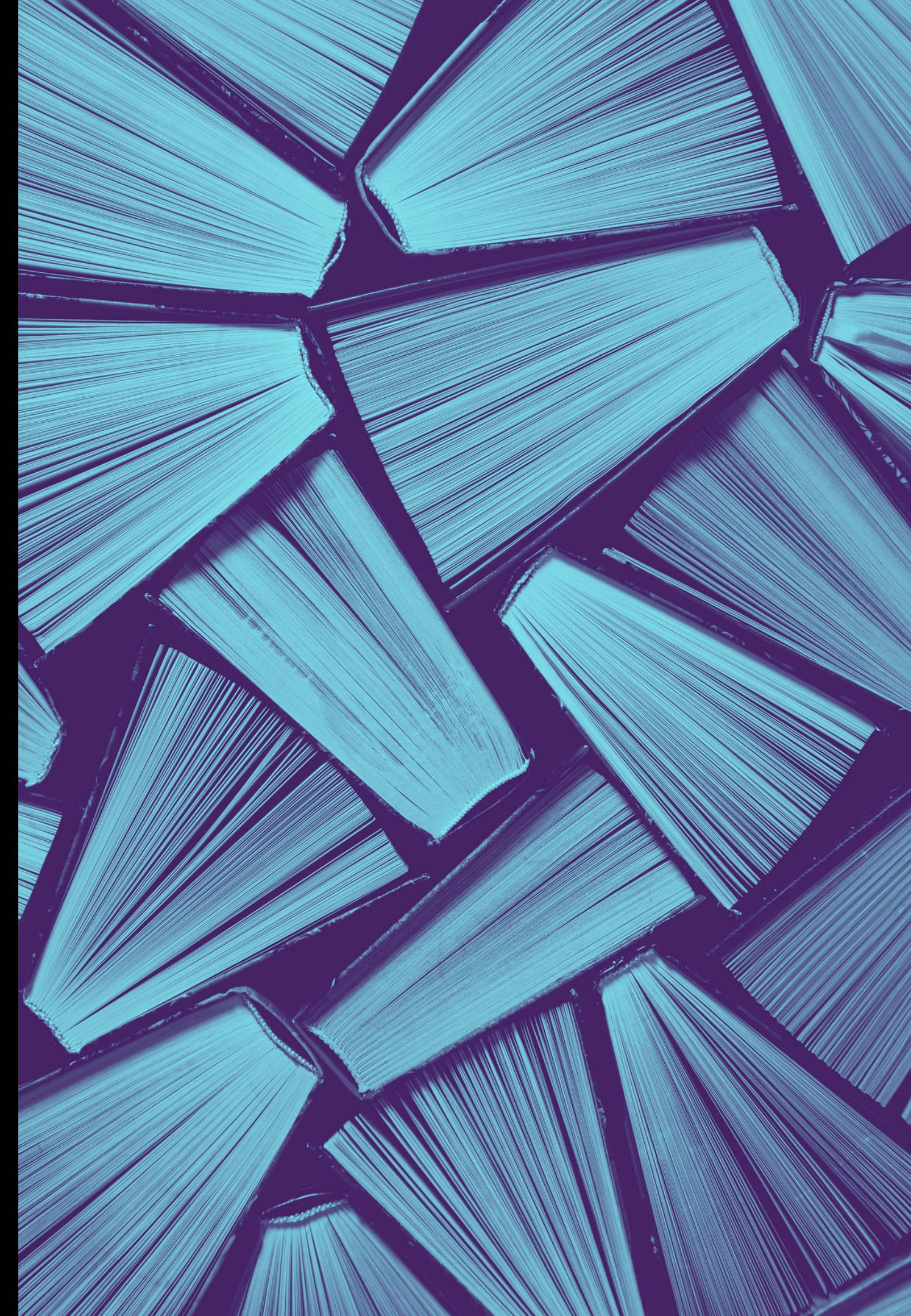
Why It Works: QR codes provide an immediate way for customers to connect from an offline to an online space. They're easy to scan, and by linking to an offer, the business can track how many people are engaging with the flyer or other printed material.



Event Promotion via Both Local Newspapers and Social Media Platforms

Example: A local bookstore plans a book signing event and promotes it in a community newspaper to reach readers in the area while also creating a Facebook event page to reach followers online.

Why It Works: This dual approach not only reaches a wider audience but also allows for engagement. For example, the Facebook event page can provide updates, allow attendees to RSVP, and encourage followers to share the event with their friends, increasing visibility.



Customer Feedback Loop via Online Surveys or Reviews After In-Store Purchases

Example: A boutique provides a receipt with a link to an online survey or a request to leave a review on their website or social media after making a purchase. They incentivise customers by offering a discount code upon completing the survey.

Why It Works: Asking for feedback after an in-store experience allows the business to gather insights and encourage positive reviews online, which helps build credibility. It also gives the business a way to connect with customers digitally, inviting them to join an email list or follow the boutique on social media.





How does this change your plan?

Would you combine your traditional marketing with digital? If so, how...

Any Questions



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