

## Web marketing VS Offline Marketing

One of the most critical aspects of running a business is marketing. It encompasses every customer related task from creating awareness to customer satisfaction and retention. One may go as far as to say that a business cannot survive or even start up without it. In the current scenario, marketing has become a complex and sophisticated function, especially now that an increasing number of businesses choose to start up online. Now, along with the traditional offline marketing tools, there are a number of web marketing tools and methods available. These web marketing methods must be mastered for any level of success in online business.

The differences that separate web marketing from offline marketing are as below:

- Snail mail vs. email • Email marketing is low cost, efficient, instant and effective means of generating customers. Snail mail is slow, generally more expensive and is losing some of its efficacy with the influx of TV and Internet.
- Limited radius of impact vs. unlimited • The target audience is global in the case of web marketing with the Internet shrinking the world. The radius of offline marketing is limited by physical, political and time barriers.
- Web customers are looking for a product or service similar to yours • The beauty of being an online business is that people log on to look for a service or product that you can offer. Whereas, offline businesses have to rely more on push marketing than the pull effect.
- Long, complex process of making a sale vs. instant conversion • A few clicks of a mouse and the product is sold, in the case of web marketing. Offline marketing process is time and manpower heavy, from generating leads to making a sale.
- Fixed office hours vs. 24 hour store • An online business can sell its products 24 hours a day while an offline business will open and shut at particular hours.
- Advertising in print, TV and radio is expensive • While you can easily offer content, audio and video clips on the Internet for a very low cost.
- Pay for time spots vs. unlimited time and space • Ads in offline marketing mediums are for a limited time only and you pay for time slots and space. In an online marketing scenario, you would keep your ads up for a longer time and pay much less.
- Cost per incremental customer • This cost is very low for web marketing based concerns, whereas this cost is appreciable in case of offline marketing efforts.
- Targeted approach vs. blanket approach • The above reason leads offline marketing businesses to target and select carefully, eliminating a lot of potential customers, who may buy in the future if not the present. However, low incremental costs result in online businesses covering a broad spectrum of the market.
- Segmentation • Preferences are much easier to track for an online business and this means that segmentation is simpler. The web marketing effort has the information it needs to customize its pitch at once.
- Customer contact • Access to customer information is automatic in the case of online businesses and the web marketing process is simplified and made efficient. Databases and mailing lists are created in an instant. On the contrary, offline marketing efforts for the same require time, employees and money.

There are many benefits to both web marketing and offline marketing, and it is best to use a judicious mix of the two.

## About the Author

William King is the director of [Wholesale Drop Shippers & UK Wholesalers Directory](#), [UK Wholesalers Suppliers & Drop Shipping Trade Directory](#), [Worldwide Drop Shippers & Wholesale Drop Shipping Products Directory](#) and [Real Estate & Pakistan Property Portal](#). He has 18 years of experience in the marketing and trading industries and has been helping retailers and startups with their product sourcing, promotion, marketing and supply chain requirements.

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