



Traditional vs Digital Marketing

Owners and managers often have this question on their minds - what form of marketing should I use to drive more business?

Traditional Marketing



Traditional marketing is promotion via channels such as TV, radio, newspapers, etc. This is considered a "push" marketing method where a company sends a mass, non-targeted message to their intended audience.



In traditional marketing, the communication between the advertiser and the audience is one-way. It is an approach in which as an advertiser you are making your audience listen to your message and hoping that they take action.



Traditional marketing needs to be planned out well ahead and needs to follow a specific publishing schedule. There is very little room for adjustments along the way as newspapers, TV stations and radio all follow a set schedule.

VS

Digital Marketing



Digital marketing is carried out over newer channels like the Internet but could span beyond it. It is considered a "pull" marketing strategy where the audience is reached more directly and with more precise and targeted messaging.



Digital marketing can be defined as a two-way communication between the advertiser and the intended audience. This allows for engagement and interactivity resulting in valuable feedback.



Though digital marketing also involves long-term planning, there is still room for adjustment along the way. This is due to the ability to receive customer feedback. As the campaign goes on, changes can be made in the campaign messaging as well as the target audience.

Although traditional marketing may still have its place in the marketing mix, it is on the decline in our digital world. For many businesses, it is non-negotiable to maintain some level of web presence and even sell via a web front. Digital marketing does come with its own set of challenges, but the potential of saving time, money and connecting directly with the customer presents many opportunities for businesses.

Sources :
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CORPORATE GIVING

"The highest use of capital is not to make more money but to make money to do more for the betterment of life" -- Henry Ford

In Canada, corporate giving has been growing in recent decades, specifically related to large-scale corporations. According to Imagine Canada's 2011 research findings, 97 percent of large companies donate to charities, but that percentage drops to 76 percent when considering businesses of all sizes. This survey revealed that charitable giving often comes from small mom-and-pop or mid-size operators contributing anything from products to employee volunteer time.

Here are some ideas for corporate giving beyond cash donations:

1. Donate products and services
2. Purchase goods and services from charities
3. Organize employee volunteering
4. Set up team fund-raising

Why give back? The reasons for giving back are vast, but we will name the top 4 in our view:

1. Build respect and a positive reputation.

Giving back to the community shows that you care. Not only is it the right thing to do, but it is also the smart thing to do because it can give you free exposure and potentially generate publicity for your organization.

2. Make your community a better place to live.

Giving back has to do with both business and altruism. Large corporations most often dedicate funds to charitable giving to contribute to a community. The idea is that healthy and active communities are good for business, so corporate giving creates win-win scenarios from which everyone involved stands to benefit.

3. Develop connections and engage in networking.

When you connect with others in helping a cause, you might discover a few introductions that can lead you to new clients. Networking is everything in business, and this is no different when it comes to corporate charitable giving.

4. Inspire your employees to join a cause.

Employees who work for organizations that care can also be motivated to do good. People love being part of a socially aware company.

Many businesses give back because it fits their business philosophy and tradition. According to Imagine Canada, 48% of all companies donate for philanthropy, and 45% gave because it is a good thing to do, irrespective of the financial returns for the company.

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