



# Tapping into online marketing

Big corporates are having doubts about the switch from traditional, to digital marketing. This has left many corporates struggling to keep up with their loyal clients.



By Mxolisi Justice Nzimande 5 Jul 2015

If you don't move with the times, believe me, you will be left alone wondering where everyone is.

The fact that there are more people owning cellphones than there are people with access to water, shows unanimous growth of technology. Companies need to go back to the drawing board to work on online marketing strategies that are integrated with social media, to appeal to their clients.

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies over the years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers, newspaper print ads, and radio ads.

Online marketing according to Techopedia includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet.

## Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant flow of communication
- Better control
- Improved customer service
  
- Competitive advantage

Online marketing is also known as Internet marketing, web marketing, digital marketing, and Search Engine Marketing (SEM). A business that is not tech savvy, is motionless, and should anticipate sales to decrease. Online marketing is here to stay; we better take advantage of it, and make it bankable.

Gone are the days when you would drive a long distance just to attend a meeting with agency executives to discuss a brief for the next campaign. Thanks to technology now we have Skype, a social media tool that is very useful for meetings and interviews, because you can see the person you are talking to on the other side.

Using social media tools such as Facebook, Twitter, Instagram, and etc. can be very effective if you have a creative team that consists of professional copy writers and concept developers for social media marketing campaigns.

Online marketing gives customers a chance to engage with the corporates about products that are working and not working for them. Online marketing is inexpensive compared to traditional media. A company can save up to 70% marketing budget by using online marketing to attract new national and international clients at a low cost.

Traditional media will take a huge chunk of marketing budget just to launch and promote a new product. Be tech savvy and save money.

## ABOUT MXOLISI JUSTICE NZIMANDE

I have a diploma in Public Relations Management from Durban Institute of Technology. I have also worked for Department of Economic Development 2008 -2010 as a Senior Communication Officer. Currently I'm a Chief Communication Officer for Ehlalweni TVET College. Won Twice FMR Africa for being the best visible brand in an education space. View my profile and articles...

