

Transactions mean all  
the businesses will  
make more

[Business](#), [Marketing](#)



Transactions between consumers and sellers mostly appear in varieties of activities in today market environment.

By increasing the number of the world population, the number of consumers has increased, the number of sellers also keep increasing day by day to satisfy the market demand. In order to introduce and persuade the consumption of any products or services, marketing communication had played important role in most companies (Kevin Lane K, 2009). To follow up the development of the new society, the manufacturers were impacted to alter their way of doing marketing to appeal and retain the customers with effective and efficient.

Likewise, the traditional marketing that people have known for centuries, now has been changed and modified by high percentages of online marketing (Almudena E, Maria Garcia F, Jaione Y, 2010). But, it does not mean all the businesses will make more profit by the presence of the internet. Internet marketingCombination of Internet technology and marketing create an internet marketing where enable the business to operate globally. It is the process of promoting the products or services on the internet. There are many platforms of this marketing that has been presented such as, online advertising, email marketing, social media advertising, search engine optimization, and website creation (Mindy L, 2016). Pros of online marketingBy using online marketing, all your work process is based on the internet, the cost would be lower, the information or promotion can be reaching to a bigger and specific target group, unlimited viewers, and globally. In addition, all the information can be access directly

to any customers or firms in full information and immediately. Furthermore, it is believed to be timeless and serves a great number of consumers at the same time.

84% of companies from Margie's research on the pros and cons of social media marketing said, online marketing could bring up the customer insight to the business by chat or text messages (Margie C, 2012). The online marketer could learn better about their customers by applying the indoor sales skills, the purpose is to find out what the customers really think about the business, create customers satisfaction and build customer intimacy which enables to understand about consumer perception (Mindy L, 2016).

Cons of online marketing In spite of the benefits, there would be some controversy about the online marketing that had happened to the companies or individual group of consumer.

One of the consideration issues is, using online marketing could hardly figure out the measurement of return on investment since some social media, email marketing was disregarded by some accounts. Somehow, the consumers did not willingness to view or check out what the information is about when some ads pop up on the search engine (Hamed T, Neda J, 2014). Furthermore, because of the cost is lower, many legal and non-legal business is pushing the online marketing to reach a wide range of customers like always create new ads. By doing this, customers might difficult to distinguish which ads should and should not trust (Margie C, 2012). Traditional marketing On the contrary, Traditional marketing has worked differently from the internet marketing by most components of this marketing are appeared

on such as television, radio, print media, direct mail, billboards, company website, person to person (public relation) (Hamed T, Neda J, 2014).

On the one hand, traditional marketing provided benefit and bad impact to the organization at the same time. Pros of traditional marketing Most businesses considered traditional marketing still work well and bring a good effort to their business. They believed people still need printed media, such as giving name card during the formal events, also word of mouth or person to person marketing supposed to be most competent (Mindy L, 2016).

Because people can demonstrate, provide information clearly and more better than the technology does. Also, customers would prefer to purchase the products or services with human, who is accurate and understand about saturation and contact, or they might feel the ads on magazine or billboard is trustworthy than some ads on the blogs (Hamed T, Neda J, 2014). Cons of Traditional marketing After the existing of the internet, the platform of traditional marketing such as the printed poster, booklet, ads in the magazine has been slowly disappeared.

It has been said that this kind of marketing is time consume, costly, and also hard to customization. For example, a business's advertisement needs to prepare at least one month due to the magazine publishing and sell into the market is once a month. This process seems to be not effective and cannot serves the demand on time (Debbie M, 2017). Due to a majority of people who own technology device on hand would prefer to go online to check for particular information than spending the time to look for magazine or newspaper. As well as the cost of doing traditional marketing costly for some

firms to afford. Yet, consumers always feel that those ads on the printed media are not matched to what they are looking for (Hamed T, Neda J, 2014).