

Digital advertising vs print advertising

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



Advertising is the action of calling something to the attention of the public especially by paid announcements. This has been accomplished using a variety of mediums that have evolved through the use of new technologies. Approaches to advertising include television, radio, online, product placement, billboards, newspapers, and magazines. Digital advertising has become a more accessible and effective form of advertising than press advertising in our growing society. Digital advertising promotes ads through technologically advanced means, such as the internet, television, and telecommunications.

It is not to be confused with digital signage, which is a form of electronic display like LCD, LED, and plasma screens. The internet now offers ways to reach an unlimited number of consumers and innovative ways to narrow this selection. A customer can be chosen based on the sites that they surf. An ad for designer perfumes is likely to appear on a website for someone shopping on an online department store. Press advertising uses spreads in newspapers, spaces in magazines, and flyers. Slower societies without electricity rely on newspapers which is responsible for its success in the past.

Therefore, there is no way to be selective in the people you are trying to cater to. Newspaper stands and subscription magazines gain loyal customers allowing press advertising to be an ideal form of communication for small businesses. Globally known products that are commonly purchased in a local area are often advertised using print advertisements. Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It is not to be confused with the whole of marketing.

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Marketing consists of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Moreover, advertising is a multibillion dollar industry that businesses use to promote the image of their company, which in turn sparks interest and increases sales. Although, advertising is not limited to a profitable business, it is also used by individuals, organizations, and political candidates. Persuading someone to share a common idea, to utilize services, or to buy something is the main goal of advertising.

This has been since 79 A. D. when Romans in Pompeii made billboards to exhibit their testimony on the state of society. A more commonly known advertisement in history is that of Volkswagen, “ Think Small”. The simplicity and use of white space in the campaign gained great response from the German people. Thomas Jefferson was one of the first persons to acknowledge the power of white space around headlines to catch ones attention. This aspect has been modified and has led to the use of bright colors, flashing lights, and shocking phrases. In the present day there are ads like Nike’s “ Just do it,” and “ Got Milk.

These very campaigns have developed over the last twenty years. Changing from ads on the back of milk cartons to magazine spreads to television commercials, they have grown in their versatility. In a sense, they have grown with their generations and the technological advances that came with them. The invention of the television, telephone, and internet extremely changed the advertising industry. In the United States, the first television commercial recorded is that of Bulova Watch Company. They aired an ad on

New York's News Channel, WNBT before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies.

The ad featured the slogan “ America runs on Bulova time. ” Commercials frequently use slogans, jingles, humor, and animations to promote an idea or product. The use of these aspects allow for it to grasp the audience's attention, be remembered, and depicted in ways that through the mere use of actors could not be accomplished. They range in length from a few seconds to a couple minutes. The telephone was an invention that many also took advantage of to advertise. This is more commonly known as telemarketing. It is a salesperson directly soliciting to customers over the telephone.

This form of advertising leaves more up to words instead of a created image. DialAmerica Marketing Inc. was first company committed to telemarketing for sales and services. Telemarketing techniques are increasingly used in political campaigns. Because of free-speech issues, the laws governing political phone calls are much less strict than those applying to commercials. Many people find these calls to be annoying; subsequently, some states have banned political calls and initiated “ Do Not Call List”. The internet has caused a massive influx in the change of advertising form.

Online advertising is disguised in well-known search engines like Google and Yahoo that are used on a daily basis. Rishad Tobaccowala, the “ chief innovation officer” of Publicis, one of the world's biggest advertising groups, says that advertising in this form allows advertisers to “ make lots of spearheads and then get people to impale themselves. ” The advertisements

that show up are in some context related to what is entered in the search bar. The first online advertisement was the ad banner created by HotWired for AT; T on October 25 1994.

The thing that these forms of advertising have is that they employ direct-response marketing. This allocates customers to contact advertisers directly and immediately. Direct-response advertising consist of four primary elements, an offer, sufficient information, an explicit “ call to action,” and multiple means of response, like toll free number, web link, or e-mail.

Technological innovations have depleted the once thriving ways to communicate products, and promote people and ideas.

The technology formerly used is the printing press.

The rapidity of typographical text production, as well as the sharp fall in unit costs, led to the issuing of the first newspapers. In 1704, the first newspaper advertisement, an announcement seeking a buyer for an Oyster Bay, Long Island, estate, was published in the Boston News-Letter. In 1810, Frederick Koenig invented the improved printing press. William Carlton of J. Walter Thompson advertising company was the first to begin selling advertisement space in newspapers in 1864. Newspapers began using digital production processes and using computers in 1967.

Newspaper advertising has gone a long way over a longer period of time, opposed to online advertising which was almost overnight. In society today, the use of billboards, classified ads, coupon mailers, fliers, and radio are known as small-budget advertising. All of these except radio are forms of print advertising. Whether driving by a billboard, listening to the radio or

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flipping through the TV channels, every advertisement has dot. com present. A comprehensive advertising campaign is the only way to make a web site successful. The evolution of the Internet has business taking a new direction.

Print newsletters require time and effort, while E-newsletters are the easiest, quickest and cheapest newsletters to produce. Each issue is produced electronically and can be sent to all subscribers through Email. Digital and print advertising are in competition, and so far digital is in the lead.

According to Voice of America News, advertisers in the United States are spending more on ads on the internet than in newspapers. The internet passed newspapers in 2010 U. S. ad revenue, making the internet the second-largest ad medium behind TV, according to Interpublic Group of Cos. ' MagnaGlobal.

One newspaper after another is going out of business across the United States, and the ad revenues of traditional print media, even of highly respected magazines, is declining. Pushing a message at a potential customer when it has not been requested and when the consumer is in the midst of something else on the net, will allow it to fail as a major revenue source for most internet sites. Better targeting of ads using individual interests and individual behaviors ensure that people are not bored or annoyed with each ad. As for paid search, it is closer to other mechanisms that allow a website to sell access to potential customers.

It works effectively as a revenue source for Google. Online advertising poses as a threat to traditional print advertising because it contains a wide range of people it could possibly reach, products can be purchased immediately, and

a product can be described in detail through testimonies, pictures, and reviews. If an ad is placed in a newspaper or magazine, and someone likes it he or she will have to come to your store or office to know more. But if the same ad appears on a website the visitor can click it and come straight to the website and get the full information about the product or service.

The immediacy of the feedback is very high in case of internet advertising. Page views can be kept track of and effectiveness can be determined.

Consumers are receiving messages through numerous forms but research models aren't accounting for this, they are only giving conversion credit to one medium. Someone who received a flier follows a link and is targeted with digital display ads for that product or related products; the way they interact with the advertisement determines how advertisers reach them. Many believe that scams are most ubiquitous to the internet.

This is true but only because so much private information is transferred and communicated over the internet. Such as passwords and credit card information. Computer hackers cause this fear of purchasing items online which consequently makes people go for the “ x” on advertisements all the time. When consumers use the internet to view online news like on CNN, ABC, SKY and BBC News, it is not uncommon for phoney misleading advertisement promoting a scam product to come up. Don't let the internet scare you, because scams are also subject to printed newspaper advertisements.

Waiting in the classified section of the newspaper, con artist target job seekers on a personal level. Much of the unemployed are desperate and

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willing to give information to have the chance to apply for a job, and sometimes this is by mail-in or over the telephone. This could by far be the worst way to try and obtain an occupation, given addresses and phone numbers can all lead back to your location. Newspaper advertisements do have a higher credibility than online advertisements, but it is easier to distinguish an online scam.

The threat present in society today is that of Tivo and DVR, which record programs and also allow you to fast forward through commercials. This will allow for a discrepancy in the advertising industry for television. Maneuvers have been taken to prevent this, for example product placement and DRM's. DRM's are encryptions that don't allow certain actions at certain points like on DVD's when the FBI warning appears. New regulations could possibly be able to forbid the playback of television shows without commercials. Only new technology and time will tell.

Watching shows and movies online impede on the viewing of commercials. This benefits online advertisers who pay for spaces on these web pages. That is why digital advertising is flexible, if it can't reach you one way, it will try another. Print advertising has accomplished this also by the posting of billboards on buses, etc. This is less proficient though because advertisements cannot be updated as frequently and cost-efficiently. In the future, ads themselves will be engineered to obtain information on its audience, with the mined data immediately fueling message customization.

Improvement by using new technologies will enhance the visibility, portability and impact of messages Holosonic, a US technology company, is

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taking the idea advertising technology to the edge. It has developed the Audio Spotlight, a system that fires a beam of sound onto a small area from a distance of more than 60ft. The company claims, the effect is to “startle and entertain” pedestrians without being audible to anyone outside the zone. Ad campaigns must become favorable interruptions which anticipate consumer needs by being exceedingly relevant.

Digital advertising wholly completes this task and through the application of better developing technology will work to break any barriers or misconceptions. Print advertising is unlike digital because it uses press to promote a product, organization or idea. Print advertising has reached far more impediments than the use of television, telecommunications, and the internet. Although useful in its unique, economic way, print advertising is slowing in production, not only because of new technology, but because of a change in the audience's daily lives.

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