

Communications and Marketing – Traditional to the Digital Age

Communications / Marketing	Business Application	Outcomes
<p>Traditional Media & Communications</p> <ul style="list-style-type: none"> - Ads, Flyers, Posters, Newsletters, Brochures - Newspapers & Magazines - TV & Radio - Telegram - Mail (Canada Post) <p>Up to the 1970s</p>	<p>Identification of clients/customers</p> <p>Ability to target clients/customers for marketing purposes</p> <p>Enables businesses to establish and maintain contact with clients/customers and achieve outcomes, i.e. sales, customer loyalty, payment etc.</p> <p>Slow growth, requiring significant staff hours and/or marketing consultants.</p>	<p>Communications with potential and existing clients/customers.</p> <p>But, costly and difficult to reach clients/customers and maintain contact.</p> <p>One-way communication from business to client/customer (Two-way communications requires additional cost, i.e. marketing surveys etc.)</p> <p>Time consuming.</p>
<p>Computer Age</p> <p>Computers – hardware and software (Data Storage of client/customer information)</p> <p>Allows development of data files into databases of customers, including contact information, product/service requirements and marketing channels.</p> <p>1960s to 1980s</p>	<p>Slow growing and requires staffing and time to manage computers.</p> <p>Enables businesses to develop and maintain significant information on a large number of clients/customers.</p> <p>Increase outcomes for businesses because of available data, i.e. customized mail outs, marketing campaigns and individual marketing services for clients/customers.</p> <p>Traditional payment method.</p>	<p>Communications with potential and existing clients/customers.</p> <p>Expensive to start, grow, and maintain.</p> <p>Improves the ability of businesses to conduct marketing activities.</p> <p>Still one-way communication from business to client/customer (Two-way communications still requires additional cost, i.e. marketing surveys etc.)</p> <p>Time consuming.</p>
<p>Internet Age</p> <p>Computers – hardware, software and internet/email</p> <p>Enables companies to use data files and manage two-way communication with customers at low cost.</p> <p>1990s to 2000s</p>	<p>Ability to start and develop clients/customers quickly.</p> <p>Enables businesses to acquire and maintain significant information on a large number of clients/customers.</p> <p>Increase outcomes for businesses because of data, i.e. customized mail and email, marketing campaigns and individual marketing services for clients/customers.</p> <p>New online payment now available.</p>	<p>Computers – hardware, software and internet/email. Takes less time.</p> <p>Enables companies to use data files and do two-way communication with customers at low cost, i.e. feedback, orders and surveys.</p> <p>Limited ability to grow connections to customers/clients and increase marketing activities. Less time required but customers have to respond through a computer – requires time to do this.</p>
<p>New Media Age</p> <p>Brings computers and the internet to multiple devices, makes it mobile, and readily accessible. (Computers, cell phones, Facebook, Twitter, tablets, cloud storage, online payment etc.)</p> <p>2010 and beyond</p>	<p>Allows businesses to communicate with mass customer base and it is two-way and interactive; multi-device, mobile, real-time, and also creates more communication and marketing channels. New online payment options, i.e. Square, Mobile access to banking, online storage etc.</p>	<p>Communications with potential and existing clients now less costly and easier to reach many through multiple devices, mobile, and very accessible in real-time, with ease of use.</p> <p>Additional marketing channels lets clients and customers communicate about new sales, products, and services – quickly and supports purchases with multi payment options.</p>