

5 REASONS TRADITIONAL MARKETING AND SOCIAL MEDIA NEED EACH OTHER

Considering that more than 80% of Americans now use some form of social media (up from 24% in 2008),¹ it's no wonder that businesses are focusing more and more of their marketing efforts on social channels. But embracing social media doesn't mean abandoning advertising and other traditional marketing. In fact, using a mix of the two strategies can help you cast a wider net and reach different audiences.

Here are five reasons why traditional media and social media complement each other so well.

1. A DUAL APPROACH BROADENS YOUR AUDIENCE

Using both traditional and social media allows your marketing message to be spread across multiple channels and connect to a broader audience. Consider the vast reach of social media. Facebook alone has 1.37 billion active daily users worldwide.² Instagram has 800 million monthly active users, including 25 million businesses.³





2. TRADITIONAL ADS CAN DIRECT PEOPLE TO YOUR SOCIAL MEDIA PROPERTIES

Four in ten Americans report seeing their favorite retailers in traditional advertising (print, television, or online) over the past month.⁴ Those ads can be a great way to direct people to your social media and other online resources. Include a link to your website or social media page, your Twitter handle, or a specific hashtag at the bottom of the ad.

3. SOCIAL MEDIA PROMOTES ADDITIONAL ENGAGEMENT

Social media actively engage their audiences, while traditional media like print advertising can be more passive. Use them together to get the best of both. For example, while a traditional print ad disseminates information to your audience, customers can take that engagement to the next level by posting related pictures and content on your social media properties, generating more interest in your campaign.

In the age of social media, information can spread very quickly through word of mouth. Through shares and likes your audience can quickly spread your message to their own network. You can also use social media to engage your audience directly by answering questions and recognizing customers.

4. COMBINE TRADITIONAL AND SOCIAL MEDIA TO BUILD BRAND LOYALTY

While traditional types of media deliver higher brand recall, you can leverage the extra engagement and direct rapport you have with your social audience to help build loyalty to your business and brand. Providing a consistent stream of relevant and useful content enhances your reputation. Potential customers' ability to connect with top-quality content keeps your brand top of mind, and helps your audience see your business as a trusted, reliable and expert source of information.



5. TAKE ADVANTAGE OF SOCIAL MEDIA TO GET REAL-TIME FEEDBACK

Use social media to keep your finger on the pulse of what people are saying about your brand and message, monitor positive responses, and evaluate which campaigns and messages elicit few or negative responses. Use that information to guide your traditional and social media campaigns and make changes as necessary.

Finding the right mix of digital and traditional media is about understanding your customers, who they are, what they buy, and where you are most likely to interact with them. Armed with that information, choose the traditional media and social media platforms that are right for you. Then, you can develop a coordinated plan for how to engage your audience on each platform.

You can do this yourself or turn to experts for guidance. Either way, creating a marketing strategy that includes traditional and social media can help ensure you reach a broader audience and make your efforts a success.



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SOURCES

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3. <https://www.instagram.com/press/?hl=en>
4. <http://www.fluentco.com/insight/how-powerful-is-omnichannel-marketing/>