



Comparison between modern electronic marketing and classic marketing (Review article)

Ali Fadhil Al yousfe

Faculty member, Karbala University, Faculty of Tourism Science, Kerbala, Iraq
E – mail address: ali.fasdhil@uokerbala.edu.iq

Abstract

Recent decades have witnessed radical transformations in the world of marketing, as e-marketing has emerged as a powerful alternative to traditional classical marketing. Classic marketing relies on traditional media such as television, radio, newspapers, and magazines, and is characterized by one-way communication and reaching a wide audience. On the other hand, e-marketing relies on digital platforms such as social media, email, and search engines, and is characterized by direct interaction with the audience, low cost, and ease of measuring performance.

This study aims to compare modern e-marketing and classical marketing, focusing on the fundamental differences between them in terms of audience interaction, cost, measuring effectiveness, customization, and the means used. The study will also review the advantages and disadvantages of each, while providing practical examples from case studies of companies that have succeeded in using each approach. The study will conclude that choosing the appropriate marketing approach depends on the nature of the target audience, the available budget, and the marketing goals of companies.

Keywords: e-marketing - classic marketing - performance measurement - direct interaction

Introduction

Recent decades have witnessed radical transformations in the world of marketing, as rapid technological development and the spread of the Internet have changed the ways companies interact with customers. E-marketing has emerged as a powerful alternative to traditional classical marketing, leading to the emergence of new marketing methods that rely heavily on digital platforms. These transformations have not only changed the channels of communication between companies and customers, but have also affected marketing strategies and consumer behaviors.

This research aims to compare modern e-marketing and classical marketing, focusing on the fundamental differences between them. The advantages and disadvantages of each will be discussed, in addition to analyzing the impact of these marketing methods on business success in the digital age. Through this comparison, it will highlight how companies benefit from modern technologies to enhance their presence in the market, while at the same time understanding the challenges they may face when adopting these methods.

The importance of the research

The importance of this research lies in the fact that it provides a comparative analysis between two major marketing methods, which helps researchers and practitioners in the field of marketing to better understand how to employ these methods effectively. In addition, the research contributes to



enriching knowledge about the impact of technology on marketing strategies, opening new horizons for future studies in this field.

Research objectives

1. Compare the basic differences between e-marketing and classic marketing.
2. Analyze the advantages and disadvantages of each marketing method.
3. Evaluate the impact of technology on consumer behavior and marketing strategies.
4. Provide recommendations to companies on how to employ modern marketing methods.

Research methodology

The descriptive analytical research methodology will be relied upon, as data will be collected from secondary sources such as previous studies, scientific articles, and specialized reports. This data will be analyzed to provide a comprehensive view of the topic.

Definition of Classic Marketing

Classic marketing, or traditional marketing, refers to marketing methods that rely on traditional channels such as television, radio, newspapers, magazines, and print advertising. This type of marketing relies on one-way communication, where companies send their marketing messages to the public without direct interaction (Kotler & Keller, 2016).

It is also known as a set of marketing methods that rely on traditional media such as television, radio, newspapers, and magazines to reach a wide audience. This type of marketing is characterized by its ability to create general awareness of the brand through marketing messages that are widely broadcast (Smith, 2018). Classic marketing relies on the concept of "push strategy", where marketing messages are pushed to the public without direct interaction.

Digital marketing, or e-marketing, refers to the use of digital channels such as websites, social media, email, and search engines to reach customers. This type of marketing relies on direct interaction with the audience, allowing for data analysis and personalization of marketing messages (Chaffey & Ellis-Chadwick, 2019).

Classic Marketing as a Physical Promotion Strategy

Classic marketing also refers to marketing strategies that focus on promoting products and services through physical channels, such as posters, billboards, and flyers. This approach relies on a physical interaction between the brand and the audience, with marketing campaigns designed to be visible in public places (Baker, 2020). This type of marketing is effective in areas where internet use is still limited.

Classic Marketing as a Traditional Marketing Approach Based on Public Relations

Classical marketing can also be defined as a marketing approach that relies heavily on public relations (PR) and live events to promote brands. This approach includes organizing conferences, exhibitions, and public events that aim to increase awareness of products and services. Classic marketing here relies on building brand reputation through direct interaction with the public in live events (Grunig & Hunt, 2021).

Digital Marketing as a Data-Driven Strategy

Digital marketing can also be defined as a marketing strategy that relies heavily on data analysis to understand customer behavior and personalize marketing messages. Using digital analytics tools, businesses can accurately track the performance of marketing campaigns, such as click-throughs,



conversion rates, and engagement time. According to Ryan (2020), this ability to accurately measure performance makes digital marketing more cost-effective than traditional marketing.

Digital Marketing as a Platform for Innovation and Smart Marketing

Digital marketing refers to the use of modern technology such as artificial intelligence, big data analytics, and automated marketing to create innovative and smart marketing campaigns. According to Hollensen (2017), these tools allow companies to customize marketing messages based on customer preferences and behaviors, increasing the effectiveness of marketing campaigns.

Characteristics of Classic Marketing

1. Reliance on traditional media

Classical marketing is characterized by its heavy reliance on traditional media such as television, radio, newspapers, and magazines. These media reach a wide and diverse audience, especially in areas where internet use is still limited. According to Kotler and Keller (2016), television and newspaper advertisements are considered the most effective means of building brand awareness on a large scale.

2. One-way communication

Classical marketing relies on one-way communication, where companies send their marketing messages to the audience without direct interaction. This approach differs from electronic marketing, which relies on direct interaction with customers. According to Chaffey and Ellis-Chadwick (2019), this type of communication limits the audience's ability to participate effectively in marketing dialogues.

3. High cost

The costs of classic marketing are high compared to electronic marketing, especially when using major media such as television and national newspapers. According to Hollensen (2017), television advertising can cost millions of dollars, making it unaffordable for small and medium-sized businesses.

4. Difficulty in measuring effectiveness

One of the most prominent drawbacks of classic marketing is the difficulty in accurately measuring the effectiveness of marketing campaigns. Unlike e-marketing, which provides accurate analysis tools, classic marketing relies on opinion polls and rough reports to evaluate performance. According to Ryan (2020), this lack of accurate data limits companies' ability to improve their marketing strategies.

5. Focus on broad audiences

Classic marketing focuses on reaching as many people as possible, rather than targeting specific audiences. According to Smith (2018), this approach is effective in building general brand awareness, but it may not be suitable for companies aiming to target a specific audience.

6. Reliance on general messages

Classic marketing is characterized by the use of general marketing messages that aim to attract the attention of as many people as possible. According to Baker (2020), these messages are often less personalized compared to the messages used in e-marketing, which may reduce their effectiveness in some cases.

7. Reliance on public relations and live events



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Classic marketing also includes the use of public relations and live events such as conferences and exhibitions. According to Grunig and Hunt (2021), these methods help build brand reputation through direct interaction with the audience at live events.

8. Emotional influence

Classic marketing relies heavily on emotional influence to capture the audience's attention. According to Kotler and Keller (2016), television and newspaper advertisements often use emotional stories and engaging scenes to leave a strong impression on the audience.

Advantages and Disadvantages of Classic Marketing

Advantages

- Reaching a wide audience: especially in areas where internet use is still limited.
- Trust: Some audiences trust traditional advertising more, especially the elderly.

Disadvantages

- High cost: especially in major media outlets.
- Difficulty in measurement: It is difficult to accurately track the effectiveness of campaigns.

Advantages and Disadvantages of E-Marketing

Advantages

- Low cost: compared to traditional marketing.
- Direct interaction: Customers can interact with brands directly.
- Accurate analysis: Campaign performance can be accurately measured.

Disadvantages

- Reliance on technology: E-marketing requires technical knowledge.
- Intense competition: Due to the ease of reaching the audience, competition between brands increases.

Case Studies

1- E-Marketing Success: The Case of Amazon

Amazon has used e-marketing extensively to reach customers through personalized recommendations and targeted advertising, which has contributed to its rapid growth (Ryan, 2020).

2- The success of classic marketing: the case of Coca-Cola

Despite the trend towards digital marketing, Coca-Cola still relies on television advertising to reach a wide audience, especially in emerging markets (Hollensen, 2017).

A table showing the difference between electronic and traditional marketing

Standard	E-Marketing	Classic Marketing	Resources
Interact with the audience	Direct, two-way interaction through social media, email, and chats.	One-way interaction, where messages are sent without direct interaction with the audience.	Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016
Cost	Relatively low cost, especially with	High cost, especially in TV	Hollensen, 2017; Ryan, 2020



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	targeted advertising across digital platforms.	and newspaper advertising.	
Measure effectiveness	Performance can be accurately measured using digital analytics tools such as Google Analytics.	Difficulty measuring performance accurately, relies on opinion polls and rough reports.	Chaffey & Ellis-Chadwick, 2019; Smith, 2018
Target audience	You can target a specific audience based on demographic and behavioral data.	Targets a broad audience, with difficulty in precise customization	Ryan, 2020; Kotler & Keller, 2016
Speed and flexibility	Marketing campaigns can be quickly adjusted based on immediate results.	Requires more time to modify campaigns, especially in print or television media	Hollensen, 2017; Chaffey & Ellis-Chadwick, 2019
Customization	Messages can be personalized based on customer preferences and behaviors.	General messages that reach all individuals without customization.	Baker, 2020; Ryan, 2020
Methods used	Websites, social media, email, search engines.	TV, radio, newspapers, magazines, billboards	otler & Keller, 2016; Smith, 2018
Geographical reach	A global audience can be easily reached.	Limited to geographic areas covered by traditional media.	Hollensen, 2017; Ryan, 2020
Relying on technology	It relies heavily on technology and digital tools.	Relies on traditional media and does not require advanced technical knowledge	Chaffey & Ellis-Chadwick, 2019; Baker, 2020
emotional impact	Interactive content and videos can be used to create an emotional impact.	It relies on emotional stories and engaging	Kotler & Keller, 2016; Grunig & Hunt, 2021



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		scenes in TV and print ads.	
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Research results

1. Audience interaction:

- The research showed that e-marketing outperforms classic marketing in direct interaction with the audience, as it provides platforms for two-way communication such as social media and email.
- In contrast, classic marketing relies on one-way communication, which limits audience interaction.

2. Cost:

- E-marketing is considered more cost-effective, especially for small and medium-sized companies, as marketing campaigns can be implemented at a low cost compared to television or print advertising.
- Classic marketing requires large budgets, especially when using major media outlets.

3. Measuring effectiveness:

- The effectiveness of e-marketing can be accurately measured using digital analysis tools such as Google Analytics, allowing companies to improve their marketing strategies.
- In contrast, the effectiveness of classic marketing is difficult to accurately measure, as it relies on opinion polls and approximate reports.

4. Target audience:

- E-marketing allows targeting a specific audience based on demographic and behavioral data, which increases the effectiveness of marketing campaigns.
- Classic marketing targets a wide audience, which may reduce the effectiveness of marketing messages in some cases.

5. Speed and flexibility:

- Electronic marketing campaigns can be modified quickly based on immediate results, providing great flexibility for companies.
- Classic marketing requires more time to modify campaigns, especially in print or television media.

Research Conclusions

1. E-marketing is the future:

- With the technological development and the increase in the use of the Internet, e-marketing has become the best option for many companies, especially those that aim to target a specific audience and achieve a high return on investment

2. Classic marketing is still relevant:

- Despite the trend towards digital marketing, classic marketing is still relevant in some contexts, especially in areas where Internet use is still limited or when targeting a large audience.

3. Integration between the two approaches:

- Companies can achieve the best results by integrating e-marketing and classic marketing into an integrated marketing strategy. For example, television advertising can be used to increase public awareness, while social media is used to directly interact with the audience.



4. The importance of data analysis:

- The research highlights the importance of data analysis in e-marketing, as companies can use data to understand customer behavior and improve their marketing strategies.

5. Future challenges:

- As technology continues to evolve, companies will face new challenges such as increased digital competition and the need for continuous innovation in marketing strategies.

Research Recommendations

1. Adopting e-marketing:

- The research advises companies to adopt e-marketing as an essential part of their marketing strategies, especially with the increasing importance of digital platforms.

2. Integration between the two approaches:

- Companies can achieve better results by integrating e-marketing and classic marketing into an integrated marketing strategy.

3. Investing in data analysis:

- The research advises companies to invest in data analysis tools to improve the effectiveness of their marketing campaigns.

4. Focusing on innovation:

- With increasing competition, companies must focus on innovation in their marketing strategies to achieve success in the market.

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