

As a ghost-writer for Croud, I wrote the below article for Rovva. Published by Rovva, in April 2021. Below is my original article.

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Meta Description	<i>If you're wondering whether online or offline marketing would work best for your business, we've got you covered with our ultimate guide. Learn more here.</i>
Meta Title:	<i>Ultimate guide to online vs offline marketing Rovva</i>

Ultimate guide to online vs offline marketing

When planning a marketing strategy, there are a huge number of marketing techniques and activities that can be used to promote a brand, product, or service. Each of these techniques will fall under one of two categories - online or offline.

In this guide, we'll compare both online and offline marketing strategies, uncovering what they mean, how they differ, and how they can be used in business.

What is online marketing?

Online marketing, more frequently known as digital marketing, can be described as any type of marketing that uses the internet to showcase a brand, products, or services. Some of the main marketing activities used by internet marketers include the following:

- Email marketing

- Search engine marketing/SEO
- Social media marketing
- Content marketing
- Paid search/PPC
- Display advertising
- Affiliate marketing
- PR
- Video

Adoption and regular use of the internet is constantly increasing, meaning it's important for business owners to establish an online presence. In 2020, **95% of the UK population had access to the internet**. Online marketing has made it possible to reach potential customers 24/7 in a variety of different ways, whether you spend time emailing campaigns or opt for a paid search strategy.

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What is offline marketing?

Offline marketing is exactly what it says it is - any type of marketing that is not on the internet. These marketing activities can also be referred to as traditional marketing techniques as they are the activities brands would carry out before the internet. Offline marketing activities include:

- TV ads
- Radio ads
- Direct mail
- Out-of-home
- Events
- Printed materials
- Telecommunications
- PR
- Content marketing

Even with the multitude of online marketing techniques available to businesses today, there is still a place for offline marketing, especially for brands looking to target a large audience or promote brand awareness. For example, the **average person watches 39 adverts** on TV every day, and 94% of the UK population watch TV every week. These statistics are far too great to focus solely on online channels.

Difference between offline and online marketing

When looking at online vs offline marketing strategies and techniques, it's quite clear to see the difference - one focuses on activities carried out on the internet, while the other includes all other forms of marketing. Here are a few of the other differences:

Target audience

The target audience is a clear and notable difference between online and offline marketing. Online marketing is often more targeted, focusing on a specific group of people, while offline marketing is usually geared towards a much larger and broader audience.

With online marketing, it's much easier to target particular groups, although the audience size tends to be much smaller than that of offline techniques. However, by targeting specific people at the optimal stage of the **customer decision journey**, businesses can benefit from higher conversion rates than offline marketing.

Objectives

As with the target audience, online and offline marketing also tend to differ when it comes to objectives. Because online marketing can be much more targeted in its approach, the objectives can also be more defined. For example, a PPC strategy objective using Google AdWords might be to drive traffic up by 30% to increase conversions by 15% and therefore result in increased revenue.

Offline marketing objectives will usually be to promote brand awareness or to capture the attention of the audience in the awareness stage of the buying journey for a new product. This is because offline marketing activities can capture such a large audience at one time which is a key advantage of offline marketing.

Results

With online marketing being targeted, and offline marketing techniques capturing a broad audience, the results of campaigns will also be different. It is easy to measure and report on results from digital campaigns because the objectives are more tangible and there are more **metrics to measure against**. For example, SEO strategies can be measured against ranking results, external links, and web traffic. Online marketing channels also offer more ways to measure campaigns and results with integrated reporting tools and dashboards.

Offline marketing can be hard to measure, especially for channels such as out-of-home advertising. Businesses can look for correlations between campaign launches and web traffic, conversions, or sales, but these metrics are not as accurate as online reporting tools.

Cost

The nature of online and offline marketing campaigns also has a difference in cost. On one end of the spectrum, online advertising can be as cheap or expensive as you choose. Organically posting on social media channels and blog writing simply costs your time if you can manage these in-house, but paid search will require advertising spend which can be hugely variable depending on the objectives and frequency of advertising.

You should also bear in mind the ROI on your marketing activities. For example, blog posts account for **86% of content marketing material** and this is because they are cost-effective, as well as versatile.

As with anything, the cost of offline marketing activities can be variable, but offline marketing is often much more expensive than online. For example, to advertise on TV, the advertising slot costs **anything from £50 to £5,000**. Creating the content will then cost you between £20,000 and £250,000, making it a hugely expensive marketing method if it doesn't return a good ROI.

Advantages and disadvantages

There are several advantages and disadvantages to both online and offline marketing, but each has its rightful place in the marketing spectrum.

Online marketing advantages

- Easy to measure and analyse
- Cost-effective
- Long-term exposure
- Specific audience targeting
- Real-time results
- Improve user experience
- Instant impact

Online marketing disadvantages

- Tough competition
- Fast-moving trends
- Time-consuming to create content
- Online security

Offline marketing advantages

- Ideal for brand awareness and promotion at scale
- Tangible materials (e.g. business cards)
- National coverage
- Easier to build trust

Offline marketing disadvantages

- Hard to measure
- Expensive

- Takes time to see results
- Time-consuming to create content

It's clear that both online and offline marketing have their advantages in business as solo techniques, but it can often be beneficial to combine the two and create more integrated campaigns. However, if online marketing looks like it's going to be better for you, our [guide to marketing your business online](#) is a great tool to get you started.