



Traditional vs Digital Marketing

Owners and managers often have this question on their minds - what form of marketing should I use to drive more business?

Traditional Marketing



Traditional marketing is promotion via channels such as TV, radio, newspapers, etc. This is considered a "push" marketing method where a company sends a mass, non-targeted message to their intended audience.



In traditional marketing, the communication between the advertiser and the audience is one-way. It is an approach in which as an advertiser you are making your audience listen to your message and hoping that they take action.



Traditional marketing needs to be planned out well ahead and needs to follow a specific publishing schedule. There is very little room for adjustments along the way as newspapers, TV stations and radio all follow a set schedule.

VS

Digital Marketing



Digital marketing is carried out over newer channels like the Internet but could span beyond it. It is considered a "pull" marketing strategy where the audience is reached more directly and with more precise and targeted messaging.



Digital marketing can be defined as a two-way communication between the advertiser and the intended audience. This allows for engagement and interactivity resulting in valuable feedback.



Though digital marketing also involves long-term planning, there is still room for adjustment along the way. This is due to the ability to receive customer feedback. As the campaign goes on, changes can be made in the campaign messaging as well as the target audience.

Although traditional marketing may still have its place in the marketing mix, it is on the decline in our digital world. For many businesses, it is non-negotiable to maintain some level of web presence and even sell via a web front. Digital marketing does come with its own set of challenges, but the potential of saving time, money and connecting directly with the customer presents many opportunities for businesses.

Sources :
<http://digital-marketing-strategy.weebly.com/digital-marketing.html>
<https://www.leapfroggr.com/marketing-roi/>
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MENTORING AT WORK

“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”
— Steven Spielberg

Mentoring is a relationship in which one professional, usually someone more experienced and often senior in an organization, helps another discover more about his or her personal qualities, capabilities, and potential.

The following checklist will show you how to effectively leverage mentoring within your organization:

1. Pick a mentor with the right skills.

The mentor must have good listening skills, sophistication in using different forms of questions (opened, closed, probing, etc.), the maturity to suspend personal judgment, and experience in giving constructive feedback.

2. Define the mentoring relationship.

Make sure that both the learner and the mentor are clear on what the relationship is, and is not about. If appropriate, consider drafting a formal contract defining the details regarding the participants' specific roles, responsibilities, frequency of meetings, and obligation to confidentiality. Make sure to set objectives for what the mentoring process is to achieve. Make the objectives relevant, specific, achievable and time-specific.

3. Let the mentorship relationship begin.

In the early stages of the relationship, the mentor needs to take the lead. As the learner's confidence grows, the dynamic shifts and control of the learner's development should pass increasingly from the mentor to the mentee.

4. Follow progress.

Each time learners reach a milestone, review not only their performance and success but also, lessons learned about



themselves. Ask questions such as:

What happened?

How did you handle it?

Why did you handle the situation a certain way?

What did you learn from the experience?

5. End the mentorship relationship when goals are met.

Even though mentoring relationships between people outside work may flourish for years, inside the workplace, mentoring ends when the objectives are achieved. Having reached this point, celebrate the success of the relationship with a final review of the learner's progress.

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