

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 growing, requiring significant staff hours and/or marketing consultants</p>	<p>Communications with potential and existing clients/customers</p> <p>But, expensive 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, staff follow-up etc...)</p> <p>Significant staff time to manage</p>
<p>Computer Age</p> <p>Computers – hardware and software (Data Storage, i.e. client/customer files)</p> <p>Allows development of data files into databases of customers, i.e. contact information, product/service requirements and marketing channels – mail outs</p> <p>1960's up to 1980s</p>	<p>Slow growing and requires staff 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. 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, i.e. customer databases</p> <p>Still one way communication from business to client/customer (Two way communications will require additional cost, i.e. marketing surveys, staff follow-up etc...)</p> <p>Still requires commitment of staff time</p>
<p>Internet Age</p> <p>Computers – hardware, software and internet/e-mail</p> <p>Enables companies to use data files and do two-way communication with customers with 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 e-mail, marketing campaigns and individual marketing services for clients/customers. New online payment now available</p>	<p>Computers – hardware, software and internet/e-mail. Takes less time.</p> <p>Enables companies to use data files and do two-way communication with customers with lower 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 – less staff time required</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, Square 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 with significantly less cost and easier to reach many through multi 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/multi payment options etc... Can be done with minimal staff time/commitment</p>