

5WPR CEO On Integrating Traditional and Digital Marketing Strategies

Most industries today are under extreme pressure to evolve with emerging technologies – and to do so fast. This is particularly true for those in [marketing](#) and public relations roles; even on a quiet day, operating in this industry requires spinning an inordinate number of plates. When it comes to adapting to the latest platform or adopting ever-evolving industry jargon, then, it is all too easy to throw the baby out with the bathwater in an attempt to keep up.

That's why it is important to remember the value of traditional [digital marketing](#) strategies to any business or organization. As the world changes, learning to synergize traditional marketing with digital marketing is a core skill for any communications professional.

Here are three traditional marketing tactics and their digital counterparts.

1) Cold Calling and Behavioral Information (Intent Data)

Reminiscent of old-school marketing strategies, cold calling is the use of unsolicited communication in an attempt to sell a product. Intent data refers to behavioral information collected about users' online activities, with that data ultimately revealing what consumers are interested in and therefore more likely to purchase.

By using intent data to bolster existing cold calling strategies, it becomes easier to reach audiences better suited

to an organization's message. In the same way, intent data can be used to decide which audiences are unlikely to abide by a call to action.

In practice, marketing professionals can use intent data to identify users that are already looking for the goods or services on offer, as well as form an understanding about specific needs and overall readiness to buy.

2) Print and Deep Media Nurturing

Communications professionals already understand the importance of nurturing buyer relationships at every stage of the sales funnel, and print media has so far proved successful in engaging audiences and nurturing leads.

With the internet era, however, comes an extra layer to sourcing leads: deep media nurturing. Deep media nurturing refers to omnichannel strategies that adopt a range of digital channels to reach consumers, including search engine optimization (SEO), social media platforms, [public relations](#) and retargeting.

Utilizing advertising in print magazines with accompanying deep media nurturing strategies is an excellent way to reach audiences, especially given that many organizations have written off print media altogether – despite the [figures](#).

3) Traditional Platforms and Geotargeting

Traditional platforms for advertising, like billboards and banners, have become a seriously underrated form of driving brand awareness, reinforcing brand messaging, and engaging new audiences.

At the same time, geotargeting – or the practice of reaching users based on their geographic locations – is proving an excellent way of targeting the right audiences and maximizing return on investment.

Modern marketers should use available geodata to understand their audience's habits and journey maps, and adopt physical platform strategies accordingly. These locations could be inside buses along routes in a business district, or a billboard near a well-known food chain store. Reaching audiences in the right place at the right time has never been more important.

Forming an effective and innovative marketing strategy in the 21st century means learning to reap the best of both the traditional and digital worlds, so as to synergize new channels with traditional – and already successful – ones.



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