**Demystifying Marketing**

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| **Traditional Marketing** |  | **Digital Marketing** |  |
| Radio adverts/promotion |  | Website |  |
| TV adverts/promotion |  | Webinars |  |
| Newspaper adverts |  | Social media posts |  |
| Newspaper content/editorial |  | Online adverts |  |
| Magazine adverts |  | Search engine optimisation (SEO) |  |
| Magazine content/editorial |  | Search engine marketing (SEM) |  |
| Mailing/handing out leaflets |  | Blogs (written content) |  |
| Billboards/posters |  | Vlogs (video content) |  |
| Networking |  | Affiliate marketing (your networks help to market you on their sites in return for a small fee for any resulting purchases/bookings) |  |
| Speaking (at events) |  | Native advertising (brands customise their ads to fit the feel, look and function of the platform on which they'll be published so that it looks like part of the content). |  |
| Associations/trade shows |  | Pay per click (PPC) |  |
| Cold calls |  | Email |  |