

# Digital Marketing Vs Print Marketing



## Where it's done?

- Search engines
- Social media
- Online Website
- Email
- Apps

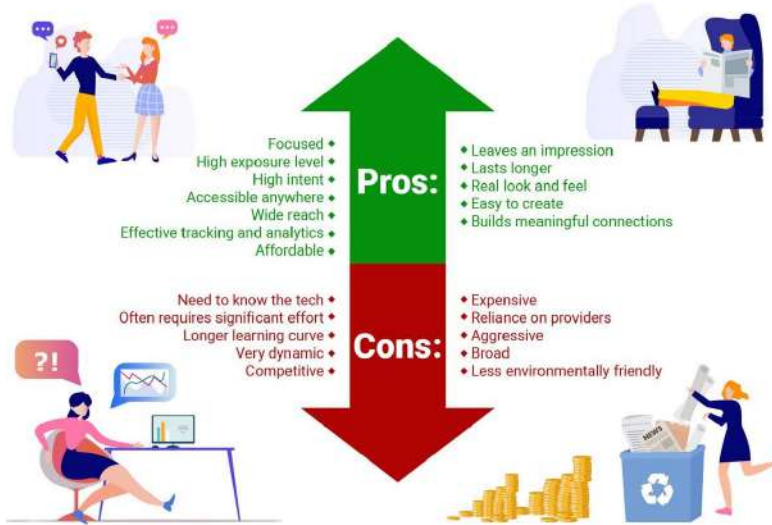
- Mail
- Flyers
- Newspapers
- Coupons
- Billboards



## Types of Content

- Videos
- Slideshows
- Banners
- Display ads
- Photos
- Infographics
- Blog posts
- Text ads

- Printed ads
- Coupons
- Brochures
- Posters



## Best target audience, and why?

### Millennials

- Spend a lot of time online
- Are used to purchasing online
- "Live" in the mobile online space

### Older folks:

- Less exposed to newer media
- Love coupons
- Feel comfortable with the physical world

