



# A COMPARATIVE ANALYSIS ON TRADITIONAL MARKETING VS MODERAN MARKETING

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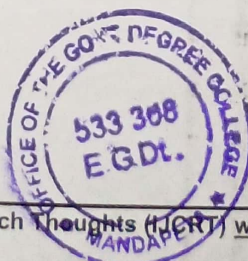
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## Abstract:

Marketing is a pivotal aspect of any business and has evolved over the times due to advancements in technology and changes in client geste. Traditional marketing styles similar as print advertisements, billboards, and television commercials have been the go- to styles for numerous times, but ultramodern marketing styles similar as social media, content marketing, and dispatch marketing have come decreasingly popular. This paper explores the differences between traditional marketing and ultramodern marketing, including their advantages and disadvantages, and how they can be used together to produce an effective marketing strategy.

## Introduction:

Marketing is a key function in any business that involves promoting and selling products or services to customers. Over the years, marketing has evolved from traditional methods to modern methods due to advancements in technology and changes in customer behaviour. In this paper, we will explore the differences between traditional marketing and modern marketing, including their advantages and disadvantages, and how they can be used together to create an effective marketing strategy.



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