To: Michelle

Cc:

Dear: Sir/ Madam

Re: Advantages and disadvantages of digital and traditional promotional tools and the best for Mobile Manufacturing Company in promotion of new product

Promotion is one of the four Ps of product marketing. When the four elements are combined, there is the realization of efficacious marketing strategy. Promotional tools can be categorized into digital promotional tools as well as traditional promotional approaches. It is the role of the Mobile Manufacturing company stakeholders to determine the type of promotional tools to emphasize on for the new product to reach to the target customers. The digital promotional tools include internet, social media as well as blogs. The traditional promotional approaches include television, magazines and newspaper.

Digital promotion benefits businesses of diverged sizes in order to access a huge market and at an affordable price. The advantages of digital promotion include reduction of costs through automation, faster responses to the customers, be in a position of collecting data with ease, low risk, augmented exposure of the products to customers as well as having a boundless universal accessibility of the new products to the customers. However, even though digital promotional tools have increased benefits, some of its disadvantages includes; there is issues with privacy and technology, worldwide competition due to globalization and dependability on technology. in this regards, digital promotional tools have more advantages as compared to disadvantages.

On the other hand, there is the traditional promotional tools, which include television, magazines and newspaper. Some of the advantages of traditional tools of promotion includes. Firstly, newspapers and magazines are viewed to be trustworthy and credible thus increasing loyalty among the readers. Moreover, when there is printing of the information, there is the likelihood of providing the targeted customers at lower prices. When there is the use of television in promoting products, there is the likelihood of reaching large number of audiences. However, some of the disadvantages of traditional tools of promotion includes. Firstly, it is cumbersome to measure the number of target customers led the article. Moreover, the use of broadcast remains to be expensive, mostly to the small businesses.

Through the analysis of both digital promotion and traditional promotional tools, there is the need of utilizing digital promotional tools since they are more advantageous as compared to traditional tools of promotion. It is vital for the company to utilize a tool that will be in a position of reaching to the target customers with ease. Mobile manufacturing company is aiming to promote new product in the market place. Therefore, in order for the new product to attract the target market, it is critical for the management to use the best promotional tools while promoting the products. Thus, with the analysis of both digital as well as traditional promotional tools, the best tools remain to be digital promotional tools. The globe is improved technologically and there is the need of the company to emphasize on promoting its products through social media and the internet in order to gain more exposure to the customers. Through the usage of digital tools, there is the prospect of exposing the new products to the customers with ease.

Thank you for your attention. I am looking forward to hear from you

Yours faithfully