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## Marketing Goals in Traditional and Digital Media

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#### What are Marketing Goals?

Marketing goals are specific objectives that a business wants to achieve through its marketing efforts. These goals guide all marketing strategies and campaigns, helping a company measure success and stay focused.

#### Key Points:

- Goals should be specific, measurable, achievable, relevant, and time-bound (SMART).
- They provide a **roadmap** for marketing activities.
- Goals can be short-term (monthly/quarterly) or long-term (yearly/5-year plan).

#### Common Marketing Goals

##### 1. Increase Brand Awareness

- **Definition:** Make more people know about your brand or product.
- **Example:** *Fevicol posting humorous videos on social media to be recognized by more people.*

##### 2. Generate Leads / Sales

- **Definition:** Attract potential customers and convert them into buyers.
- **Example:** *BYJU'S running Facebook campaigns to get students to sign up for a free trial.*

##### 3. Customer Retention / Loyalty

- **Definition:** Encourage existing customers to keep buying and engage with your brand.
- **Example:** *Amazon Prime offering exclusive deals to retain subscribers.*

##### 4. Increase Website / App Traffic

- **Definition:** Drive more visitors to your online platforms.
- **Example:** *Swiggy promoting app downloads via Instagram ads.*

##### 5. Enhance Engagement

- **Definition:** Make customers interact with the brand (likes, comments, shares).
- **Example:** *Zomato posting polls, quizzes, and food reels on Instagram.*

##### 6. Expand Market Share

- **Definition:** Increase your brand's portion of the market compared to competitors.
- **Example:** *Surf Excel targeting new regions to increase detergent market share in India.*

##### 7. Improve Customer Experience

- **Definition:** Make the buying or service experience easier and more satisfying.
- **Example:** *Big Bazaar introducing online grocery delivery to improve shopping convenience.*

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**Marketing Goals in Traditional and Digital Media**

**Tips for Defining Marketing Goals**

- Be specific: Don't just say "increase sales"—say "increase online sales by 20% in 6 months."
- Make them measurable: Use numbers, percentages, or metrics.
- Ensure they are realistic: Avoid goals that are impossible to achieve.
- Align them with overall business objectives.

**Understanding and Defining Marketing Goals – Case Study: Nestlé India**

**Five Common Marketing Goals:**

- Increase Brand Awareness - Make more people recognize and trust the brand.
- Generate Sales - Convert potential customers into buyers.
- Customer Retention - Keep existing customers loyal.
- Engage Customers - Build interaction through social media or campaigns.
- Expand Market Share - Reach new customers or regions.

**SMART Goals Application**

SMART = Specific, Measurable, Achievable, Relevant, Time-bound

**Two SMART Goals for Nestlé:**

**1. Goal 1:**

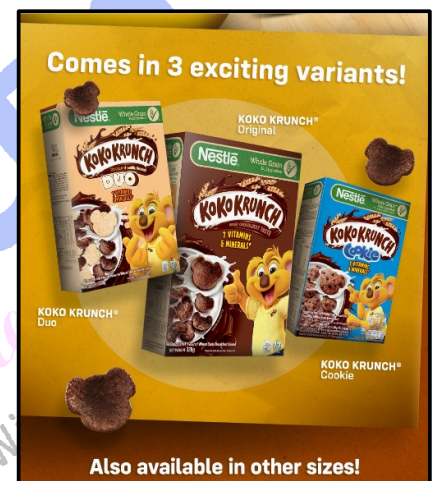
*Increase the sales of Nestlé's breakfast cereal brand "Koko Krunch" by 20% within 6 months through online advertising and influencer marketing.*

- **Specific:** Focused on "Koko Krunch" sales
- **Measurable:** 20% increase in sales
- **Achievable:** Realistic with proper marketing
- **Relevant:** Aligns with Nestlé's goal of expanding its breakfast segment
- **Time-bound:** To be achieved in 6 months

**2. Goal 2:**

*Boost Nestlé India's Instagram engagement rate by 15% in 3 months through interactive content and contests.*

- **Specific:** Focus on Instagram engagement
- **Measurable:** 15% increase
- **Achievable:** Possible through creative posts and user participation
- **Relevant:** Helps strengthen brand presence online
- **Time-bound:** Targeted within 3 months



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**Marketing Goals in Traditional and Digital Media**

**Digital Marketing vs Traditional Definition**

**Traditional Marketing:** Promoting products/services using offline channels like TV, radio, newspapers, magazines, billboards, and direct mail.  
 ○ Example (India): *Amul ads in newspapers, LIC TV commercials, Big Bazaar hoardings*

**Digital Marketing:** Promoting products/services using online channels like websites, social media, search engines, email, and apps.  
 ○ Example (India): *Swiggy Instagram campaigns, Amazon Google Ads, BYJU'S YouTube tutorials*

**Key Differences**

Aspect	Traditional Marketing	Digital Marketing
Reach	Limited to geographical location	Global reach, accessible anywhere with the internet
Cost	Often expensive (TV, print, billboards)	Cost-effective; works even with small budgets (social media ads)
Targeting	Less precise; based on general demographics	Highly targeted; based on age, location, interests, behavior
Measurability	Difficult to measure ROI accurately	Easy to track clicks, conversions, engagement using analytics
Engagement	One-way communication	Two-way communication; allows interaction with customers
Speed	Slower; campaigns take time to design and implement	Faster; campaigns can be launched and modified in real-time