

The difference between On-line and Off-line marketing

Online marketing changes the rules of traditional marketing philosophy. Think about it. Offline marketing philosophy is all about finding the right customers, who might be interested in reading your company's message and then might actually want what you are offering.

It is a long shot and a very hard battle to win. Online marketing turns this philosophy on its head because it is the customer in control. The vast majority of users actually make a conscious decision to go online to look for something they want. Then they go to the search engine of their choice in order to find it. This means that, instead of you working hard trying to find them, they do all the work to find you, making them probably the most proactive and targeted lead a business could ever dream of having.

A very successful guy I know, selling life insurance online, illustrated this point wonderfully when he told me that in the old days he first had to try to persuade people why they needed life insurance. And then, he had to try to get them to actually want it enough to buy it. He told me that he was not very good at this hard sell approach and that his success rate was pitiful. Once he had set up his online marketing campaigns, he only dealt with people who already wanted life insurance and had gone to a search engine to look for life insurance, meaning that they had already decided that they needed it and wanted it and were actually looking to buy. For him, this meant that, although he was obviously not the best salesman, by being online he did not need to persuade people to buy life cover but, needed to focus on what was a much easier job for him; to find the right policy at the right price. No hard sell!