



The Pros and Cons of Traditional B2B Marketing



SalesMark Global

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Pros of Traditional B2B Marketing	Cons of Traditional B2B Marketing
<p>Conventional methods of advertising can achieve higher audience coverage and, thus, a higher degree of brand awareness and higher sales leads.</p>	<p>Compared to ABM, traditional marketing techniques are less targeted and thus less engaging and effective in driving the target audience to act.</p>
<p>Despite the benefits of content marketing, email campaigns, and other marketing strategies as opposed to ABM, it is important to acknowledge that other marketing methods might suit organizations with fewer funds.</p>	<p>Measuring the success of traditional marketing can be particularly difficult, which makes it more difficult to justify investments and improve strategies.</p>
<p>Traditional marketing techniques are easier to implement and adapt to the marketplace than other forms of marketing since businesses can directly access a larger audience without the need for</p>	<p>This is because traditional marketing strategies may not be in sync with the objectives of the sales force in most cases.</p>

additional funding for
marketing.



Conventional B2B marketing has its benefits and drawbacks, too. However, it has its drawbacks. It offers a larger coverage area and is easier to scale, but it cannot match the customization and focus on sales that come with ABM.