

Literature Review

I researched the question 'How has marketing changed from traditional marketing to social media marketing?' Society has turned digital and a lit review would answer the question because there is a lot of theory behind traditional marketing techniques as well as more recent research and theory on the impact of social media marketing. This helps answer my overall question by comparing the techniques of traditional and social media marketing and can prove which is the better technique in the current society.

As a collection method for my desk research I looked around for information that would help me narrow my subject down to a manageable size and find information that will help me to focus. (Berger, 2013)

I then did a systematic search of online databases (Daymon & Holloway, 2002) on the Leeds Beckett library site to start my data collection. The key is to find an effective theoretical and methodological perspective. (Croucher & Cronn-Mills, 2019)

I started by skimming and sampling; skipping through texts, leaving out chunks that are irrelevant. (Daymon & Holloway, 2002) As a data analysis method I used sampling; reading the first and last paragraphs of a chapter and the first and last sentences of each paragraph to gain an overall sense of the text before reading further. (Daymon & Holloway, 2002) This allowed me to ensure I was utilising my time most effectively.

The findings from my lit review were that people have a lot higher trust in social media marketing and advertising because people typically expect over-exaggeration on, for example, TV adverts and therefore have more belief in things that they see on social media, especially because the adverts they see can be specifically tailored towards their recent searches or things they follow or like most commonly. I found that in traditional media, you pitch a story to a reporter, and then you'll hope that it turns out as you'd like whereas with social media, you can actually be the media and place the article as you would like people to see and this gives brands more confidence in their marketing as they have more control (Bendure, 2019).

These findings help provide valuable answers to my overall topic by comparing both traditional and social media marketing methods and explaining the change over the years between the two and why social media is a lot more common and offers more interaction between consumers and brands which explains why social media marketing is on the rise.

References

Bendure, V., 2019. Using social media to promote your practice: social media versus: Traditional media. *Audiology Today*, pp. 66-67.

Berger, A. A., 2013. Media and Communication Research Methods; an introduction to qualitative and quantitative approaches. *Reference & Research Book News*, August.

Croucher, S. M. & Cronn-Mills, D., 2019. *Understanding Communication Research Methods: a theoretical and practical approach*. 2nd Edition ed. New York: Routledge, Taylor and Francis Group.

Daymon, C. & Holloway, I., 2002. *Qualitative Research Methods in Public Relations and Marketing Communications*. London: Routledge.