

# 1978

VERSUS

# 2018

IN MARKETING

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COMPARING B2B MARKETING TACTICS FROM  
YESTERYEAR TO TODAY'S MODERN METHODS

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Direct Mail



Email Marketing



Newspaper Ads



Social Media Ads



Yellow Pages



Local Listings



Catalogs



Websites



Radio



Streaming Ads



Coupons



Digital Offers



Brochures



Online Videos



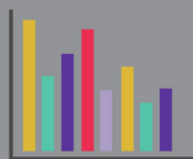
Cold Calling



Strategic Outreach



Guesswork



Deep Analytics

# RISKS REWARDS

ELEVATING TO A DIGITAL  
B2B OUTREACH PROGRAM

Unfamiliarity of New  
Concepts

Requires Updated Tech  
and Software

Need Budget

Staff/Vendors Who  
Possess Digital Skills

Reach the Customers  
You Want

Tighter Alignment of  
Marketing and Sales

Accurate Tracking

Prove Return on  
Investment