

Direct-Marketing

Direct marketing is:

- A marketing channel without intermediaries
- An element of the promotion mix
- Fastest-growing form of marketing

Growth and Benefits of Direct Marketing

Benefits to Buyers

- Convenience
- Ready access to many products
- Access to comparative information about companies, products, and competitors
- Interactive and immediate

Growth and Benefits of Direct Marketing

Benefits to Sellers

- Tool to build customer relationships
- Low-cost, efficient, fast alternative to reach markets
- Flexible
- Access to buyers not reachable through other channels

Customer Databases and Direct Marketing

Customer Database

- Customer database is an organized collection of comprehensive data about individual customers or prospects, including geographic, demographic, psychographic, and behavioral data

Forms of Direct Marketing

Personal selling direct marketing

Direct mail direct marketing

Catalog direct marketing

Telephone marketing

Direct-response television marketing

Kiosk marketing

Digital direct marketing

Online marketing

Forms of Direct Marketing

Direct-mail marketing involves an offer, announcement, reminder, or other item to a person at a particular address

- Personalized
- Easy-to-measure results
- Costs more than mass media
- Provides better results than mass media

Forms of Direct Marketing

Catalog direct marketing involves printed and Web-based catalogs

Benefits of Web-based catalogs

- **Lower cost than printed catalogs**
- **Unlimited amount of merchandise**
- **Real-time merchandising**
- **Interactive content**
- **Promotional features**
- **Require marketing**
- **Difficulties in attracting new customers**

Forms of Direct Marketing

Telephone direct marketing involves using the telephone to sell directly to consumers and business customers

- Outbound telephone marketing sells directly to consumers and businesses
- Inbound telephone marketing uses toll-free numbers to receive orders from television and print ads, direct mail, and catalogs

Forms of Direct Marketing

Direct-response television

Direct-response television (DRTV)

marketing involves 60- to 120-second advertisements that describe products or give customers a toll-free number or Web site to purchase and 30-minute infomercials such as home shopping channels

- Less expensive than other forms of promotion and easier to track results

Forms of Direct Marketing

- Kiosk marketing
- Digital direct marketing technologies
 - Mobile phone marketing
 - Podcasts
 - Vodcasts
 - Interactive TV

Forms of Direct Marketing

Mobile phone marketing includes:

- Ring-tone giveaways
- Mobile games
- Ad-supported content
- Contests and sweepstakes

Forms of Direct Marketing

Podcasts and vodcast involve the downloading of audio and video files via the Internet to a handheld device such as a PDA or iPod and listening to them at the consumer's convenience

Interactive TV (ITV) lets viewers interact with television programming and advertising using their remote controls and provides marketers with an interactive and involving means to reach targeted audiences