

# Discussion question wk5 dq2

[Business](#), [Marketing](#)



Is direct marketing effective? Why or why not? What about interactive marketing? Which form of marketing would you pursue for the launch of a new product? Why? (200 words)

Emails, telemarketing, text messages, direct mails, Online tools etc are used by marketers to promote their services, products and offerings. This particular type of marketing has highest rate of customer response in return of what is invested by the company. According to Direct Marketing Association's in 2009 and 2010 edition that companies got over 1000% returns in yield for every dollar they invested for direct marketing campaigns as compared to conventional indirect methods of marketing. It is effective for products with a specific and identified target market. (Larson, 2010)

Interactive marketing on the other hand targets on even a more micro level and focuses on individual customers. Its requires active participation of the customer aswell to engage in the marketing process. Hence is more effective means of communicating and providing information regarding the product. The marketing technique will vary depending upon the type of product. In my opinion I shall use interactive marketing as I would like to build my product as a brand through inclusion of suggestion given by the customers regarding my product. Whereas if direct marketing is chosen , due to the clutter consumers have stopped paying attention to direct marketing approaches due to too much clutter now.

What is the disadvantage of direct marketing? (100 words)

The main disadvantage of direct marketing is that people are reluctant that their information may be provided to other advertisers and they'll get bombarded with promotions and advertisements. Also when your information

is in a database there is no way through which you can opt out the list so that you don't get any further promotional offers or advertisements. Also due to the clutter now , direct marketing is losing its effect as consumer are reluctant to pay attention to similar offers and ads by many new similar products.

Sources:

Larson, D. (2010, October). Is Direct Marketing Still an Effective Tactic?

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