

Marketing

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Businesses are leveraging their extended networks along with technology and the exploding number of channels available to connect with the consumer to build reputations, trust, loyalty, returns, market position and ultimately the license to compete. The competitive advantage of companies on the frontline of consumer interactions is being challenged by those one or more steps removed, as they seek to leapfrog retail channels, through direct online sales, or to build reputations that mean consumers demand their product or service as part of the solution.

As consumers increasingly demand experiences and solutions and become more socially aware, the notion of a middle man is shifting, potentially demanding new forms of cooperation between firms and consumers. Direct marketing removes the "middle man" from the promotion process, as a company's message is provided directly to a potential customer.

This type of marketing is typically used by companies with smaller advertising budgets, since they cannot afford to pay for advertisements on television and often do not have the brand recognition of larger firms (Rouse, 2007). According to Tim Berry who studies the strategies of direct marketing, direct marketing includes various approaches in which the producer of goods or services directly contacts the end-user. Direct marketing encompasses face-to-face selling, direct mail, catalogs, telemarketing, and more.

Regardless of the form you choose, there are some critical considerations.

The criteria for direct marketing begin with a reliable customer database.

Other factors include offering greater customer value through a more customized and personalized approach for product and service offerings,

distribution processes tailored to meet the needs of customers, and the opportunity to build customer loyalty. One of the first criteria for direct marketing is to have a consistent customer profile available which describes the dominant target markets. This information must have sufficient detail to support a customer database.

A customer database quantitatively captures the key characteristics of prospects and customers who are most ready, willing, and able to purchase your product or service. It may offer demographic information about their age, income, education, gender, and previous mail order purchase.

1. 1 purpose of the study Direct marketing involves direct business, in this research the benefits of direct for consumers, as there is no price hike due to wholesalers or retailers? Can Marketing executives state certainly of the exact response to their products? Is profit or loss can be more accurately judged?

When direct marketing can become successful? 1. 2 Methodology The methodology consists of questioner that will be distributed over a sample of Lebanese consumer in order to examine the benefits of direct marketing.

Chapter II: Literature Review 2. 1 direct marketing 2. 1. 1 Definition Direct marketing is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.

Direct marketing messages emphasize a focus on the customer, data, and accountability. Characteristics that distinguish direct marketing are: 1.

Marketing messages are addressed directly to customers. Direct marketing relies on being able to address the members of a target market.

Addressability comes in a variety of forms including email addresses, mobile phone numbers, and Web browser cookies, fax numbers and United States and international postal addresses. . Direct marketing seeks to drive a specific " call to action. For example, an advertisement may ask the prospect to call a free phone number or click on a link to a website. 3. Direct marketing emphasizes track able, measurable responses from customers -? regardless of medium. Direct marketing is practiced by businesses of all sizes -? from the smallest start-up to the leaders on the Fortune 500. A well-executed direct advertising campaign can prove a positive return on investment by showing how many potential customers responded to a clear call-to-action.

General advertising eschews calls-for-action in favor of assuages that try to build prospects' emotional awareness or engagement with a brand. Even well-designed general advertisements rarely can prove their impact on the organization's bottom line. Direct marketing is Just what it sounds like - directly reaching a market (customers and potential customers) on a personal (phone calls, private mailings) basis, or mass-media basis (infomercials, magazine ads, etc.). Direct marketing is often distinguished by aggressive tactics that attempt to reach new customers usually by means of unsolicited direct communications.

But it can also reach out to existing or past customers. A key factor in direct marketing is a " call to action. " That is, direct marketing campaigns should offer an incentive or enticing message to get consumers to respond (act). Direct marketing involves the business attempting to locate, contact, offer, and make incentive-based information available to consumers Three main types of direct marketing include: Telemarketing: Direct marketing that involves calling people at home or work to ask for donations, an opinion, or for sales purposes. Email Direct Marketing: This form of direct marketing targets consumers through their Email accounts. Email addresses can be harvested from websites, forums, or purchased. Some companies Marketing: Advertising material sent directly to home and business addresses. Other types of direct marketing include: distributing flyers; door-to-door solicitations; curbside stands; FAX broadcasting; television marketing (I. E. , infomercials); coupon ads in print media; and voice mail marketing. 3. Does Direct Marketing Work? That depends on how you define " work. Direct marketing does ensure people know about your business. But aggressive, misleading, or annoying direct marketing can leave people with a bad impression about your business. Be sure to adhere to privacy and contact laws because there are stiff fines and penalties for direct marketers that violate direct marketing laws. 4. Should I Consider Direct Marketing? Every business owner should consider direct marketing. However, the type of direct marketing that will work for your business depends on your industry, your business ethics, and your budget 2. 1. Historic overview Direct marketing might go back to the age of human being! Cultural backgrounds of human beings in every stage have affected the direct seller's activities. As

early as 2000 B. C. The Code of Hamburg, a tombstone of Babylonian commandment, protected social security and safety of the Babylonian direct seller, who was then referred to as the hawker. The Code stated that " the hawker shall swear the pledge of God" if any enemy caused him trouble in the travels. It also said that the trader who sells the goods must make suitable payment for some lost.

It is believed that the term direct marketing have been used in Lester Wunderkind speech in 1967. Mail order pioneer Aaron Montgomery Ward knew that by using the technique of selling products directly to the customer at appealing prices could, if executed effectively and efficiently, revolutionize the market industry and therefore be used as an innovative model for marketing products and creating customer loyalty. The term " direct marketing" was coined long after Montgomery Ward's time. In 1967, Lester Wunderkind identified, named, and defined the term " direct marketing".

Wunderkind -? considered to be the father of contemporary direct marketing -? is behind the creation of the toll-free 1-800 number, and numerous loyalty marketing programs including the Columbia Record Club, the magazine subscription card, and the American Express Customer Rewards program. In 1872, Aaron Montgomery Ward produced the first mail-order catalogue for his Montgomery Ward mail order business. By buying goods and then reselling them directly to customers, Ward was consequently removing the middlemen at the general store and, to the benefit of the customer, drastically lowering the prices.

The Direct Mail Advertising Association, predecessor of the present-day Direct Marketing Association, was first established in 1917. Third class bulk mail postage rates were established in 1928. 2. 1. 3 Tools Direct marketing includes a number of different marketing tools that require you to Direct Marketing Emails Emails may be a form of direct marketing or they can be e-newsletters. The difference between direct marketing emails and other emails is that they require an action Nathan can be tracked and measured.

The email may, for example, be a description of a product and at the end give the person the call to " buy it now' by visiting your website. You will be able to track how many people clicked on the link and bought your product using online tracking software. When writing direct marketing emails though you need to be aware that you cannot write them in the name way you would write other direct marketing materials as this will probably get them caught in spam filters so try to disguise your direct marketing message while still giving a powerful call to action.

Telesales Who hasn't received those telephone calls trying to sell you something? This form of direct marketing is telesales and although many customers don't like it, it can still bring results and so businesses still use it. In order to get the best results from telesales you should target your lists and try a two-call system whereby you first of all all to find out the customer's needs and then phone back later for the direct marketing call. Sales Letters Direct marketing sales letters, such as those seen on websites and in magazines are another form of direct marketing.

They have compelling copy that calls people to take action now and usually repeats this call a number of times throughout the letter. The trick with achieving success at sales letters is to write compelling copy that appeals to your target market's perceived needs and desires and tells them how your product can help them fulfill these. Infomercials Infomercials are direct marketing on the television. Notice how many times during an infomercial you are encouraged to contact the company to purchase their products.

Infomercials need to be professionally done, use celebrities or scientists to create credibility and usually come with many bonuses or a money back guarantee. There are a number of different tools that are used in direct marketing but the most important aim of these tools is to get the person to act immediately and not wait. This is done differently depending on the tool used and it is important to know how to use each of these tools for direct marketing.