

# Direct Marketing Institute

## Course Type

In-Person Certification

## Duration

3 Days

## Course Overview

Whether you're a beginner in the direct marketing world or a seasoned professional looking to be brought up to date on the latest techniques and technology, the three-day Direct Marketing Institute is for you. This seminar will cover the core areas of each marketing channel, from offers and propositions to copywriting and design—across digital, direct, and integrated marketing—all with detailed examples and step-by-step tactics. You'll come away with a firm grasp of direct marketing's best practices and the practical strategies needed to implement them.

## Topics

- DM essentials and best practices
- 360° marketing
- Offers and propositions
- Channel overview

## Course Outline

**Day 1: 9:00 A.M. – 5:00 P.M.**

### Introduction/Essentials of Direct Marketing Campaign Management

- How to master direct marketing's Cardinal Principles for Success
- Why general advertising techniques fail in direct marketing
- Examples of International ECHO™ Award-winning campaigns
- Making it easy to respond: PURLs, QR codes, mobile landing pages, and more
- Critical issues of ROI and lifetime value of a customer
- Key direct marketing analysis measures
- How to make campaign integration successful

### Digital Marketing

- Top online marketing pressure points
- Search secrets and the role of social media
- How social media marketing impacts search
- How to get and keep email registrations
- How to avoid the most common email failures
- Key elements that determine the success of your website
- Proven strategies to convert your website visitors to customers
- How to avoid mobile marketing pitfalls

### The Direct Mail Package

- Making direct mail fit into a digital world
- Differences between business and consumer mail
- When to use a self-mailer vs. envelope package
- How to prevent your mail from ending up in the trash unopened
- What formats get the best response?
- How to get your envelopes opened

- Effect of personalization on response
- How to strengthen inserts and get results

## Day 2: 8:30 A.M. – 4:30 P.M.

### Audience Targeting and Relationship Marketing

- New list building strategies: online ad retargeting, social sign-in, and more
- How to get the right mailing list for acquisition
- What to know about choosing mail and email lists
- Important audience selection characteristics that can lift your response
- Sources of list information
- List hygiene and how to improve deliverability
- Database marketing and market segmentation
- Word-of-mouth marketing and making the right decision on social media

### Graphics and Design

- Studies on how people view websites, email, brochures, and catalogs
- How typography and layout choices impact comprehension and results
- How to improve response by improving readability
- Ensuring your creative works on mobile platforms

### Offers and Propositions

- Creating irresistible offers to melt away inertia
- How to effectively use an incentive
- Proven offers that increase response, increase average order value, and retain customers
- ROI secrets for using sweepstakes, premiums, freemiums, discounts, free trial, and more

### Proven Creative Platforms

- Understand what triggers response
- Direct response copywriting vs. general advertising – don't get caught in the trap
- Guidelines on writing strong copy for email, search, banner ads, and mail
- Translating features into benefits
- Class project

## Day 3: 8:30 A.M. – 4:30 P.M.

### Evaluating and Strengthening Your Copy

- How to prevent prospects from ignoring your offer
- What to look for when you critique
- Why most copy fails
- How to close the sale

### Research and Testing

- Why do you need both?
- 3 things research tells you that testing can't
- 4 ways direct marketers use research
- When to use quantitative vs. qualitative research
- What you should know about focus groups
- What you should know about internet research and social media listening
- How to ensure statistically valid results
- How to get an accurate test and test for less

### How to Achieve Multichannel Marketing Campaign Success

- Multichannel integration, synergy, and budget allocation
- Key media combinations that deliver the greatest results
- How to allocate your media budget

- Key media overview – top social media guidelines, digital and print display ads, and DRTV

### **Print and Online Catalog Marketing Guidelines**

- Basics of successful catalog marketing: image, ease of use, helping the customer shop, taking advantage of hot spots, organizing your merchandise, up-selling, evaluating results
- Examples of market leaders' in print and online strategies

*NOTE: Outline is subject to change.*

### **Registration Rates**

|            |         |
|------------|---------|
| DMA member | \$1,699 |
| Non-Member | \$1,999 |

### **Location                      Dates**

|               |                             |
|---------------|-----------------------------|
| New York      | December 5-7, 2011          |
| San Francisco | January 30-February 1, 2012 |
| New York      | March 5-7, 2012             |
| Chicago       | April 17-19, 2012           |
| Denver        | May 15-17, 2012             |
| New York      | June 11-13, 2012            |

### **Instructors**

#### **Elizabeth B. Smith**

*Founder, Smith Browning Direct*

Beth is the Educational Director of DMA's Direct Marketing Institute. She is a 30-year veteran of direct and loyalty marketing and has taught thousands of professionals in the U.S., Canada, Europe, Asia, and South Africa. Smith Browning Direct specializes in direct response programs and strategic planning for commercial and nonprofit organizations. Beth was previously with Epsilon, where she held several posts, including Creative Director and Vice President of Marketing.

#### **Ashleigh Sawdon**

*President, The APG Group*

A 20-year advertising and direct marketing professional, Ashleigh has been part of the senior management teams at major agencies and database marketing firms, orchestrating direct marketing programs for a broad spectrum of clients in both the consumer and business-to-business arenas. The APG Group provides advertising, direct marketing, and database consulting to large and small companies and agencies.