

Introduction and Overview of Direct Marketing

Course Type

Online

Duration

90 Minutes

Module Overview

In today's times, it is essential that all business, big and small, have an understanding of what direct marketing is, how it should be used by organizations, and how it can achieve significant growth results. This module will explain the move towards multichannel/integrated marketing. We will review what these concepts mean, how they have changed direct marketing, and how such techniques can be effectively used by organizations.

Module Objectives

- Define the fundamentals of direct marketing in a customer-centric organization
- Describe direct marketing's transforming role in a customized marketing environment including email marketing, social media, mobile marketing, social media marketing, and e-commerce
- Follow the evolution of traditional direct marketing techniques such as copywriting, creating offers and propositions, and direct mail
- Identify strategies for customer relationship building and B2B marketing
- Discuss DM performance measurement using Key Performance Indicators (KPIs), research and testing techniques, marketing metrics, and database technology

Module Outline

Introduction to Direct Marketing

- Integrated direct marketing
 - Key concepts
- Being customer-centric
 - Segmentation
- Today's marketing channels
- Objectives and execution of direct marketing campaigns

Direct Marketing in the 21st Century

- Email marketing
 - Email along the entire marketing continuum
- Social media marketing
 - Why get involved?
- Mobile marketing
 - Evolution and the intersection of media
- Digital marketing
 - Web and search
- Retail and e-commerce

- Reaching connected customers requires a new approach
- Creating compelling offers and propositions
 - An integrated offer
- Fundamental copywriting and creative strategies
 - Effective word use and layout design
- Direct mail campaigns
 - A channel in transformation
- Relationship marketing
 - Customer equity
- Business-to-business marketing
 - B-to-B versus B-to-C

Direct Marketing Measurement

- Research and testing in marketing
 - How direct marketing research works
- Marketing metrics
 - Direct marketing requires a measurement mindset
- Marketing databases
 - Creating a complete picture of your multichannel customer

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Gina Scala

Senior Director, Education & Professional Development
Direct Marketing Association