



# Direct Marketing

# DM Game

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- ▶ Use your electrical device.
- ▶ Search “kahoot”: <https://kahoot.it/#/>
- ▶ Enter pin
- ▶ Enjoy!



# Direct Marketing Defined

*“The total of activities by which the seller . . . direct efforts to a target audience using one or more media for the purpose of soliciting a response by phone, mail, the internet or personal visit from a prospective customer.”*

Includes:

- Direct selling
- Direct mail
- Telemarketing
- Internet selling
- Catalog selling
- Home shopping
- Etc.

# Direct-Marketing Objectives

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To seek a behavioral response

To build an image

To maintain customer satisfaction

To inform and/or educate customers in an attempt to lead to future actions





DM: Out-bound



**Group Exercise: As a Marketer, what would you do, so that your DM piece is read?**



**Design a DM to a specific target (make up your own brand and target) 1. Direct Mail (hard copy) 2. Digital**



# Database Marketing: Data Mining

# Association: market basket analysis

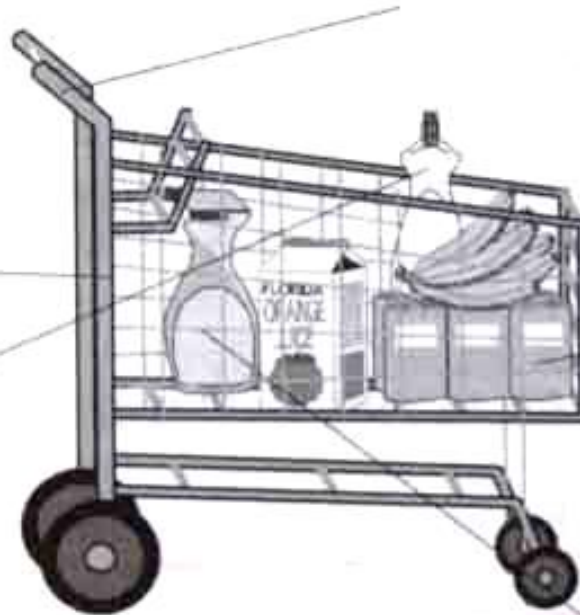
In this shopping basket, the shopper purchased a quart of orange juice, some bananas, dish detergent, window cleaner, and a six-pack of soda.

How are the demographics of the neighborhood affecting what customers are buying?

Is soda typically purchased with bananas? Does the brand of soda make a difference?

Where should detergents be placed in the store to maximize their sales?

Are window cleaning products purchased when detergent and orange juice are bought together?



# Market Basket Analysis

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## ▶ Analyze tables of transactions

Person	Basket
A	Chips, Salsa, Cookies, Crackers, Coke, Beer
B	Lettuce, Spinach, Oranges, Celery, Apples, Grapes
C	Chips, Salsa, Frozen Pizza, Frozen Cake
D	Lettuce, Spinach, Milk, Butter

## ▶ Can we hypothesize?


- ▶ Chips => Salsa      Lettuce => Spinach

# Group Discussion


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- A. Database function(s)?
- B. What info do you want? For what?
- C. Where will you find the info (B.)?
- D. How to minimize human error?





DM: In-bound



# Direct Marketing Combines With . . .

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- Advertising
- Public Relations
- Personal Selling
- Sales Promotion
- Support Media



# Final Thought on DM

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## ▶ Inbound

- ▶ Pre
  - ▶ STP
  - ▶ IMC
- ▶ Accessible
- ▶ Customer Satisfaction/  
Beyond

## ▶ Outbound

- ▶ Targeting
- ▶ Relevance
  - ▶ Capture “instant” attention  
(e.g. postcard, not envelope)/  
Creativity
  - ▶ Useful/ Incentive
- ▶ Credibility
- ▶ Behavioral response



▶ Anything Else to Add?