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Direct Marketing Reaches a mass audience through mass media
Communicates directly with the customer or prospect
Communications are impersonal
Can personalize communication by name/title and with variable messages
Communication is one

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way- advertiser to prospect

Communications can be interactive

Promotional programs are highly visible

Promotional programs relatively

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Marketing Marketing refers to theories that stress the importance of customer orientation versus the traditional market orientation. They are strategies that, when implemented, offer greater support for their client base with a product range that varies depending on what the target market desires.

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Traditional Vs Contemporary Marketing
Strategies

Direct marketing is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. Among

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practitioners, it is also known as direct response marketing. By contrast, advertising is of a mass-message nature. Response channels include 800-numbers, reply cards, reply forms to be sent in an envelope, websites and email addresses. The prevalence of direct marketing and the unwelcome nature of some

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Martin Baier. ©2010 | Pearson |

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His Elements of Direct Marketing, the first college textbook on the subject, was published by McGraw-Hill in 1983. A Japanese edition was published by Nikkei in Tokyo in 1985; an international student

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edition was published in Singapore in 1986. His How to Find and Cultivate Customers Through Direct Marketing was published by NTC Business Books in 1996. Contemporary Database Marketing: Concepts and Applications, co-authored with Kurtis Ruf and Goutam Chakraborty, is an interactive college ...

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Spiller & Baier, Contemporary Direct
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Today's consumers desire the speed and the control that the new digital and social media f. Decades ago, direct marketers gathered customer names and addresses, and created mailing lists; today, much has

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changed and much has remained the same. This third edition recognizes the growth of various digital marketing formats for conducting direct and interactive marketing today.

Contemporary Direct and Interactive
Marketing by Lisa D ...

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Martin coauthored with Lisa Spiller the first edition of Contemporary Direct Marketing, released in 2004, and the second edition, Contemporary Direct and Interactive Marketing, released in 2009, both published by Prentice-Hall. Their third edition was published in 2012 by Racom Books.

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DIRECT, DIGITAL & DATA-DRIVEN MARKETING

The approaches of contemporary marketing are as discussed below:

Relationship marketing. This approach of contemporary marketing is based on campaigns which are directed to response

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It emphasizes on the satisfaction and retention of the customer rather focusing on sales transactions.

Implementation Of Contemporary
Marketing Theory Marketing ...

Direct marketing is a promotional method that involves presenting information about

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Marketing
your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer.

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