

Direct marketing and Company initiatives

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Abstract

Direct marketing is useful to form good relations with customers/clients for the representation of new product/service and to gain sales. It uses various techniques such as telephones, emails, festivals, fairs and other techniques to directly communicate with the clients and also to get immediate feedback. This paper gives information about direct marketing and various companies which use direct marketing. To study direct marketing with related to clients is an interesting study but at the same time it gets a bit tricky because knowing about one or more than one technique requires the analysis of the whole field. Direct marketing is more of creating good relations with clients and fulfilling the needs and demands of the market.

Introduction

Direct marketing is an marketing and advertising strategy at least one or at times both of the two characteristics. Direct marketing is target at first likely by consumers with ads relevant to their interest based on demographic and individual consumer data. After marketing it prompts the consumer to a specific action to send in a form or call a telephone number rather than simply seeking to increase brand awareness. Direct marketing is distinguished from general marketing by “call to action”. Forms of direct marketing are – catalogue and mail order, political direct mail, product advertising direct mail, e-mail marketing, infomercials, coupons and direct response cards.

When direct marketing is the primary object of a collection this overview provides an abstract of the collection and a link to the collection guide. This overview provides a more specific description of the relevant materials and their location, as well as a link to the collection guide. In some cases, a collection contains only one or two relevant documents. They have been included in this overview because, together, these documents provide the researcher with several writings, speeches, and essays on direct marketing, usually by individual advertising agency executives.

History

Direct marketing that is using catalogues, was practiced in 15th-century Europe. The publisher of Aldus Manutius of Venice printed a catalogue of the books he offered for sale. In 1667, the English gardener, William Lucas, published a seed catalogue, which he posted to his customers to inform them of his prices. Catalogues spread to colonial America, where Benjamin Franklin is believed to have been the first cataloguer in the British America. In 1744, he produced a catalogue of scientific and academic books. In 18th century English entrepreneur and potter Josiah Wedgwood developed modern marketing tools and was an early advocate of direct mail. Meeting the demands of the consumer revolution and growth in wealth of the middle classes which that helped to drive the Industrial Revolution in Britain, the Following the industrial revolution of the late 18th-century, a growing middle class created new demand for the goods and services. Entrepreneurs which included Matthew Boulton and Josiah Wedgwood, pioneered many of the marketing strategies used today, including direct marketing.

The Welsh entrepreneur Pryce Pryce-Jones sets up the first modern mail order in the year 1861. Starting off as AN apprentice to a neighborhood monger in Newtown, Wales, he took over the business in 1856 and renamed it with the Royal Welsh Warehouse, selling the local Welsh flannel.

Improvements in transportation systems combined with the advent of the Uniform Penny Post in the mid-19th century which provided the necessary conditions for rapid growth in the mail order services. In 1861 Pryce-Jones came up with a unique idea of selling his wares. He distributed catalogues of his wares across the country, allowing people to choose the items they wanted and order them the help of the post, he would then send the goods to the customer with the help of railways. It was an ideal way of meeting the needs of customers in remote rural areas who were either too busy or not been able to get into Newtown to shop directly from the store. This was the start of world's first mail order business.

One of Price-Jones most well-liked product was the Euklisia carpeting, the forerunner of the modern sleeping bag which the Pryce-Jones exported around the world, at one point landing a contract with the Russian Army for 60,000 rugs units. By 1880, they had more than 100,000 customer base and his success was rewarded in 1887 with a knighthood.

In the nineteenth century, the American retailer, Aaron Montgomery Ward, believed that 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 a model for marketing products and creating customer loyalty. The term "direct marketing" was coined long once Montgomery Ward's time.

In 1872, Ward produced the first mail-order catalogue for his Montgomery Ward mail order business. By shopping for merchandise and so reselling them on to customers, Ward was consequently removing the middlemen at the general store and, to the benefit of the customer, drastically lowering the prices. The junk mail Advertising Association, predecessor of the present-day Direct Marketing Association, was first established in 1917. Third category mail postage rates were established in 1928.

In 1967, Lester Wunderman known, named, and defined the term "direct marketing". Wunderman—considered to be the daddy of latest direct selling—is behind the creation of the fee 1-800 variety and various loyalty marketing programs as well as the Columbia Record Club, the magazine subscription card, and therefore the yankee specific client Rewards program.

Literature Review

Direct marketing tries to gain and keep the clients by contacting them without intermediaries. Thus, direct marketing is the distribution of products, information and promotion by interactive communication with the consumers. The term “direct marketing” was first used in the 19th century with Montgomery Wards mail order catalogues. Direct mail campaigns expanded rapidly after the creation of bulk mail rates in 1928.. The man behind the idea was an American pioneer, Lester Wunderman. Direct marketing is that the method wherever the individual answers the shoppers. Direct marketing could be a relative method, a process of trade, research, conversion and maintenance by using different means for sale and direct relation with the consumers. This definition entails four aspects: relative selling, the process of research, conversion and maintenance, information and control in the individual level, and advertisements as a direct answer. Direct marketing is one in every of the strategies that had a quick increase within the sectors of the yank economy, through which organizations directly communicate with their clients. Direct marketing is much more than just a direct mail. It includes a vast number of activities, such as the managing the database, direct sales, telemarketing and advertisements through direct mail, internet and many other instruments. Direct marketing has had an impact a long time ago as an integral part of marketing campaigns, but due to its high cost, only big companies were able to apply direct marketing. However, with the increase of internet users, and by using e-mail in the direct market for consumers, the companies have managed to decrease the cost and to increase the efficiency. Direct marketing isn't an occasion, but it is a very effective process of marketing that involves activities such as forecast analysis, compilation of lists, the creation and implementation of the important campaign for the audience, and the efforts for the fulfilment of the analytical marketing’s activities. Today, most of the leading corporations within the world use marketing, and additionally most advertising agencies have a department for marketing.

PURPOSE

The purpose of this study is

- 1) To analyze the Direct Marketing utilized in companies.
- 2) To find out most effective media of advertisements that people find most attractive and believable.

METHODOLOGY

The study is based on secondary data collected from various sources such as research papers, news articles, reports and other online databases.

The paper will show how companies use direct marketing to attract customers.

Types of Direct Marketing

1. Direct mail
2. Telemarketing
3. Email marketing
4. Text (SMS) marketing
5. Leaflet marketing using letterbox drops and handouts
6. Social media marketing
7. Direct selling

Direct mail

Direct mail is denote mail that advertises your business and its merchandise and services. There area unit many differing types of junk like catalogues, postcards, envelope mailers. junk area unit typically sent to any or all communication primarily based customers in a vicinity or to any or all customers on a selling list.

Telemarketing

Telemarketing involves contacting potential primarily based customers over the phone to sell their merchandise or services. it's capable of generating new client prospects in massive volumes and is additionally a great tool for following au courant marketing campaigns. However, a productive merchandising involves coming up with and exploitation correct and well-researched client information to match client profiles to product profiles. decide concerning merchandising.

Email selling

Email selling may be a straightforward, cost-efficient and measurable method of reaching your customers. It will embody e-newsletters, promotional emails to get new leads or offers for existing customers, or ads which will seem in alternative business's emails. Learn a lot of concerning email selling.

Text (SMS) selling

Text electronic messaging permits businesses to achieve individual customers and send messages to massive teams of individuals at an occasional price. you'll use short message service (SMS) electronic messaging to send customers sales alerts, links to web site updates, appointment or delivery reminders, or individualised electronic messaging. decide concerning text (SMS) selling.

Leaflet selling exploitation letterbox drops and handouts

Distributing well-designed leaflets or flyers through letterbox drops and handouts will work well for a neighborhood business whose merchandise or services charm to a broad audience. It's an easy, cheap and effective method of reaching customers, though it's a less targeted style of marketing. Learn a lot of concerning leaflet selling exploitation letterbox drops and handouts.

Social media selling

Social media will be used effectively as a selling tool for business because it provides you the chance to move directly along with your customers and frequently share relevant product or service info. Social media platforms additionally build it terribly simple for your customers to share your content with their entire network, increasing your reach exponentially. Think about developing a profile for your business that enables you to push your merchandise and services whereas additionally encouraging customers to supply feedback by deed comments. Decide concerning social media selling.

Top companies who use direct marketing

1. Burger King

Much like grocery stores, nutrition chains send coupons and different material to close addresses in hopes the community use their product and services additional typically. This geo-targeting is another good thing about direct mail—these potential customers will clearly get to physical location.

In addition to a web site and mobile app each providing special coupons and company info, Burger King still opts to send coupons within the mail. Customers typically choose into the list by filling out surveys or prize ballots at the native outlets so area unit mail-clad coupons to stimulate them to come back.

2. Mead Johnson

Mead Johnson is thought for manufacturing a large sort of house product for families. One of their most well liked product Enfamil (a baby formula) is commonly marketed through coupons. Because new oldsters area unit terribly busy and don't have time to seem and compare product on-line, Enfamil unsolicited mail campaigns embrace coupons together with data regarding however their product facilitate baby. Mead Johnson may also be fairly bound that their potential customers are going to be home.

3. Tylenol

Tylenol reaches new customers during a type of ways that victimization unsolicited mail. One of the foremost productive is causation offers to get samples just by writing to the corporate. Customers will often receive coupons within the mail when receiving the sample. Additionally, Tylenol produces a serving-size pack, conjointly referred to as a Pocket Pack, that alternative corporations should buy and embody in mailing campaigns. These sample packs still have the Tylenol emblem and customers will see what company sent them the pain relievers with a colourful outer package.

4. Botanic Choice

Botanic selection could be a alimentation and supplement look operative out of port, Indiana. The company uses several ancient suggests that to market its order business, as well as causing customers flyers and savings certificates often. Being aware about a awfully in depth listing positively makes this easier as folks will write to choose in and are doing thus for year.

As a method of increasing these mailing lists, several of the catalogues can embody a “refer a friend” section, generally providing free gifts to people who write down their friends name and address. The popular look additionally takes phone and web orders, however ancient mail and marketing brings in several of the sales the corporate sees.

5. Google

As counter intuitive as this might appear, technology large Google uses junk mail on a daily basis. The company uses junk mail to market several of its new services, particularly to businesses. Direct mailings can usually embody Google AdWords coupons or data on however Google will facilitate businesses advertise. Google tracks its results closely, sometimes by together with a novel ID within the mailing.

The company uses FSC-certified paper and keeps the mailing to a minimum, solely causation relevant data to its potential shoppers. This not solely helps to market the corporate effectively however herald several new shoppers to the long list of services that Google offers.

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