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Unique in its incredible thoroughness, this is the most comprehensive direct/interactive marketing book on the market. Current and relevant concepts -- customer relationships, database

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General

Marketing Direct

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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

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messages
Communication is
one way-

Direct
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advertiser to
prospect

Communications
can be

interactive

Promotional
programs are

highly visible

Promotional
programs

relatively

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‘invisible’.

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Topics Covered
in This Course:
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this course you
will cover these
topics: Direct

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and
segmentation.

Database driven
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marketing.

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Lisa, Baier,
Martin**

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Baier] -- For
courses in
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Database, and
Interactive
Marketing.
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Baier, a member
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Marketing refers
to theories that
stress the
importance of

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Customer orientation

versus the

traditional

market

orientation.

They are

strategies that,

when

implemented,

offer greater

support for

their client

base with a

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product range that varies depending on what the target market desires.

Traditional Vs Contemporary Marketing Strategies

Direct marketing is a form of communicating an offer, where

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Organizations communicate directly to a pre-selected customer and supply a method for a direct response. Among practitioners, it is also known as direct response marketing. By contrast,

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Contemporary advertising is
Direct Marketing 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

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Marketing, the

first college

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1983. A Japanese edition was published by Nikkei in Tokyo in 1985; an international student edition was published in Singapore in 1986. His How to Find and Cultivate Customers Through Direct

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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

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Today's

consumers desire
the speed and
the control that
the new digital
and social media
offer. Decades ago,
direct marketers

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gathered customer names and addresses, and created mailing lists; today, much has changed and much has remained the same. This third edition recognizes the growth of various digital marketing

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formats for
conducting
direct and
interactive
marketing today.

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the book
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the reader new
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Martin

coauthored with
Lisa Spiller the
first edition of
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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

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published in
2012 by Racom
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Marketing

DIRECT, DIGITAL & DATA-DRIVEN MARKETING

The approaches
of contemporary
marketing are as
discussed below:
Relationship
marketing. This
approach of

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Contemporary marketing is based on campaigns which are directed to response marketing .It emphasizes on the satisfaction and retention of the customer rather focusing on sales transactions.

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**Implementation
Of Contemporary
Marketing Theory
Marketing ...**

Direct marketing is a promotional method that involves presenting information about your company, product, or

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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

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determined to be
a likely buyer.

Marketing

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