

DIRECT AND DIGITAL MARKETING

- Learning outcome1: Demonstrate an understanding of key issues in relation to commercial applications of social media.
- Focus:
 - Objects of Direct marketing
 - Techniques of direct marketing
 - Customer information
 - Digital direct marketing
 - Social media marketing
 - terminology

DIRECT MARKETING

- Definition
 - Interactive system of marketing using one or more advertising media to effect a measurable response at any location
- Issue
 - but needs to include ongoing and direct relationship between the organisation and customer



OBJECTIVES OF DIRECT MARKETING

- Direct ordering: telephone, mail, online
- Information giving: verbal, live chat
- Visit generation: call into store, website, show, event without prior notification
- Trial generation: potential customer requesting trials, demonstrations
- Loyalty creation: through dialogue and meeting needs/wants



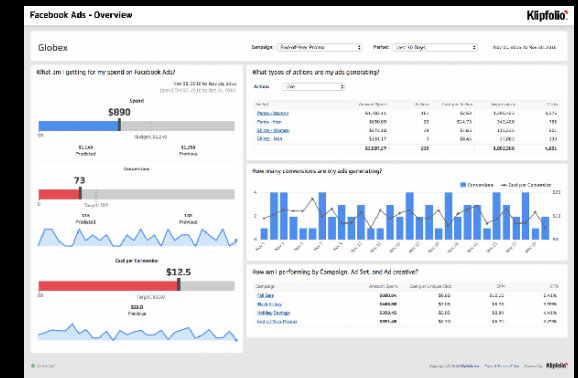
HOW AND WHEN TO USE DIRECT MARKETING

- Initiation: initial contact, discounts, vouchers
- Relationship building: telephone, email, catalogue, responses
- Combination selling: Contacts from one medium used for direct marketing



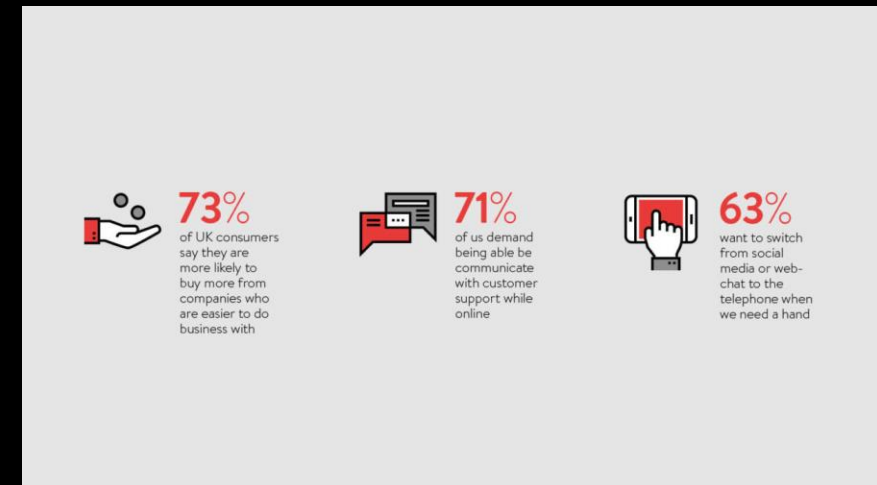
TECHNIQUE

- Direct mail, direct responses advertising e.g. coupons ([Direct Mail](#) 3.18 mins)
- Telemarketing: can be intrusive
- Mail order: through any media, goods received by post
- Database creation and management: storing, analysing, using data about customers



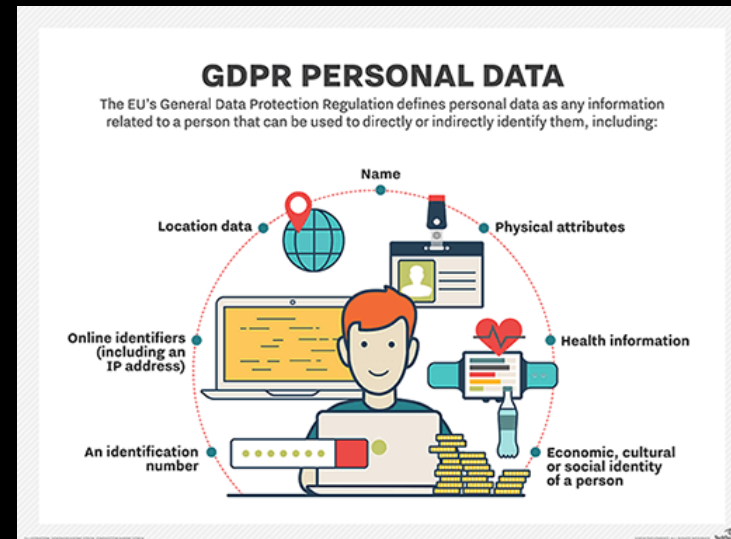
CUSTOMER INFORMATION

- Keeping customers (and re-selling)
- Five stages in retention
 - Welcome: initial contacts
 - Selling up: better models
 - Selling across: range of products
 - Renewal: annual/regular renewal
 - Lapsed customers: contact to try and keep
- Review and recycle



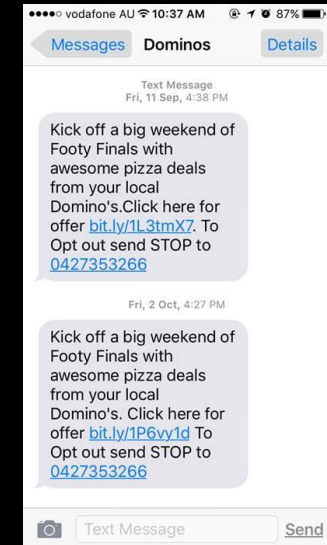
DIGITAL DIRECT MARKETING

- Mobile marketing – permission based (GDPR)
- [What is Mobile Marketing](#) (2.21 mins)
- Email – digital communication
- Email marketing (still used but targeted)
- Digital or Direct Marketing
 - Mcommerce (mobile)
 - Fcommerce (Facebook)
 - Scommerce (social Media)
 - Vcommerce (Viral Marketing)



MOBILE MARKETING

- How often people pick up their phones
- SMS text messages e.g. Dominoes
- Overload
- Barriers: unsolicited messages
- Relevance of messages e.g. reminders
- Next phase: integration between voice, text, games, images, sounds.



FCommerce AND SCommerce

- Facebook and other social networking sites
- Possible for customers to buy from Facebook
- Integration of social sites and Ecommerce into Fcommerce
- Tips: publicise your social media presence, quality content, engage your audience, track your traffic



SOCIAL MEDIA NETWORKING

- Increasing number of people
- How to incorporate social media to benefit the brand or organisation
- Individual communication – can be improved via social media
- Problems: not all want to hear from retailers whilst on social media
- Viral marketing – originally associated with youth brands,
- Too promotional - may be spam



VIRAL MARKETING

- Two strands
 - To get consumers to refer their friend to a website
 - Generating interest and involvement through creativity
 - [What is Viral Marketing](#) (6.08 mins)

SUMMARY

- Direct and digital marketing
- Learning outcome1: Demonstrate an understanding of key issues in relation to commercial applications of social media.
- Objects of Direct marketing
- Techniques of direct marketing
- Customer information
- Digital direct marketing
- Social media marketing
- Viral Marketing
- Some useful topics covered in relation to Social media marketing (11.35 mins)

REFERENCES

- Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing*, Harlow, Pearson Education Ltd.
- Kim, C.M. (2016) *Social Media Campaigns*. London, Routledge.
- McStay, A. (2016) *Digital Advertising*, London, Palgrave