

DIRECT MARKETING

 PRESENTED BY:
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- **Direct Marketing** is a system of marketing by which organizations communicate directly with target customers to generate a response or transaction.

- *Dictionary of Marketing Terms, Peter Bennett* defines direct marketing as:

the total of activities by which the seller, in effecting the exchange of goods and services with the buyer, directs efforts to a target audience using one or more media (direct selling, direct mail, telemarketing, direct-action advertising, catalogue selling, cable TV selling, etc.) for the purpose of soliciting a response by phone, mail, or personal visit from a prospect or customer.

The Role of Direct Marketing in the IMC Program

- Direct-marketing activities support and are supported by other elements of the promotional mix, they are:
 1. Combining Direct Marketing with Advertising
 2. Combining Direct Marketing with Public Relations
 3. Combining Direct Marketing with Personal Selling
 4. Combining Direct Marketing with Sales Promotions
 5. Combining Direct Marketing with Support Media



EXAMPLE FOR DIRECT MARKETING



The advertisement features a woman with long dark hair, wearing a white V-neck shirt, smiling as she holds a small white jar containing a small green plant. A wooden tag with the word "DADU" is attached to the plant. The background is a soft, light blue and green bokeh effect with several butterflies and stars scattered around. The text "mamaearth™" is written in blue and green, followed by "goodness inside" in green and blue. Below this, the tagline "Crafted from the best of nature, no toxins." is written in a smaller, dark grey font.

mamaearth™
goodness inside
Crafted from the best of nature, no toxins.

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