

Direct Marketing

Direct Marketing Defined

Even seasoned marketing professionals sometimes confuse all the terms relating to direct marketing. Some call it direct response. Some only think of direct mail. Others think door-to-door selling is its main component. For this text we'll use a definition created by Bob Stone and Ron Jacobs that covers all direct transactions.

*Direct Marketing is the interactive use of advertising media, to stimulate an (immediate) behavior modification in such a way that this behavior can be tracked, recorded, analyzed, and stored on a database for future retrieval and use.*¹

In short, direct marketing is *interactive*, stimulates an *immediate response*, and is *measurable*.

According to the Direct Marketing Association (DMA), the three purposes of direct marketing are to:

- Solicit a direct order
- Generate a lead
- Drive store traffic²

In addition, we would add that direct marketing should also:

- Generate a measurable response
- Grow the long-term value of a relationship between the marketer and customer

Why direct marketing?

From a creative standpoint, direct marketing, whether it's direct mail, e-mail, telemarketing, or personal selling, offers many benefits.



Words of Wisdom

*“Testing is the kernel of direct marketing. The truth is that every major direct marketing business that succeeds does so largely by testing—or a run of exceptional luck.”*³

—Drayton Bird