

MARKETING
III B.COM (CA& G) VI Sem
DIRECT MARKETING

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WELCOME

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Learning objectives

Objective of this presentation is enabling the student in understanding the meaning, types, advantages and disadvantages of direct marketing.



Introduction

Direct marketing is gaining momentum these days wherein the companies are trying to directly reach their prospective customers instead of depending on long channels of distribution which in turn reduces the cost of distribution. This approach helps in building long term relationship with the customers. This is essential for the businesses to retain their customers in this competitive environment filled the organizations manufacturing the similar products.

Meaning of Direct Marketing –

- Direct marketing also known as direct response method of communicating an offer or is any communication addressed to consumer to generate a response.
- This is the method of selling the products and/or services directly to the public by mail order, telephone selling etc by avoiding the intermediaries.
- Wunderman, the founder of Ricotta and Kline coined the phrase direct marketing in 1958.

Types of Direct Marketing

Face to Face Selling



Direct Mail



Catalogues



Internet Selling



Direct Response Selling



Kiosk Marketing



Reasons for growth in Direct Marketing

Market fragmentation

Widespread use of computers and internet

Well defined target customers

Better customer relationship

Data base technology

Impact of new communications

Changing demographic and life styles

Increasing competition

Cross selling opportunities

Access to comparative information about companies

Interactive and immediate

Convenience

Ready to access many products

Advantages of Direct Marketing

Direct marketing focuses on measurable response

No intermediary is involved in the process

Helps to reach the customers in relatively less time and with less cost

Focusing the audience who are expected to have interest in the product

Customization of the product

Tool to build customer relationship

Access to buyers not reachable through channels

Limitations of Direct Marketing

- Annoying
- Expensive
- Legal issues
- Competition
- Low Response

Example: Direct Marketing of Coca Cola



Coca Cola

coca cola an American Multinational Corporation is the manufacturer, retailer and marketer of non alcoholic beverages. It uses direct marketing in many ways. First the company partners with various restaurants, movie theatres, etc to carry its product. This way when a customer orders a drink, the only brand they are offered is coca cola which forces them to buy a drink from that brand. By doing so coke forces out other companies and keeps the restaurants or other businesses purchasing their products again and again. According to mobile market magazine.com coke uses mobile graphics and texts to appeal to markets on a more personal level. Coca cola also sponsors various sports events like cricket, football etc globally.

Conclusion

From the presentation it is clear that the concept of ‘Direct Marketing’ is not free from limitations. However, over the years it has proved to be one of the effective tools of promotion. With the growing use of technology like internet and expectations of the customers ‘Direct Marketing’ still exists. Marketers need to weed out the cropping challenges to reap the benefits of this promotion technique.

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