

Study on Significance of Direct Marketing in Modern Era

PRIYA NAYAK¹, DR. IMRAN NADEEM SIDDIQUI²

^{1,2} Amity University, Chhattisgarh, India

Abstract- *In to effectively introduce innovative products and services to customers and simultaneously increase sales, direct marketing is crucial. Direct marketing is extremely adaptable and employs a variety of methods, including emails, phone calls, fairs, festivals, and other strategies, to directly contact with customers. It also enables quick feedback. This article is divided into two sections: the first discusses a review of the literature on direct marketing, while the second mentions research performed through surveys in businesses, which involved speaking with the director, general manager, marketing manager, and managers of other departments who were knowledgeable about the company's marketing. This report is based on research articles related to the "Significance of Direct Marketing in the Modern Era." This report was made by taking different research articles as a base. Studying direct marketing and its role in relationships with consumers is both interesting and challenging because learning more about one technique or another is a focus onto the itself and requires an analysis of the specifics of each technique in order for direct marketing to be effective in building positive relationships with customers based on meeting their needs and requests.*

I. INTRODUCTION

DIRECT MARKETING

Direct marketing is a "interactive strategy of marketing which employs one or more advertising media to produce a measurable reaction and/or transaction at any place," according to the Direct Marketing Association's (DMA) official definition. Although there are other different definitions of direct marketing, the DMA definition captures its four core ideas.

Direct marketing is differentiated from general advertising and other methods of marketing by the idea of interaction, or one-on-one conversation between the marketer and the prospect or consumer. In direct marketing, an offer is made and a response is requested. Direct marketers get insight into their

prospects and customers through the development of a history of offers and reactions, resulting in more specific targeting. Direct marketing is distinguished from other types of marketing and general advertising by its measurability. Any reaction to an offer may be measured by direct marketers. Direct marketers may test a wide range of lists, offers, media, and practically any other facet of a campaign thanks to measurability in order to devote marketing funds to the most productive set of components. Mail, magazine and newspaper advertising, radio and television commercials, infomercials (also on television but in a longer format), free-standing inserts (FSIs), and card decks are some of the several media that are used in direct marketing. Due of its adaptability, direct marketing may offer interaction and measurability while still utilising cutting-edge technologies.

Direct marketing will take advertisers into the 21st century when interactive television, the information highway, and other new technologies become a reality since it can use almost any media. Direct marketing allows for the transaction to occur anywhere, not just in physical stores or other permanent locations. The transaction can be completed at the customer's home or place of business by mail, phone, or interactive television. It can also happen anywhere, such as at a kiosk, and not just at home or the office.

Different types of Direct Marketing

1. Telecommunications

To promote a product or service to customers, telemarketers call them on the phone. With this type of direct marketing, businesses may use automated systems or staff members to contact several people simultaneously. This is advantageous since it makes it simple to reach a big audience quickly, which can increase productivity. Following are some instances of telemarketing:

- Inbound calls are those that come from customers, whether they phone the business directly or schedule a time for a call from the business.

- Outbound calls, sometimes known as cold calls, occur when a business contacts a customer directly.

2. Email Marketing

When a business communicates with customers by email, this is called email marketing. Customers can sign up for a company's email list, or businesses can use a mailing list provider to buy a list of verified customer emails. Email marketing examples include:

- digital newsletters
- marketing emails
- Advertisements

3. Text Marketing

Text marketing refers to when businesses text customers. Due of how frequently people use their cell phones, text marketing frequently has a greater response rate. Companies may send text messages to clients for \$0.01 to \$0.05 per text using a variety of phone plans, which can be more economical. Text advertising options include:

- When using short message service (SMS) and back-and-forth messaging, the recipient can answer quick questions and give the business details about their preferences.
- a URL to the business's website, where users may learn more or sign up to get mobile offers
- Push notifications, in which the recipient receives notifications from the business

4. Direct Mail

By using direct mail, a business may use the postal service to provide information about its goods, promotions, services, and sales to a street address. Direct mail marketing has two advantages: adaptability, which allows firms to adjust the quantity of mail they send out, and personalizability, which allows them to tailor it to the consumer. Following are some instances of direct mail:

- Letters
- Flyers
- Brochures

5. Direct Selling

In direct selling, a consultant visits a customer at their place of business or residence to sell them goods or services. For instance, several companies send staff

door-to-door to promote and offer clients subscriptions, home goods, or cosmetics. With greater face-to-face engagement, this type of direct marketing enables businesses to better connect with consumers and understand their preferences.

6. Social Media Marketing

Social media marketing connects businesses with customers, popularises their brands, starts business deals, and advertises limited-time deals. Since most social media sites allow for free registration, this is a cost-effective method of advertising your company. Businesses may also invest in advertising packages that allow them to promote specific posts to reach more people and increase sales.

7. Brochures

Brochures are marketing sheets embellished with images and bold colours to catch customers' attention. They often provide a wealth of information about a company, such as its history, ambitions, and special offers. These may be an excellent method to provide a marketing effort a creative flair and well-organized content. While less specific, this strategy may still be useful for businesses looking to expand their customer base because it allows them to reach a larger population. At events where the target market is present, handouts are a good idea. For instance, if you are marketing a supplement for exercise, you can decide to distribute pamphlets during a competition.

8. Direct-Response Marketing

Direct-response marketing, sometimes referred to as broadcast advertising, is promoting a company via radio, television, and other digital media. The ease with which people may listen to, watch, or read about a firm because to the widespread usage of television and radio makes this type of marketing simple for both businesses and customers. Direct-response marketing uses include:

- TV advertisements
- Radio commercials
- Newspapers \ Magazines

9. Catalogs

Catalogs are compact booklets or periodicals that feature and market goods and services as well as sales, new releases, and special features. Companies may

find it simple to deliver a lot of product information to a specific audience using these marketing techniques. Many businesses also mail catalogues to past and prospective customers so they may place orders over the phone, send a purchase envelope back with the catalogue, or access the website using the information in the catalogue. Department stores frequently utilise this strategy so they can display their extensive selection of goods in categories including furniture, apparel, and home goods.

10. Internet Marketing

Internet Marketing are used in internet marketing to drive visitors to a company's website. The internet may be a very effective, versatile, and profitable tool for business marketing. Due to its widespread use, the internet provides advertisers with a varied audience. A common method of online marketing is search engine optimization (SEO), which includes increasing website traffic based on consumer search engine results. Internet marketing strategies include things like display ads, which are links to a business's website, and search engine marketing, which focuses on driving visitors through sponsored search results.

II. OBJECTIVES

- An Analysis of the Significance of Direct Marketing in Modern Marketing.
- to know what direct marketing actually is and how it works in today's era.
- to analyse the effect of direct marketing in marketing

III. LITERATURE RIEW

Dr. sc. Arjan ABAZI, MSc. Sejd TOLAJ, and MSc. Halit KARAXHA International Review of ILIRIA, Volume 6, Number 1. (2016) Iliria College, Pristina, Kosovo, and Felix-Verlag, Holzkirchen, Germany 50 1. Research Review Direct marketing makes direct contact with consumers in an effort to win and maintain their business. Therefore, direct marketing is the dissemination of goods, information, and advertising with a focus on interactive customer communication (Jobber and Lancaster, 2009). In 1961, the phrase "direct marketing" was first used. Lester Wunderman, an American innovator, had this notion.

In direct marketing, the consumer is contacted directly by the business (Baker, 2003). Direct marketing is a process that involves trading, research, conversion, and upkeep using various channels for interacting directly with customers. Relational marketing, the research process, conversion and maintenance, information and control at the person level, and ads as a direct response are included in this definition's four components (Miglautsch and Bauer, 1992). One strategy that has seen rapid growth in the American economy is direct marketing, which enables businesses to speak with customers directly. There is much more to direct marketing than just direct mail. It entails a variety of tasks, including database administration, direct sales, telemarketing, and advertising via the internet, direct mail, and other media (Belch and Belch, 2003). Long before it became popular, direct marketing was a crucial component of marketing operations, but only large businesses could afford to utilize it. However, businesses have been able to cut costs and boost efficiency thanks to the rise in internet users and the use of email in direct consumer marketing (Stokes, 2008). Direct marketing is not an event, but rather a very efficient process of marketing that includes tasks like forecast analysis, list-building, the development and implementation of significant audience-focused campaigns, and the fulfilment of analytical marketing's task-related activities. Today, the majority of the world's top corporations utilize direct marketing, and the majority of advertising agencies have a section dedicated to it (Sharma, 2009).

IV. FINDINGS

Strengths and downsides of direct marketing are possible. Before beginning a campaign, carefully consider these.

Some of the strengths of direct marketing include,

- Targeting: Based on demographics and purchasing patterns, you may deliver customized messages to specified groups of current and potential customers. Your campaigns are more likely to be effective the more specifically you target them.
- Personalization: Communicate personally with your audience. Direct mail or email can be sent to a specific recipient and can contain information like previous orders. A phone call may start a

dialogue with a consumer and help you establish a relationship with them.

- **Affordable:** Marketing strategies like email marketing or leafleting may often be done relatively cheaply. The majority of direct marketing will cost SMEs less money than mass media advertising initiatives. **Measurable:** You can readily monitor the performance of campaigns if your marketing communications urge the receiver to do a specific action or use a certain coupon code. You may use this to plan out next campaigns.
- **Informative:** Unlike other kinds of advertising, you may provide comprehensive information about your products, services, and prices.
- Some of the downsides and hurdles to overcome when using direct marketing include, Direct marketing is widely regarded as being obtrusive and irritating. This is particularly true with door-to-door sales and telemarketing. Some individuals despise commercial correspondence and view it as "junk mail." If customers find your marketing strategies unpleasant, it may lead to a bad brand connection and decrease their likelihood of making a purchase. Less focused ads are more likely to result in this.
- **Environment:** Direct mail campaigns that use a lot of paper or leafleting can be harmful to the environment. Use recycled materials or attempt email campaigns to prevent this from happening and any resulting damage to your brand's reputation. **Low response rates:** Response rates for direct marketing campaigns typically range from 1% to 3%. Reaching a customer who isn't interested in your goods or services is a waste of time and money, and they're probably going to find it obnoxious. To reduce this, send out more focused communications rather than bulk emails.
- **Competition:** When the receiver receives a lot of marketing emails or direct mail, it can be challenging to make your messaging stand out.
- **Cost:** Strategies like telemarketing and direct mail might be quite expensive in terms of money and resources.

CONCLUSION & RECOMMENDATION

Direct marketing maintains customers by establishing personal connections with them, by attending to their

wants and desires, and consequently, by increasing sales. In order to improve their performance, businesses are using direct marketing more frequently as one of their primary techniques of promotion. According to the study, a large majority of businesses have found that direct marketing has a positive effect on growing sales. Businesses establish direct contacts with customers via phone and email to promote their goods and services and build strong relationships with them. Companies need to place more emphasis on their low attendance at fairs and festivals where they can showcase their goods and services. Companies that attend more fairs and festivals agree that doing so helped them build relationships with customers, showcase their goods and services, and at the same time, it increased sales.

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