

alfran uk Limited

developing international markets

DIRECT MARKETING STRATEGIES AND HOW TO RETAIN CUSTOMERS

Who should attend

- People with responsibilities for direct marketing and communications and they want to learn how to engage with the new customers and retain existing customers

Objectives

- Relate the role of direct marketing to the wider context of marketing management.
- Understand databases and their management in marketing, and the role played by databases in a range of marketing functions and issues.
- Recommend integrated marketing communications strategies appropriate to a range of organisations and communications tasks e.g. relationship marketing, 'One-to-One' marketing, and customised customer contact strategies linked to customised product delivery.
- Evaluate the opportunities presented by a range of direct marketing media and plan and create simple direct marketing campaigns.
- Explain the legislative and self-regulatory controls on the direct marketing industry

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| AN INTRODUCTION TO DIRECT MARKETING | <ul style="list-style-type: none"> • What is direct marketing? |
| THE DATABASE | <ul style="list-style-type: none"> • What is a database? • How do you collect data? • How can databases be used? |
| CUSTOMER DATABASE - ANALYSIS & APPLICATION | <ul style="list-style-type: none"> • Who is your target audience • What is the message • Different techniques of attracting new customers • Identifying customer retention strategies |
| SWOT & PEST | <ul style="list-style-type: none"> • Identifying strengths and weaknesses of the organisation • Identifying political, social, economic and technological issues affecting the market place |
| CULTURAL ISSUES | <ul style="list-style-type: none"> • Differences in culture and reasons for them • Examples of cross-cultural misunderstandings • Preparation before making/receiving a visit • Developing the relationship |
| DIRECT MARKETING STRATEGIES & OBJECTIVES | <ul style="list-style-type: none"> • Preparation of the campaign • Identifying key objectives • What are we trying to achieve |
| RELATIONSHIP MARKETING & CRM | <ul style="list-style-type: none"> • What is relationship marketing? • What is customer relationship marketing? • How can they be used as customer retention strategies? |
| DIRECT MARKETING MEDIA & ACQUISITION MEDIA | <ul style="list-style-type: none"> • What types of directing media is there? • How can it be effectively used to acquire more customers? |
| DIRECT MARKETING CREATIVE PRACTICE | <ul style="list-style-type: none"> • How to plan an effective creative campaign |
| MEETING DEADLINES | <ul style="list-style-type: none"> • Project's network diagram • Developing your schedule • Estimating activity duration • Displaying your schedule |
| PREPARING A BUDGET | <ul style="list-style-type: none"> • Planning for non-personnel resources • Project costs and budgets • Developing your project budget |