



## Why is Everyone Talking about Direct Marketing?

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## Why is everyone talking About Direct Marketing?

Have you found that that everyone is talking about direct marketing? You know what it is in theory, but you can't quite understand how it can be worked into your business? Direct Marketing is one of the mysterious buzz words of today that is not restricted to the use of advertising and marketing executives. The fact is, direct marketing can save your business dollars and lead customers right to your door – there is nothing mysterious about it. This workshop helps dispel the myths of direct marketing by going through the basic principals that you can use in your own business on a day to day level.

This workshop takes a more practical approach. The focus will be on how to find your customers and why the direct marketing approach at times makes sense.

### Topics covered

- What is direct marketing...exactly?
- Why is direct marketing so popular?
- Your brand
- Types of direct marketing – email, postcards, letters etc
- How to recognise opportunities and where do I start?
- When is it spam?
- Permission marketing
- Using market research and customer insights
- Building your own customer database
- Email direct marketing and the implications of the web
- Renting lists
- What do I put in my campaign?

## **Outcomes**

- This workshop will give participants a basic but practical introduction to the principles of direct marketing.
- You will take away a practical knowledge of how to direct marketing their business.
- You will be given access to various points of resource that can be used in an effective and cost efficient manner to assist them with direct marketing.

## **Speaker notes**

- Speaker notes will be supplied for participants

## **Note**

Please be advised that this workshop can be adapted to suit your individual business needs and objectives.