

Direct Marketing

According to Direct Marketing Association of USA :

"Direct marketing is an interactive system of marketing which uses one or more advertising media to affect a measurable response and/or transaction at any location".



Functions of Direct Marketing

Quality communication

Achieving credibility

Post sale frequent interaction

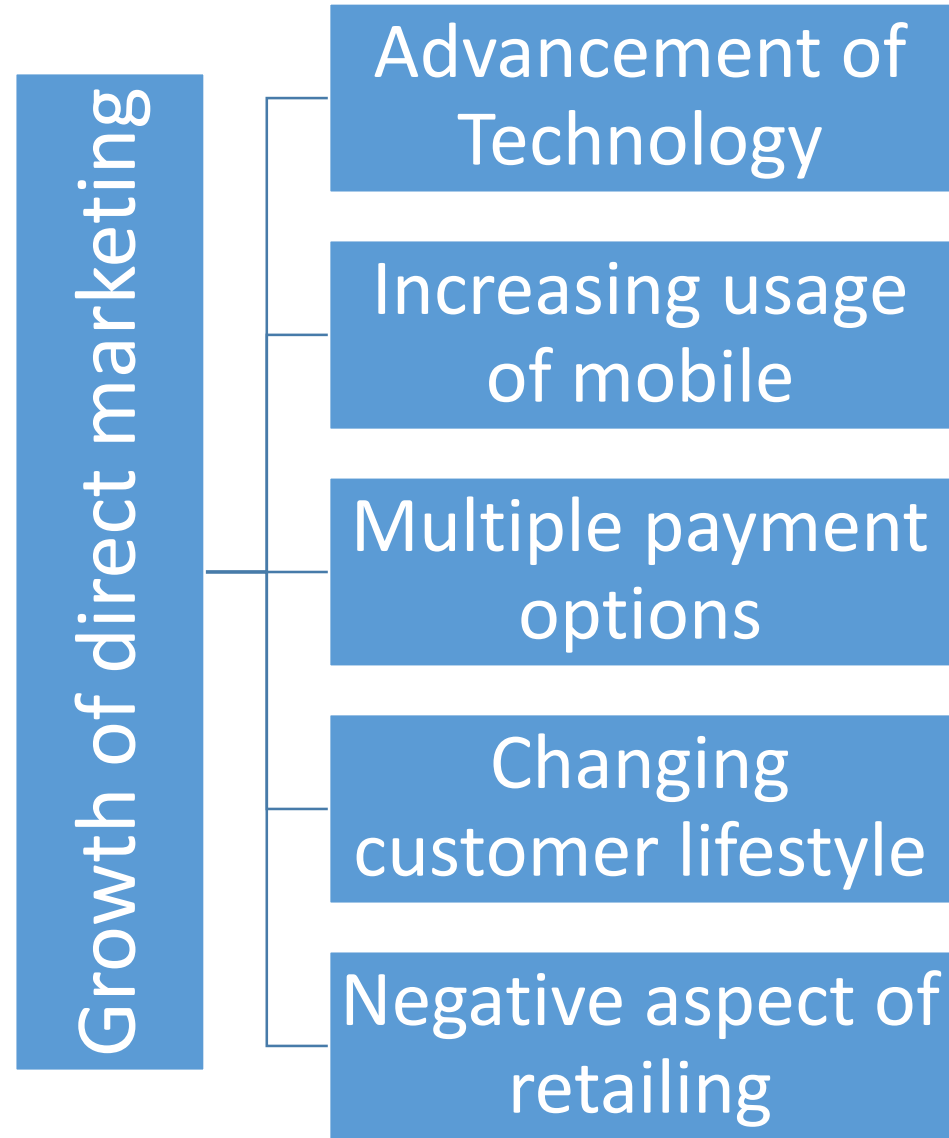
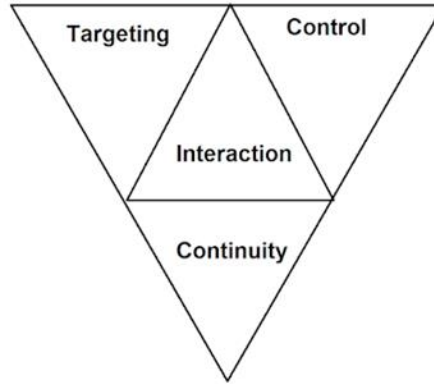


Figure : TICC Features of Direct Marketing



Direct Marketing
Process

Strategic Decision

Communication of
offer

Customer response
and offering

Fulfilment

Database
maintenance

