

Download Direct Marketing Market Place 2012

Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalog distribution, promotional letters, targeted television, newspapers, magazine advertisements, and outdoor advertising. Direct marketing occurs when the "producer" connects with the end user. The end user may be a consumer or a business. Direct marketing applies to product and service-oriented businesses, and to nonprofit organizations. Will they file for bankruptcy? Maybe direct mail isn't worth it because of having to deal with the United States Postal Service? Hold that thought... Definition. Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.", Direct Marketing Market Place 2012.

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