



“A STUDY OF DIRECT MARKETING” AS A MOST EFFECTIVE TOOL OF MARKETING

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ABSTRACT

Direct marketing is important in creating good relations with clients for the presentation of new products and to also achieve sales in the meantime. Direct marketing uses different tools and techniques, such as e-mails, telephones, fairs, festivals and other techniques in order to directly communicate with clients by being very flexible, and it also allows immediate feedback. The purpose of this research paper is to focus attention on the tools and techniques of Direct Marketing and the imperative need to develop such ideas and methodologies which will have a lasting impression and long term benefits to consumers. A highly competitive environment is forcing sellers constantly using different marketing tools and strategies to win new clients and thereby increase their profitability. Sales promotion is one of the best tools to attract new customers and retain old ones, including marketing and promotional activities by adding more value to the products for a limited period of time in order to stimulate consumer purchases and effectiveness of intermediaries. Direct Marketing has evolved over a period of time and companies have found cost effective means of serving customers and this process has been accelerated with the development of electronic media and the mobile technologies.

KEY WORD: sales promotion, promotional activities, Direct marketing, Competitive environment.

INTRODUCTION

Ever since the World Wide Web began to be commercialized in 1995, the center of gravity in the marketing universe seems to have shifted toward the Internet and, more recently, social media and mobile devices. The problem for marketers is how to effectively use these tools to develop brand relationships and sell products. Many marketers seem lost, and one of the reasons is that they have not learned how these new tools fit into the marketing strategy hierarchy. Those that have achieved considerable success have recognized that the Internet and its “offspring” are really forms of Direct Marketing. Why? Because Direct Marketing channels are where buyers and sellers can transact business and communicate on smaller budgets without ever meeting face-to-face or touching and feeling the merchandise. To make more effective use of these new tools, marketers need to become



better educated in the concepts of Direct Marketing. The most commonly recognized Direct Marketing methods in historical order of discovery are:

1. Direct Mail,
2. Telemarketing,
3. Direct selling
4. Internet, or online, marketing.

The power of Direct Marketing

1. **Less time.** Market targets are busier than ever before since they have to work harder to earn a living.
2. **Less hassles and dangers.** Increasing traffic, parking costs, and other hassles have reduced the desire for buyers to go to retail stores to do their shopping.
3. **Less expensive.** The costs of buying and marketing products in “non-direct” ways has skyrocketed at the same time that financial disruptions, natural disasters, and government dysfunction has forced buyers to become more frugal.
4. **More convenient.** The Internet is perhaps the most convenient way for buyers to research products, comparison shop, and order from their home, office, or mobile device.

BENEFITS OF DIRECT MARKETING

Good direct marketing campaigns focus on promoting a specific product or service, and call on your customers to act - to receive further information, register their interest, visit your website, and make a booking or a purchase. Direct marketing gives you the opportunity to promote your products and services directly to the customers who most need them. A good direct marketing campaign will:

- Helps you build relationships with new customers
- Test the appeal of your product or service
- Tell you which marketing approaches reach your target market
- Provide customers with compelling content they can share with potential customers
- Increase sales.



However, direct marketing campaigns require careful planning and a clear understanding of responsible direct marketing practice. Being aware of the benefits and challenges of direct marketing will help you use direct marketing effect.

TARGET YOUR IDEAL CUSTOMERS

Using direct marketing allows you to target specific groups of customers with tailored messages. By taking the time to research and identify the customers who are most likely to need or want your products and services, you can focus your marketing efforts where they have the highest chance of achieving results. A well-targeted direct marketing campaign will also provide you with an accurate understanding of how your customers are responding to your product and service offers.

INCREASE SALES TO CURRENT AND LAPSED CUSTOMERS

Most customers welcome contact from familiar business people who make an effort to understand their needs and build a personal relationship. You can increase sales to your existing customers by maintaining reliable customer records and choosing simple, well-planned promotional tactics.

IMPROVE CUSTOMER LOYALTY

Direct marketing helps you build direct relationships with your customers. You can personalise promotions, letters and offers to create an immediate link with your customer and increase their personal connection to your business.

CREATE NEW BUSINESS

When using direct marketing you can communicate directly with your chosen target market and this should give you a better sales success rate than communicating to the mass market, many of whom may not be interested in your products and services.

If you use effective techniques for sourcing and finding new customers, you can generate new customer prospects and grow your sales to new customers.



Direct marketing lets you adapt and respond to the needs of your market, and your business. You can achieve fast and flexible sales results using direct marketing. For example, you could use a direct marketing campaign to:

- Boost sales of a particular product
- Run out discontinued stock
- Increase customer contacts
- Directly follow-up on a promotion.

Word-of-mouth is the most powerful form of marketing. An effective marketing campaign will provide customers with collateral about your business that they can easily share with their friends, colleagues and family. This can generate new leads for your business.

TEST AND MEASURE YOUR PRODUCTS AND SALES PERFORMANCE

Direct approaches provide direct feedback. Direct marketing is also a great way to gauge your customers' appetite for your products and trial new products or services. Direct marketing also allows you to test new markets, review sales results, measure the effectiveness of your sales and advertising tactics, and easily make adjustments to your campaign. Each time you run a direct marketing campaign you should monitor and review the results, using this information to improve the success of your next campaign.

Objectives of the study

- ▶ To study the effects of direct marketing in building relations and creating loyalty among customers.
- ▶ To study the direct marketing effect on marketing factors.

LITRATURE REVIEW

1. **Schultz, Tannenbaun and Latuerbon (1993)** note that the IMC goal is to develop communication programs that either reinforce the present purchasing behaviour of customers or



attempt to influence a change in the behaviour of prospects in the future. They argued that behaviour, in IMC terms is any measurable activity by the customer or prospect that either moves the person closer to purchase decision or reinforces a favourable existing buying pattern.

2. **McArthur and Griffin (1997)** have observed that integrated marketing communications (IMC) emerged as the dominant approach used by companies to plan and execute their marketing communication programmes. Many marketers as well as advertising agencies are embracing the IMC paradigm and developing integrated campaigns that use a variety ways to communicate with their target audiences. They remarked that the shift towards the IMC perspective has been hailed as one of the most significant changes in the history of advertising and 47 promotions and as the major communications development of the last decade of the 20th century.
3. **Duncan and Moriarty (1998)** argued that IMC is the foundation of new customer focused marketing efforts for acquiring, retaining, and growing relationships with customers and other stake holder. However, despite the growing popularity of IMC, theory development and research in this area is still limited. However, recently more attention has been given to theory development in IMC with the goal of better defining with it is, what it does and how it can be used to guide the development and implementation of marketing communication programs.
4. **Smith (1999)** points out that IMC may require a lot of efforts, but it delivers many benefits. IMC could create three main benefits first is creating a competitive advantage where IMC could wrap communication around customers, and helps them move through the different stages of the buying process. The organization builds dialogues and relationships with customers. Second benefit is boosting sales and profit where IMC smessages across several communications tools and make message more consistent and more credible. Third benefit is saving time, money and stress. IMC could save money, such as graphics and photography; they can be shared and used in advertising, exhibitions and sales literature. Fourth one is that IMC could help a brand to consolidate its image by developing a dialogue and nurture a relationship.
5. **Schultz and Kitchen (2000)** acknowledged that one of the major criticisms of IMC involves the problem of measuring its effectiveness by stating that: “We can’t measure IMC now and it may be some times before we can.... The problem is that many marketing activities can’t be measured and the value of communication effects and impacts are even more tenuous”. They noted that: “for the



most part, marketing and communication measurement suffer from a attempt to measure “output” that is, what is sent out, not “outcomes” or what impact the marketing communication had”.

6. **Weilbachen (2001)** more attention must also be given to how a consumer responds to entire IMC campaigns rather than singular elements. Thus so far no model has been developed by how an entire integrated marketing communication program might impact the consumer response process and hierarchy.
7. **Gabrilsson and Johansson (2002)** observed that numerous new marketing communication options are today available to marketers due to rapid globalization and the development of new technologies. In 1993 a new concept called integrated marketing communication (IMC) was introduced. This concept provides new opportunities for agencies, large as well as small and medium- sized ones. The purpose of such study gained a deeper understanding on how advertising agencies use integrated marketing communication in their campaign planning. It shall have focused interviews and direct observation looked at two campaigns as the cases to be studied. The study shows that integrating the client in IMC campaign planning creates benefits and is vital for a proper composition of the marketing communication toolbox. Furthermore, the study states that IMC is a prerequisite for the creation of an attained voice.
8. **Kulluvaara and Tornberg(2003)** discussed that there is a very important need for the marketers to integrate their marketing communication and break through the obstacles to reach the target market. Furthermore, the huge competition within the tourism industry has made it imperative for organizations to concentrate more on marketing and in particular communication. The researchers have made their work to acquire and gain a better understanding of integrated marketing communication, which, its implementation was limited in the past. A case study of Ice hotel has been conducted to investigate how the IMC strategy and use of communication tools can be described. They come out with two main points, which are; Firstly e-commerce has been not implemented yet, due to various reasons. Hence, they recommend that the management should work on solution for the possibility to implement e-commerce effectively, Secondly implementation of clearly stated objectives to increase the awareness of weaknesses and strength.



RESEARCH METHODOLOGY:

Data used in this research project is primary & secondary, primary data consist of questionnaire while secondary data from various resources like newspaper, websites etc. The research includes the definition and redefinition of the problem, the formulation of hypotheses or suggested solutions, the collection, the organization and the evaluation of data, the achievement of conclusions based on questionnaire used in my research. All the samples considered in this research are telecom services users (mobile phone users, internet users through mobile phone or broadband)

1. Research design: This research is in descriptive in nature.

- Descriptive:- Seeking to describe, especially in detailed.

2. Sources of data:

Primary data through questionnaire.

Secondary data through records of journals, magazines and other sources.

3. Sample size: The sample size is 100 respondents.

4 Sample area: Gorakhpur

CONCLUSION

In the today's world of marketing, the pace of Direct marketing is increasing day by day, although the role of direct marketing is goes with hand in hand. Direct marketing as one of the main forms of promotion is increasingly being used by many companies or firms. In the research, I had analysed that many companies like commercial education institutions are using the tools of direct marketing such face to face, Text, e-mails, Newspaper etc are used for promoting their sales or services. As per the project requirements, I had prepare a questionnaire on which approx 100 people had responded to the questionnaire through which I found that direct marketing has positive significant and also can help in building the relationship and loyalty with customers.

For example: In the commercial education industry, Many institutions had expanded their bussiness to a high level and achieve a better profit with the help of direct marketing.



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