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Traditional Marketing | What is

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DIRECT, DIGITAL & DATA-DRIVEN
MARKETING

Examining the processes and

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applications of direct and interactive marketing --Building databases, rewarding customers, and managing relationships --Determining lists and segmenting markets --Testing, measuring and analyzing customers and campaigns --Planning and creating

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a value proposition --Planning and creating compelling message strategies --Designing and employing print --Utilizing television, radio and digital video --Using mobile, text and telephone for marketing --Utilizing current ...

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Contemporary direct marketing
(Book, 2005) [WorldCat.org]

Traditional marketing is a rather broad category that incorporates many forms of advertising and marketing. It's the most recognizable type of marketing, encompassing the advertisements

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that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

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Learn to identify a firm's ideal customer and turn him into a life-long client. The Internet has made personal communication faster than ever, giving advertisers the opportunity to speak directly to their audience like never before. Spiller/Baier combines the theory of

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Interactive Marketing by Racom Communications in 2012. Fourth edition published in 2018. Apart from any fair dealing for the purposes of research or private

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[Lisa Spiller; Martin Baier] -- For courses in Direct, Database, and Interactive Marketing. Written by recognized leaders, Martin Baier, a member of the "Direct Marketing Hall-of-Fame" and, Lisa Spiller, an

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award-winning direct ...

Contemporary Direct Marketing by
Lisa D. Spiller

Definition of Direct Marketing Direct marketing is an interactive system of marketing that uses one or more advertising media to effect a

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measurable response and/or transaction at any location.

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Contemporary Direct Marketing. Unique in its incredible thoroughness, this is the most comprehensive direct/interactive marketing book on the market. Current and relevant concepts--customer relationships, database marketing, information

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privacy, telemarketing, research and testing, global and ethical issues, and more--will prepare individuals to be ...

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Today's consumers desire the speed and the control that the new digital and social media f Decades ago, direct marketers gathered customer names and addresses,

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Paperback – January 1, 2012 by
Lisa D. Spiller Ph. D. Ph. D.
(Author), Martin Baier (Author) 4.0
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Contemporary Direct and
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These traditional marketing

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messages are not necessarily outdated, however, research has shown those companies that have abandoned simply using these channels, and adopted contemporary marketing channels proposed in this article, have remained prosperous and in fact

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seen an increase in leads, a higher quality of leads, sales and traffic to web content.

Contemporary Direct Interactive
Marketing Edition
His How to Find and Cultivate
Customers Through Direct

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Marketing was published by NTC Business Books in 1996.

Contemporary Database Marketing: Concepts and Applications, co-authored with Kurtis Ruf and Goutam Chakraborty, is an interactive college textbook/CD, published by Racom Books in 2001.

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