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Advantages and disadvantages of direct marketing pdf



Communication medium	Main advantages	Main disadvantages
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small "pass-along" audience
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long ad purchase lead time; some waste in circulation
Television	Combines sight, sound, and motion; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience selectivity
Radio	Mass use; high geographic and demographic selectivity; low cost	Audio presentation only; lower attention than television; non-standardized rate structures; fleeting exposure
Outdoor	Flexibility; high repeat exposure; low cost; low competition	Limited audience selectivity; creative limitations
Brochures	Flexibility; full control; can dramatize messages	Overproduction could lead to runaway costs
Direct mail	Audience selectivity; flexibility; no ad competition within the same medium; personalization	Relatively high cost; "junk mail" image
Newsletters	Very high selectivity; full control; interactive opportunities; relative low costs	Costs could run away
Telephone	Many users; opportunity to give a personal touch	Relative high cost; increasing consumer resistance
Internet	High selectivity; interactive possibilities; relatively low cost	Increasing clutter

Source: Kotler&Keller, Marketing Management, 14th Ed, Prentice Hall, 2012, p.513.



Advantages and disadvantages of direct marketing pdf. Advantages and disadvantages of direct marketing slideshare. Advantages and disadvantages of direct marketing essay. Advantages and disadvantages of direct marketing channel. Advantages and disadvantages of direct and indirect marketing channels. Advantages and disadvantages of direct mail marketing. Advantages and disadvantages of direct email marketing.

Frequency. (A study estimates that the typical US receives 14 pieces of junk mail per week.)³⁹ Another predicts that for 2007 consumers will receive more than 3,900 trash emails per year.⁴⁰ In 2002 were sent more of 205.7 billion pieces of mail only in the United States.⁴¹ Likewise, direct response ads on television tend to be low-budget ads for lower-price products, which contributes to the image that something less than The best products are marketed in this way. Customization. Direct marketing allows the advertiser to reach a great number of people and reduces or eliminates waste coverage. 2. Intensive coverage can be obtained through broadcast advertising or by mail. Keep reading here: Scam artists do not know limits, this article has been useful? The only message that accompanied the televisions was one on the cable that said "Plug me in" and another on a video tape that said "Play Me". In doing so, the receiver was received with a promotional video of seven minutes. 6. Direct mail parts also allow a detailed copy that provides a large amount of information. Some people may assume that sports will remove the kids' academic performance due to the demands of practical time and games, but the physically active children can really reap benefits in the classroom. A "STUALS AND PRESSURE DOMINANCE ARE FUN" THAT IS PARKING SPORTS, it can also be stressful. The frequency may not be so easy to achieve through the mail, since consumers may be upset to receive the same mail repeatedly. Injuries can be something more than a simple inconvenience; they can lead to durable problems. Segmentation capabilities. In direct response advertising, the childhood creation is limited to the surrounding program and or editorial content. The disadvantages of direct marketing include³ following: 1. Skip to main content GuAs Search guAs by sector Search guAs by topic Start a business Finance Taxes Employment and skills Health and safety Efficiency and environment Commercial premises Innovation fees and R&D sales and IT marketing EXPORTING AND INTERMITTING GRANDE YOUR BUSINESS BUY OR SELL A RESOURCE NEWS EVENTS COMPANIES [PEXELS / PIXABAY] Playing sports at any level can be rewarding and fun. 5. Collisions in contact sports can cause injury, and can also hurt you. Parents who have unrealistic expectations for their own children or other children can also create undue frustration³ It is important as a parent or coach to manage the expectations you have for young athletes, and if you are an adult athlete, it is crucial that you control your reactions to trainers or spectators who act inappropriately. ³ The program vehicles used for direct response TV advertising³ are usually the most economical³ available, so the marketer can afford to buy repeat times³ n. While many media require long³ planning and have long closing dates, direct response advertising can be much more timely. A good list allows for minimal waste, as only those consumers with the greatest potential are targeted. Buyers will inform you of software requests. Direct mail and online services are unlikely to create a desirable mood. As postal rates rise, direct mail earnings are immediately and directly impacted. Anger and sadness at losing a game can lead athletes to attack or act disinfectively toward others. Problem³ a and communication³ When you play sports, you can develop better communication³ problem-solving³. Costs. The repetitive movement of many athletic activities can lead to injuries in the joint³ and muscles. For example, the network sent 17-inch televisions to media buyers via mail. Graduate university students receive highly personalized information that recognizes their specific needs and offers solutions (such as credit cards). There is nothing like the feeling of achievement that goes with achieving goals and reaching milestones as a team, and you can enjoy the new You make it as you play. Many injuries can occur during the course of a game. Dominant coaches and parents who deal with coaches and parents who are dominant, unreasonable and rude are one of the most unfortunate disadvantages to practicing sports. Selective range. No other advertising medium can personalize the message, as well as direct media. But the effectiveness of these methods depends on the accuracy of the lists used. In our discussion of the objectives of the media strategy in Chapter 10, we said that the ability of magazines to create mood contributes to the overall effectiveness of the ads they carry. No other medium can measure the effectiveness of your advertising efforts, as well as the direct response. Another common strategy is to buy the time available at the last possible moment to get the best price. The TV programs usually used for direct response advertising are older, less sought after programs that are likely to appear on the station's list of available locations. As you can see from the ethical perspective 14-2, other factors have also created image problems for the direct marketing industry. Follow a review of these and some additions: 1. Car owners are letters sent by mail congratulating them on their new purchase and offering accessories. Coaches who degrade athletes from inferior degraders are difficult to treat and can add pressure and stress. Parents with children at different age levels can be approached, with their child's name included in the appeal. An unhealthy attitude about gain can manifest itself in mockery and other unpleasant behaviors. Depending on the medium used, it may be possible to construct frequency levels. 4. Athletic activities involve the Of children due to memorization, learning skills and repetition involved, and all these factors can help children work better at school. The lack of adequate preparation and condition for a particular sport can make athletes also hurt. 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If you or your child play sports, make sure that a healthy, consistent sleep routine fits with practice and play schedules. The advantage of teamwork Another benefit to playing sports is the and camaraderie you will experience interacting with others. As noted above, the mail segment of this industry is often referred to as junk mail. Direct marketing can take a variety of creative forms. Image factors. You should weigh these advantages and disadvantages before you or your child commit to a sport.The Benefits of Exercise One of the best and most obvious benefits of practicing sports is the exercise you get from athletic activity. Costs are rising. As a team, you and your teammates work together to achieve goals and overcome adversities, and the team has to make quick decisions to respond to different situations. Feedback is often immediate and always accurate. People move, change occupations, etc., and if the lists are not kept up to date, the selectivity will decrease. Due to the low cost of the media, every sale generated is very cheap. Computerization has significantly improved the validity of lists and reduced the incidence of incorrect names; however, the ability to generate lists is becoming a problem.⁴² 3. Sports activities bring together people from different backgrounds. Sometimes, the stress and pressure that accompany sports activities can lead to lack of sleep. A second factor that contributes to the profitability of direct-response advertising is the cost per customer purchase. It is important to inculcate appropriate attitudes in both adult and child athletes. The Risk of Injury One of the most obvious disadvantages of playing sports is the risk of injury. Direct mail, for example, can be assembled very quickly and distributed to the target population. This problem is particularly relevant given the increase in the volume of correspondence being sent. Precision. For example, Political candidate can address a message to a very select group of people (those living in a certain postal³ or members of the Sierra Club, for example); a music club can target recent buyers of CD players. 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