



IN THE DIGITALIZED MARKETING ENVIRONMENT, AN EMPIRICAL STUDY OF DIRECT MARKETING AS THE MOST EFFECTIVE FORM OF MARKETING

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ABSTRACT

Today, the necessity for considerably more cost-effective, measurable, and dependable ways of managing customers has supplanted the geographical justification for marketing. Brands are now attempting to reach out to customers in culturally sensitive ways, and direct marketing appears to be the most viable method for doing so. The best prospects are discovered, located, and persuaded in the new marketing direction, resulting in increased sales and profitability. Direct marketing aims to establish and capitalise on a direct link between the seller and the buyer. Direct marketing is when a company communicates with customers using a variety of channels, such as mail, e-mail, phone, and in person. Because a business can track how many customers have responded to a message's call to action, the outcomes of such campaigns are immediately measurable. Direct marketing is utilised by marketers in the current digitalization scenario to create close relationships with each consumer in order to achieve customer loyalty. The goal of this research was to determine whether direct marketing is the most effective type of marketing.

Keywords: Direct marketing, Customer relationship, Effective

Introduction

Customers are communicated with using two methods in marketing: mass marketing and direct marketing. A single communication message is distributed to all potential customers using various media such as print, radio, television, and the internet in mass marketing. Mass marketing optimise sales and reach the customer or bring the brand to the customer's attention. Such an approach always results in a lot of waste because only a small fraction of the audience will pay attention to the message, which will only lead to a purchase in the end. Adjustments in the business environment, such as pricing changes, are not taken into account by mass marketing. Inflation and shifts in consumer preferences are two factors to consider. This method is most effective when the product or service being sold is unique. It has the ability to appeal to a large number of people .The face of marketing is being reshaped by direct marketing. Direct marketing is a type of advertising that entails contacting customers directly. Using a range of channels to communicate information about the firm, product, or service to the target customer. It is a type of targeted marketing in which a consumer is presented with information that may be of interest to them. Determined to be a potential purchaser direct marketing is becoming a more important technique for businesses to create and implement. Customer relationships should be strong. This strategy sends targeted messages and promotional campaigns to specific clients in order to assist businesses boost campaign replies and obtain a better return on their investment.

Objective of the study

- a) The purpose of this research is to look into the usefulness of direct marketing in today's digitalized marketing environment.
- b) To make a direct marketing vs. mass marketing comparison.

Methodology

This research is based on the examination of secondary data from periodicals and websites.

Literature review

Thomas, A.R (2007). The decades-old mass marketing strategy is no longer feasible. Companies should create a direct marketing approach to cultivate relationships with their most profitable customers. A.R. Thomas, D.M. Lewison, W.J. Hauser, and L.M. Foley (2007). Look for companies that are discovering that classic mass marketing tactics are giving way to more targeted approaches that are more effective. Customers are able to communicate directly with them. Direct marketing is based on the notion that the optimal deployment of resources is through direct marketing. Companies should focus their marketing dollars on micro markets and communicate with them, reinforcing the brand. Customers profit from the unique perks that the company provides. N. Arora, X. Dreze, A. Ghose, J. Hess, R. Iyengar B. Jing, (2008). Recognize that Personalization occurs when a company determines which marketing mix is best for a certain customer. It's usually based on information gathered from prior customers. When a customer specifies one or more parts of his or her marketing mix proactively, this is known as customization. DMA is an acronym for Direct Marketing Association (2008). Direct marketing will play a key role in the UK's digital economy's expansion. C.K. Fan and S. Cheng (2009). It was discovered that a direct marketing channel's efficiency score is much higher than that of a comparable indirect marketing channel. Recognize that personalization occurs when a business identifies the ideal marketing mix for a certain customer. It's frequently based on data obtained from previous clients. Customization occurs when a customer voluntarily specifies one or more elements of his or her marketing mix. The Direct Marketing Association (DMA) is an acronym for Direct Marketing Association (2008). The rise of the UK's digital economy will rely heavily on direct marketing. S. Cheng and C.K. Fan (2009). A direct marketing channel's efficiency score is much higher than that of a comparable indirect marketing channel, according to the findings. Advertisers embrace direct communications as a cost-effective, measurable medium in these times of cost-cutting, thanks to its arsenal of mailers, brochures, road shows, sampling, events, phone calls, emails, and internet connections. M. Suman, T. Anuradha, and K. Veena (2012). Direct marketing is commonly utilised in marketing disciplines such as telemarketing, direct mail marketing, and email marketing, as inferred. Addresses of persons who fit a given age range, income level, or special interest may also be kept by direct marketing companies. R. Webber (2013). This study examines the major trends that have shaped direct marketing's evolution over time. Many of the business fundamentals that underpin DM are just as important now as they were 25, even a century ago. H. Risselada, P. C. Verhoef, and T. H. A. Bijmolt (2014). In terms of direct marketing timing, the authors suggest that marketers utilise this tool aggressively in the months following the launch of a product because its impact is greatest at that time and diminishes as time passes. Simpson and Mortimore (Simpson & Mortimore) is a (2015). Direct Mail will continue to have an impact in the future, according to this study. The association between the stimuli and the identification of convenience, trust, and the recalling impact is particularly strong. Make a purchase A. I. CUZA (2015) direct marketing and direct selling are two interactive strategies that allow people to communicate with each other. Achieving a quantifiable response A. Yasmin, S. Tasneem, and K. Fatema (2015). Look for that digital channel. For many businesses, marketing has become an integral aspect of their overall strategy. Simpson and Mortimore (Simpson & Mortimore) is a (2015). Direct Mail will continue to have an impact in the future, according to this study. The association between the stimuli and the identification of convenience, trust, and the recalling impact is particularly strong. There are no restrictions in digital marketing. To advertise the firm and its products and services, the corporation can utilise any device, including smartphones, tablets, computers, televisions, gaming consoles, digital billboards, and media, including social media, search engine optimization, videos, content, e-mail, and more. S.A. Abazi, H. Karaxha, S. Tolaj, and H. Karaxha (2016) Direct marketing has been shown to increase sales in major corporations, and companies have utilised the telephone and email to sell their products or services and establish intimate relationships with their customers. Md. Rahman, S. Faruque, M. Khatun (2016). Direct marketing will be more effective if social media data is used, as friends on social media can influence buyers' purchasing decisions. Furthermore, direct marketing, rather than viral marketing, allows for correct calculation of return on investment (ROI) and marketing-to-sales ratios on this platform. K. Subramanian (2017). Companies were able to combine advertising and marketing efforts with Direct Marketing. Companies may now instantly access client profiles and preferences, allowing them to fine-tune their marketing tactics and product offerings thanks to digital technologies. V. Kannan (2017). Recognize that profit is only achievable through customer happiness. Direct marketing has recently had a stronger impact on the global economy, both positively and negatively.

Direct marketing's history

Direct marketing has a considerably older history, dating back to companies who sell their products and services directly through mail orders and online catalogues. Direct communication with customers was the norm, and this was accomplished through shipping trade catalogues and advertisements to the customer's mailbox. In the 1880s, mail-order companies began to vigorously compete with local stores, resulting in a boom in consumer goods mail-order shopping. Aaron Montgomery Ward (1843-1913), known as the "Father of Consumer Goods Cataloging," began his firm in 1872. Consumers in the 19th century found these catalogues liberating. L. L. Bean (1872-1967), another successful cataloger, distributed his first single-sheet flyer promoting his Maine hunting boots. In 1926, copywriter John Caples (1900-1990) created a direct-response ad for a music correspondence school, which became a landmark in direct marketing. Direct-mail enterprises were able to operate on a national scale thanks to advancements in the postal infrastructure. Lester Wunderman is a character in the film *Lester Wunderman*. In a 1967 address at the Massachusetts Institute of Technology, a private research institution in the United States of America, he coined the phrase "direct marketing." Many people see Wunderman as the "Father of Direct Marketing." At the start of the twenty-first century, the field was completely reliant on computers, which aided in the construction of massive datasets. Databases, as well as data harvesting from customers. Advertisers were able to target specific audiences using this information. In the current digital scenario, audiences can be reached more effectively, replies can be tracked more precisely, and literature may be given directly to a list of pre-screened persons via various sources.

Direct marketing in its various forms

Direct mail:-Direct mail is published mail that advertises approximately commercial enterprise and its merchandise and services. There are numerous special varieties of direct mail (e.g. catalogues, postcards, envelope mailers). Direct mail campaigns are normally despatched to all postal clients in a place or to all clients on an advertising and marketing list.

Telemarketing: - Telemarketing includes contacting ability clients over the telecellsmartphone to promote merchandise or services. It is able to producing new purchaser possibilities in big volumes and is likewise a beneficial device for following up on direct advertising campaigns.

Email marketing: - Email advertising and marketing is a simple, cost-powerful and measurable manner of attaining customers. It can consist of newsletters, promotional emails to generate new leads or gives for present customers, or advertisings which can seem in different business's emails.

Text (SMS) marketing: - Text messaging permits corporations to attain man or woman clients and ship messages to huge organizations of humans at a low cost. Many main commercial enterprise corporations ship brief message service (SMS) to customer's income alerts, hyperlinks to internet site updates, appointment or shipping reminders.

Leaflet marketing using letterbox drops and handouts:-Distributing properly-designed leaflets or flyers through letterbox drops and handouts can paintings properly for a neighbourhood commercial enterprise whose services or products attraction to a broad audience. It is a simple, cheaper and powerful manner of attaining customers, even though it is a much less cantered form of direct marketing.

Social media marketing: - Social media may be used correctly as an advertising device for enterprise because it offers the possibility to engage at once with clients and often percentage applicable service or product information. Social media systems additionally make it very smooth for clients to percentage the content material with their whole network, growing the companies attain exponentially.

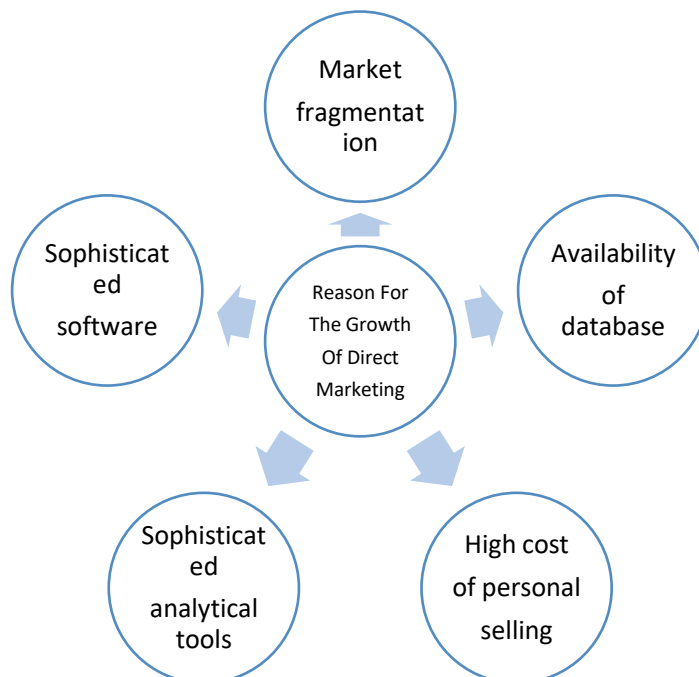
Direct response marketing: - Direct reaction advertising is supposed to compel humans to take an instantaneous action from a commercial at the same time as presenting a measurable reaction from that action. These classified ads are given in print and digital Medias.

Kiosk marketing: - Kiosks are machines stored in buying department shops and different such locations through companies to unfold the statistics and generate orders from clients who go to such department shops. The goal of the campaign become to create attention approximately the product a few of the goal consumers, particularly the households.

Direct marketing's growth in a digitalized world has several reasons.

1. Market fragmentation has restricted the applicability of mass advertising and marketing techniques. Increased fragmentation has caused the emergence of segments which are smaller in size. Such patron segments have finer, wonderful units of desires which won't be fulfilled with the aid of using the modern-day imparting of the marketer.

2. The growing number of lists available, as well as their diversity, has supplied raw data for direct marketing campaigns. Retailers and online marketing organisations have access to a vast amount of transaction data that can be utilised to better target individual customers.



3. Personalized letters, messages, and offers can be generated using sophisticated software. Marketing software is used by companies and businesses to

promote their products and services through various web channels such as email, websites, and social media.

4. Companies can now use sophisticated analytical techniques to better classify and understand their customers. Geodemographic analysis can be used to classify households into different categories of communities. Neighbourhoods with a lot of old individuals, or private dwellings with a lot of single persons, for example, can be useful. Identified. These can then be compared to product usage, media consumption, and lifestyle segments.

5. Personal selling is costly, especially when the salesperson's pay, commission, incentive, and travel time are factored in. Personal selling has a high cost per action for businesses. These expenses are incurred whether or whether the salesperson makes a sale. It is very expensive to train salespeople. Instructing them on a variety of items and sales techniques.

In a direct marketing programme, there are several steps to take.

Establish Direct Marketing Goals and Objectives: Each company's direct marketing goals and objectives are different. It could be for a variety of objectives, such as raising sales, learning about customer emotions, or increasing loyalty. A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is an ideal place to start before setting direct marketing, marketing goals and objectives.

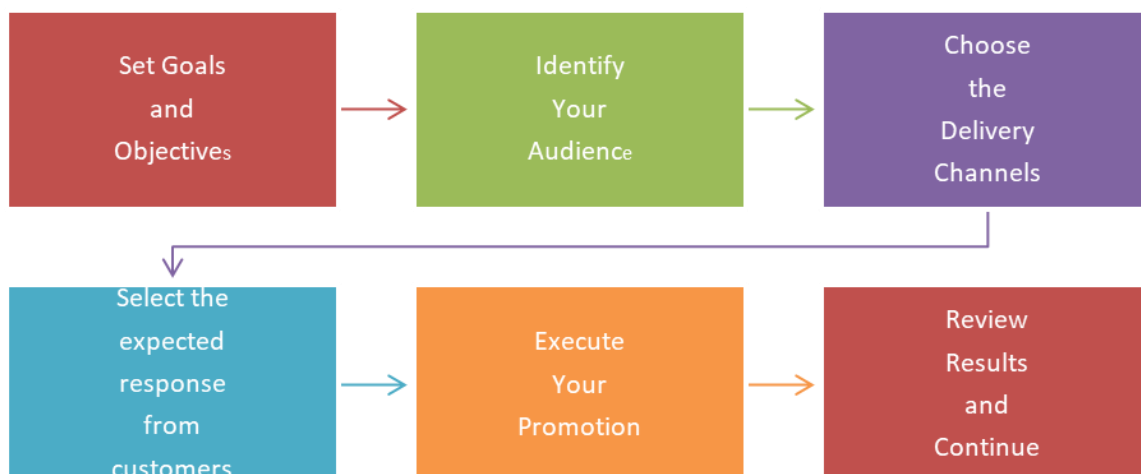
Identify Your Audience or Target Demographic: Marketers will be able to target a smaller population and be more specific with their messages, saving money. A sequence of specialised communications delivered to smaller groups is more effective than a single broad message delivered to a large audience.

Choose the Delivery Channels: As the name implies, a direct marketing distribution channel is always direct, putting the company in direct contact with the client or targeted prospect. Direct mail, email marketing, SMS marketing, and a variety of other channels are examples of marketing channels. Marketers can employ a variety of channels or a mix of them.

Select the expected response from customers: A client's expected response could include purchasing the goods, asking extra product information, suggesting a friend, or achieving any other company goal.

Execute Your Promotion: The capacity to execute the campaign is the actual key to success in direct marketing. We won't know for sure if something will work until we put it into action, which is the next step.

Review Results and Continue: Small groups of clients can be tested to see how they react to advertisements. Marketers can learn from the response by measuring it. The majority of businesses want to track their direct marketing program's return on investment. Marketing KPIs are the most effective approach to do this. Marketing metrics are a set of numerical data that organisations use to see if they've fulfilled their objectives.



As part of the promotion mix, direct marketing can be used to

Every day, consumers are bombarded with dozens of commercial communication messages. Marketing communication is to inform customers about the company's products and services. Convey a holistic and successful message that meets both organisational and consumer needs, the various methods of communication with the consumer must be in agreement. To reach the intended consumer, the marketer has a variety of promotional techniques at his disposal. Direct marketing, in which firms engage directly with their target customers to generate reaction and/or transaction, is one of the fastest expanding sectors in the modern global economy. Direct marketing isn't generally thought of as part of the promotional mix, but it's become

a critical component of many companies' integrated marketing communications, with a variety of goals, budgets, and techniques. Because of technological improvements and the extensive use of the internet, new and enticing types of direct marketing that can brand and drive sales are now possible. The most important parts of the promotion mix include advertising, personal selling, sales promotion, public relations, and direct marketing.



Conclusion:

The global business environment is growing more sophisticated and changing at an unprecedented rate. This rapid rate of change is felt in India's marketing environment in the same way that it is everywhere else, if not more so. Marketers must be able to foresee, deal with, and adapt to changes in their surroundings. Dealing with and adapting in a stable and predictable corporate environment is relatively simple, but as the environment becomes more intricate and changes occur more frequently, coping and adapting becomes more challenging and tough. In today's context, direct marketing allows customers to purchase products directly from the brand, establishing a more personal interaction with them. In the digitally transformed Indian economy, this style of marketing is exploding. According to our research, direct marketing, rather than traditional mass marketing, is the most effective technique of marketing in today's globe. This inquiry looked at a lot of periodicals and websites. Furthermore, because this research was conducted over such a short period of time, it's likely that we missed any previous research on this topic.

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