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Direct and interactive marketing require a focused set of skills for maximum effectiveness, including customer profiling, research and testing, and interactive media planning. Students learn to use the fundamental principles of direct marketing to create hi-tech campaigns using the latest technology.

Decades ago, direct marketers gathered customer names and addresses, and created mailing lists; today, much has changed and much has remained the same. This third edition recognises the growth of various digital marketing formats for conducting direct and interactive marketing today. Today's consumers desire the speed and the control that the new digital and social media formats provide. Direct marketing has always been accountable and measurable, and now with the various digital media formats and computer technology, it is more interactive and precise than ever before. This edition builds on the traditional foundations of direct marketing, and extends into the future where continuous digital innovations are transforming the marketing landscape. We cannot begin to envision what changes are ahead. But one thing is certain: traditional direct and interactive marketing principles will still apply. This edition builds on these traditional foundations, captures the new media and methods, and explores the future innovations of direct and interactive marketing.

Digital, Mobile, Social media. The marketing world has been forever changed by these communication channels. They are the latest weapons in the arsenal of the tech-savvy organization. Through them, twenty-first century marketers can establish and nurture customer relationships, communicate with customers one to one, promote and build brands—the same objectives as the old corner grocer. The difference? These interactive mediums are lightning fast, allow for immediate customer response, and provide users with unprecedented tools to measure and analyze the effectiveness of their campaigns. Direct, Digital, and Data-Driven Marketing recognizes the growth of these various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This fourth edition takes an insightful, in-depth look at contemporary marketing concepts, strategies, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field.

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 direct and interactive marketing with highly practical strategies and examples. Direct and interactive marketing require a focused set of skills for maximum effectiveness, including customer profiling, research and testing, and interactive media planning. Students learn to use the fundamental principles of direct marketing to create hi-tech campaigns using the latest technology. In this newly revised second edition, the text has been updated to reflect the most recent innovations in online advertising and customer interaction. Among these additions are sections on blogging, social networks, and search engine advertising. The Foundations of Direct & Interactive Marketing (D&IM); Integrated Marketing Communication (IMC); The Message & Media Decisions in Direct & Interactive Marketing; Response, Measurement & Metrics of Direct & Interactive Marketing; Applications & Future Directions of Direct & Interactive Marketing A career in marketing today increasingly requires direct marketing and online marketing skills. Spiller/Baier prepares students with everything they need in order to plan and execute interactive and direct marketing campaigns using today's latest technology.

In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field. Direct, Digital, and Data-Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This book examines the field both as it once was and as it is evolving. With plenty of learning features online resources, the 5th edition provides an engaging journey, which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic.

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 privacy, telemarketing, research and testing, global and ethical issues, and more—will prepare individuals to be competitive in the job market and workforce. Other "hot topics" include legal issues, non-profit organizations, business-to-business applications, customer service and fulfillment, and creative and quantitative issues. For any business professionals working for a for-profit or nonprofit business or governmental agency; professionals of businesses of any size; and entrepreneurs.

Interactive marketing, as one of the fastest growing academic fields in contemporary business world, is the multi-directional value creation and mutual-influence marketing process through active customer connection, engagement, participation and interaction. Contemporary interactive marketing has moved beyond the scope of direct marketing or digital marketing, as the market is becoming a forum for conversations and interactions among connected actors or participants in platform ecosystems. The advancement of mobile technology with interactive content and personalized experience makes interactive marketing the new normal in the business world. This handbook contains the most comprehensive and cutting-edge knowledge in the interactive marketing field. The 41 chapters that are divided into eight sections cover all aspects of contemporary interactive marketing realm, including social media and influencer marketing, big data and machine learning in predictive analytics, mobile marketing and proximity marketing, interactive digital marketing and Omnichannel marketing, AI, VR and AR in business applications. With a focal point on interactive marketing, this handbook takes a multidiscipline perspective, from new technology innovations, social media and platform application, economic and cultural impacts, social and psychological analysis, and management and information system. This book provides a timely and comprehensive textbook companion and/or course project resource for college educators and students used for variety of graduate and undergraduate marketing courses, such as Digital Marketing, Internet Marketing, Social Media Marketing, New Media Communication, Marketing Analytics and Marketing Management, etc. It offers valuable references for academic researchers who are interesting conducting and publishing in interactive marketing research. The state-of-art review and emerging new trends presented in the book are particularly useful for research idea generation and conceptual development. The book also puts forward insightful guidelines and practical tools for business management in the application of new interactive marketing strategies and applications in the real world practices.

In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field. Direct, Digital, and Data-Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This book examines the field both as it once was and as it is evolving. With plenty of learning features online resources, the Fifth Edition provides an engaging journey, which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic.

Includes the latest tools and techniques needed for success in today's digital, multi-channel marketplace; this guide offers professionals a comprehensive roadmap for direct marketing success across today's multiple marketing channels. --

This book is the first to focus exclusively on International direct marketing (IDM), integrating state-of-the-art knowledge, best practice and unique data. The first part is a comprehensive, well-structured review, covering all relevant sources from academic journals to practitioner magazines. The second part consists of best practice examples on various aspects of IDM. The third part contains a summary of a proprietary consumer study on direct marketing attitudes and affinities across 24 countries worldwide, accompanied by country-specific fact sheets for IDM campaigns.

This revised text includes coverage of electronic commerce, database marketing and research into direct and on-line marketing.

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