



FORMS OF DIRECT MARKETING (ONLINE / DIGITAL MARKETING)

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Abstract

Marketing is the act of facilitating the exchange of a given commodity for goods, services, and/or money to deliver maximum value to the consumer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through both the exchange processes and building long-term relationships. This paper concentrated direct and online marketing and how change conventional marketing in direct marketing. This study also identified forms of direct marketing, Online/ Digital Marketing Industry in India. The present research work would provide a road map for researcher. secondary data relating to direct and online marketing collected from website, research paper, journals, books, newsletter

Keywords: Direct Marketing, Online Marketing, Telemarketing, Viral Marketing, Database Marketing.

Introduction:

Direct marketing is a type of advertising that seeks to achieve a specific action among a selected group of consumers (such as placing an order, visiting a website, or requesting information). The method of communication by the advertiser or marketer can take many different formats, like direct mail, telemarketing, or through social ads. One of the most interesting methods is direct email marketing. An essential aspect of direct marketing is that **the** consumer response is measurable. For example, if you offer a discount for an online store, you should include some kind of cookie or pixel to let you know if the user has used the code. Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer. Now every business promotion of our product and services through the social media, like Facebook, Facebook and YouTube reels, Tik-Tok etc. For example, subscribers to teen magazines might be presented with Facebook ads for acne medication which, based on their age, they are likely to need.

Objectives of the Study:

1. To study difference between conventional marketing and direct marketing
2. To study importance and advantages direct Marketing
3. To study the forms of direct Marketing
4. To study Online/ Digital Marketing Industry in India

Methodology:

1. The present paper is based on secondary source of data

- The secondary data has been collected from various website, research paper, journals, books, newsletter

Difference Between Conventional Marketing and Direct Marketing.

Sr.No	Conventional Marketing	Direct Marketing
1.	Conventional marketing is mass marketing	DM is demassified marketing; it deals with customer one- to one
2.	CM deals with customer indirectly	DM deals with directly
3.	CM is a one-way activity	DM is interactive marketing, with two-way communication
4.	CM relies heavily on marketing channels/ stores	DM is channel less
5.	CM relies heavily on advertising/mass promotion	DM does not involve them

Defining of Direct Marketing

Direct Marketing: The marketing without intermediaries is called direct marketing. In this type of marketing, the producer himself encourages or motivates the customers to buy goods or services. Direct marketing helps to establish relationship, strengthen, deepen and maintain it. Different writers have defined direct marketing. The important ones have been given as follows: According to William J. Stanton, Michaela J. Etzel and Bruce J. Walker, "Direct marketing as using advertising to contact consumers who, in turn, purchase products without visiting a retail store."

According to Philip Kotler and Gray Armstrong, "Direct marketing is marketing through various advertising media that interact directly with consumers, generally calling for the consumers to make a direct response." Immediate reaction is expected from customers in direct marketing. Direct mail, catalogue, telephone, television and Internet etc. are widely used in direct marketing. Recently, direct marketing has become wide and popular. Producers, sellers, service companies, non-profit organizations, catalogue merchants etc. use direct marketing.

Why is direct marketing important?

- It helps marketers reach customers fast
- It is an efficient promotion strategy
- Direct marketing can be customized
- Direct marketing allows measuring its efficiency

Advantages of Direct Marketing.

- Targeted advertising
- Budget marketing
- Boosts sales to existing and lapsed customers
- Improves customer loyalty
- Helps in pushing new business
- Allows to measure product performance

Forms of Direct Marketing.

Direct marketing has several forms as it incorporates a variety of media and tools. Specific forms of direct marketing have emerged. For example, direct mail marketing is one form of direct marketing. Customised mailing through database and mail- merge' facility of word processing is the medium/tool used here. It constitutes one way of reaching a mass of customers individually. Telemarketing is another form of direct marketing. While in the earlier days, direct marketing tools were confined to the mail and the telephone, today direct marketing use new age tools such as computer, mobile phone, and the internet for reaching

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prospects/ customer individually. These tools actually permit more effective and more sophisticated direct marketing. Their availability at a low-cost and high-reach has substantially enlarged the direct market opportunities.

Following are the forms of Direct Marketing

1. Mail Order Marketing/Catalogue Marketing
2. Direct Mail Marketing
3. Direct Response Marketing
4. Database Marketing
5. Telemarketing
6. Teleshopping (Home-Shopping)

The new age direct marketing methods

1. Marketing through social media
2. Marketing through ATMs
3. Viral Marketing
4. Online Marketing/Marketing on the web

Mail Order marketing/Catalogue Marketing-

Mail Order Marketing also known as Mail Order Business and Catalogue Marketing is one of the established methods of direct marketing. Since mail order marketers normally use catalogue for communication with the consumer, this form marketing came to be referred to as catalogue marketing. In this method, the consumer become aware of a product through information furnished to them , the marketer through catalogue dispatched by mail. The entire marketing takes place by mail. Interested consumers respond by placing a mail order on the marketer, the product is supply to the consumer by mail; payment by the consumer in also maid by mail, either by VPP or by cheques.

Direct Mail Marketing:

In direct mail marketing, not only letters/ brochures are mailed to the prospects, but free product sample, gifts and compliments are also mailed, depending on the context.

Direct Response Marketing:

Direct response marketing uses different media (Including Letters/ Mailers), like telephone, radio, TV and internet. Some direct response marketing campaigns, for examples, rely totally on television ‘infomercials’ (Commercials which given information about products, benefits and usages aspects and obtain response)

Database marketing

Database marketing is a form of direct marketing. It involves collecting customer data like names, addresses, emails, phone numbers, transaction histories, customer support tickets, and so on. This information is then analysed and used to create a personalized experience for each customer, or to attract potential customers.

Telemarketing

Telemarketing involves contacting clients over the phone to sell them a product or service. With this form of direct marketing, companies can have employees or automated machines reach out to many individuals at one time. This is beneficial because it makes it easy to reach a broad audience within a short amount of time, which can boost productivity.

Some examples of telemarketing include:

Inbound calls: These are calls initiated by the customer, whether they call into the company directly or if they set up a time for the company to call them.

Outbound calls: Also called cold calling, this is when a company calls a consumer directly.

Teleshopping (Home-Shopping):

Teleshopping, alternatively no known as home shopping, is yet another form of direct marketing, Here the marketer hawks the product on air and the consumer watches it's on TV screen at home, phone up the marketer and buys his requirement. Teleshopping networks sell their wares on the slogan; 'The product you see on your screen are just a phone call away; you get some discount as well.

The new age direct marketing methods**Social Media Marketing:**

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements. The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing. Whether you want to build a brand or grow your business, we want to help you succeed.

Marketing through ATMs/ Mobile Phone (using credit card)

Electronics and tele-topping of pre-paid cell phone cards is an example. More customers now prefer to either call up on the phone or use the net or their ATM cards, to recharge their pre-paid mobile accounts, instead of walking into a retail store and buying recharge coupons, Airtel is planning to generate nearly half its pre-paid business through this route. It already accounts for 22 per cent of its recharge business. For Hutch Vodafone and Spice too, e-topping contributes a significant share

Viral Marketing:

Viral marketing generates interest in a brand or product (and therefore potential sales) through messages that spread quickly from person to person. The idea is that the users themselves choose to share the content. Due to their speed and the fact that they make sharing easy, social networks are the natural habitat of this kind of marketing. The most widespread example in recent times is the creation of emotional, surprising, funny, or unique videos on YouTube, which are then shared on Facebook, Twitter, and other channels. However, virality can be a double-edged sword. It's important to remember that in this type of campaign, a large part of the control falls into the hands of the users and there is a risk that the message can be misinterpreted or parodied. On the other hand, a successful viral campaign can work miracles for your brand's results.

Online Marketing/Marketing on the web:

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Online marketing can deliver benefits such as:

1. Growth in potential
2. Reduced expenses
3. Elegant communications
4. Better control
5. Improved customer service
6. Competitive advantage

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Online marketing is also known as internet marketing, web marketing, or digital marketing. It includes several branches such as social media marketing (SMM), search engine optimization (SEO), pay-per-click advertising (PPC), and search engine marketing (SEM).

Online/ Digital Marketing Industry in India

The earliest examples of online connectivity were demonstrated with the introduction of Michael Aldrich online shopping system. In the following years, the Thomson Holidays UK was launched, then came the India MART B2B in 1996. It was ultimately in 2007 that the launch of Flipkart, an e-commerce marketing website changed the structure of marketing in India. What followed was a rise in the number of people picking up mobile phones, online shopping, at-home delivery, and internet marketing as a means to popularize the brands. And over the years the Digital Marketing Industry has prospered into bringing a large percent of business online with its promising ability to create a global network and flourish even the small businesses internationally.

According to the International Journal of Advanced Research Foundation, India is undergoing a golden period of digital marketing growth ever since 2013 and the trend continues till 2020 at least.

Conclusion:

The return on investment for businesses through digital platforms has exceeded than that from real life platforms. Companies are today shifting towards a more digitally empowered set-up to make the most of the golden period of digital marketing that India is witnessing. About 70-80% of the population is dedicated to making purchases online, and e-commerce websites like Flipkart, Amazon, Myntra, etc are making waves with their influence over the market. And all of it in a country that still has about 2/3rd of the population with no access to the internet or smartphones. As the access to the internet over a larger population rises, India is to witness a revolution in terms of digitalization that will soon make India as one of the top markets in the world with the highest numbers of internet users.

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