

Direct Marketing

Direct marketing is a form of advertising that reaches its audience without using traditional formal channels of advertising such as tv, newspapers or radio. Businesses communicate straight to the consumer with advertising techniques such as:

- flyers
- catalogue distribution
- promotional letters
- posters

Identify your audience. Your audience is already out there. The key to successful direct marketing campaigns is to identify:

- who your audience is
- what they are looking for
- how to reach them

What do they do? Think about the interests of your audience. What are some of the activities or interests that they are likely to pursue?

Activities might include:

- sports
- music
- collecting

Where do they go? Where are they likely to go in order to pursue these activities? By identifying these locations you can pinpoint where to put your direct marketing material to maximise exposure.

- are they members of certain clubs?
- do they visit certain events?
- do they shop at certain stores?
- do they visit particular websites?

When are they active? What times of the day and week are they actively visiting and undertaking activities? There is no point targeting your audience when they are not there. This may also be a consideration when you are scheduling your event.

- do they work?
- are they retired?
- are they active at night or during the day?
- are weekends preferred?

What do they want? What is it that they value most from your type of activity? This information is used to promote the most valuable part of your activity to your audience.

Audience motivations might include:

- learning
- socialising
- personalised experience
- entertainment
- empowerment

Once you have a picture of who your audience is and where to find them you can begin to plan what strategy you can use to reach them.