

DIRECT AND INTERACTIVE MARKETING

Вінницький національний технічний університет

Анотація

В статті розглянуто переваги прямого і непрямого маркетингу та шляхи їх застосування.

Ключові слова: прямиий маркетинг, інтерактивний маркетинг, інтернет оголошення, зв'язок з покупцем.

Abstract

The article considers advantages of direct and interactive marketing and the ways of their application.

Keywords: direct marketing, interactive marketing, online ads, a contact with a customer.

Direct marketing is a form of advertising in which physical marketing materials are provided to consumers in order to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television or over the radio. It is about making direct contact with existing and potential customers to promote your products or services. Types of direct marketing materials include catalogs, mailers and fliers. It can be cost effective and extremely powerful at generating sales, so it is ideal for small businesses [1].

Direct marketing removes the "middle man" from the promotion process, as a company's message is provided directly to a potential customer. This type of marketing is typically used by companies with smaller advertising budgets, since they cannot afford to pay for advertisements on television and often do not have the brand recognition of larger firms [2].

Direct marketing allows you to generate a response from targeted customers and focus the limited marketing resources where they are most likely to get results. A direct marketing campaign with a clear call to action can help you boost your sales to existing customers, increase customer loyalty, recapture old customers and generate new business [3].

Choosing the right communication method is vital. Businesses can be more receptive to receiving sales calls than consumers, for example. Individuals will prefer different ways of contact, so make sure you take account of their preferences. Your database is at the heart of any good direct marketing strategy. Check your mailing lists regularly - remove duplicate entries, correct any mistakes and, above all, delete names of people and businesses who have asked to be removed.

The information you hold on your database is marketing gold dust. It can tell you about your customers' buying habits and reveal other useful information such as age, gender and location. You can use this data to divide your customers and prospects into smaller groups and target them with special messages. You can build a profile of your best customers and actively seek new contacts matching that description by buying or renting new lists. You can also identify those that are most responsive and target them again in future [3].

Direct marketing works because it puts your message in front of people. However, unsolicited letters, phone calls, faxes, emails and texts must only be sent to people and businesses that have given permission to be contacted. The Data Protection Act is complex and privacy laws are becoming tighter. It is your responsibility to check that your direct marketing activities are within the law [3].

In the past, engaging consumers in a conversation was difficult for marketers, requiring time and energy to seek out and survey potential customers. All of that changed with the advent of the Internet. Interactive marketing is realized by using interactive computer services that provide interactive services online. For operative marketing system used to ensure two-way electronic communication between the seller and the customer. There are two types of interactive marketing channels - operational and commercial information services and Internet. The rapid increase in the number of Internet users has created a new world of electronic commerce.

Marketing in an interactive way has many advantages over traditional marketing. Online advertising costs significantly less than television, print, or radio ads and often produces greater rates of return. Companies should always be interested in producing the same results at a reduced cost. Online

activities also leave behind tremendous amounts of information about customers. Their demographic details and their personal preferences are both revealed through their behavior online, allowing companies to track and store this data to use in future marketing efforts [4]. So, marketers benefit from the use of interactive marketing as it helps them to establish relationships with customers, reduce costs, increase efficiency and flexibility of its activities, and it is a global tool - in the form of Internet - that allows sellers and buyers from around communicate with each other effectively.

In terms of consumer interactive marketing has many advantages. It has the ability to engage in dialogue and provide instant access to a huge array of comparative information about products, companies and competitors [1].

СПИСОК ВИКОРИСТАНОЇ ЛІТЕРАТУРИ / REFERENCES

LITERATURE

1. Armstrong G. Marketing: An Introduction / G. Armstrong, Kotler.Ph.// Prentice Hall. – 2000. – ISBN 0-13-012771-X.
2. Direct marketing. Investopedia - Electronic Data – Mode of access: <http://www.investopedia.com/terms/d/direct-marketing.asp>
3. Direct marketing. Marketing donut- Electronic Data – Mode of access: <http://www.marketingdonut.co.uk/marketing/direct-marketing>
4. Interactive marketing. – Marketing-Schools. - Electronic Data – Mode of access: <http://www.marketing-schools.org/types-of-marketing/interactive-marketing.html>

Марчук Анна Олександрівна – студентка групи МОЗ-12, факультет менеджменту, Вінницький національний технічний університет, м. Вінниця, email: marchuk.anna@mail.ru.

Науковий керівник: **Слободянюк Алла Анатоліївна** – викладач кафедри іноземних мов, заступник директора Центру міжнародних зв'язків, Вінницький національний технічний університет, м.Вінниця.

Anna Marchuk O. – Department of Management, Vinnytsia National Technical University, Vinnytsia, email: marchuk.anna@mail.ru.

Supervisor: **Slobodianiuk Alla A.** - teacher of English, the Department of Foreign languages, Deputy Director of International Relations, Vinnytsia National Technical University, Vinnytsia.