

DATABASE MARKETING



Desktop Database Marketing

Roman Keilhacker

Desktop Database Marketing:

Desktop Database Marketing Jack Schmid, Alan Weber, 1998 Desktop Database Marketing isn't just another database book. It isn't even just another database marketing book. It is a marketing book written by businesspeople who give you the know-how to capitalize on desktop technology to market more effectively and efficiently. In straightforward language with a minimum of technical jargon, the authors show you how to improve all of your customer communications, make the economics of database marketing work for your organization regardless of its size or type, build flexible operations and systems that work for your organization's specific needs, develop a marketing strategy that builds customer relationships, gives you useful information you can put to work and tailors strategies and tactics to the special needs of your organization. **A**

comparison of the main Direct Marketing Media and their future prospects in the age of the new millennium

Roman Keilhacker, 2000-06-09 Inhaltsangabe Abstract This liberal translation of the famous Victor Hugo quote applies to direct marketing as it exists today. Only 20 years ago direct marketing was considered a speciality employed by book publishers, record clubs or magazine publishers seeking subscriptions. Meanwhile direct marketing has become a marketing tool utilised by more than half the US Fortune 500 companies. Realising the growing importance of direct marketing in addition to traditional advertising, major advertising agencies such as Young Rubicam YR and Doyle Dane Bernbach DDB purchased the most famous specialised agencies in this field and worked with them to bring both general and direct marketing clients the combined expertise of both disciplines. Due to direct marketing's success, it is now the basis for various subdisciplines. Database marketing, relationship marketing, one to one marketing, integrated marketing and others all offer interesting extensions and variations of direct marketing's basic techniques. More and more companies in Europe and the United States are using direct marketing as one part of their overall marketing mix. But even with enormous advances in analytical and computer capabilities, many direct marketing attempts fail to achieve their potential or worse, fail to work at all, due to a misunderstanding of their advantages and disadvantages. Therefore the aim of this thesis will be to examine the characteristics of direct mail, outbound telemarketing and online direct marketing and to explore their specific advantages and disadvantages in order to enable their effective utilisation in today's business world. At the beginning of this thesis, direct marketing's evolution and development over time will be analysed. The thesis continues with a description of these three direct marketing media and an evaluation of their respective advantages and disadvantages under the headings of communication, privacy, design and media. These four categories have been chosen because they are the most important elements for the future of successful direct marketing. After analysing the current situation, the future prospects of the three direct marketing media will be demonstrated by examining how their various characteristics fit into the future. Finally a case study was conducted to determine to which degree the analysed arguments were applicable. This is examined in the case of Roba Baumann GmbH, a wholesaler which produces children's **Computer-aided Marketing and Selling** Robert

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