



Direct Response Marketing

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Get Real Business Results



Value Take Away

What are you going to do to improve the effectiveness of your promotional marketing?



Direct Response Marketing Communication Channels*

1. Postal Mail
2. Email Marketing
3. Social Media
4. Multi-Media
5. Leveraged Personal
6. Mobile/SMS

***Supported by Web Landing Pages**



Direct Response Marketing Success

1. Campaign Creative
2. Focused Target Market
3. Powerful and Compelling Offer

Send to the **right people**, the **right message**, with the **right offer**,
at the **right time** and you will get the **right response**



Three Elements of Successful Direct Response Marketing

1. Campaign Creative

- Primary purpose is to get the recipient to read or view the marketing message
 - ✓ Design
 - Packaging & visual presentation
 - ✓ Approach
 - Channel & method



Three Elements of Successful Direct Response Marketing

2. Focused Target Market

- Established Need or Want
 - Test market
- Cold or Warm List
 - Relationship
- Personalised & Direct
- Quality and Quantity



Three Elements of Successful Direct Response Marketing

3. Compelling and Powerful Offer

- Use AIDA for Relevance
 - Get Attention, Generate Interest, Create Desire, Drive Action
- Emotive Benefits (join the conversation)
 - Personal & Professional
- Use Scarcity & Time Frame for Action



Strategies and Tactics

1. Integrated multi-media marketing
2. Improve results with behavioural targeting
3. Leverage relationships to grow lists
 - Host Beneficiary Relationships
4. Determine the optimum time to send
5. Utilise automated campaigns
6. Provide uniqueness through the channel
7. Test, track, refine & improve



Landing Pages

1. Send response to the conversion/landing page
2. Continue the conversion/selling process
3. Match your landing page to your 'call to action'
4. Consistent 'look & feel' for your message
5. Provide a clear conversion path
 - Conversion/persuasion scenario
6. Minimise any and all distractions
7. Use daughter windows for support information



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Marketing Resource Library:

<http://www.pmzmarketing.com.au/marketing-resource-library>