[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

Direct Marketing

Every business in this world aims to grow and progress and capture the maximum share of the market. This can only be done by attracting the attention of a large number of customers and selling more number of products and services as compared to the competitors. Businesses have been adopting a practice for this purpose a long time ago, known as marketing. Marketing refers to the practice of promoting or selling products by highlighting the prominent features of the products and services.

The practice of marketing can be broadly divided into two categories: direct marketing and indirect marketing. Direct marketing refers to the act of promoting and selling goods directly to customers. It could be through mail or via telephone, but no retailer is involved in this whole process (Chiang).

Relationship marketing is a form of marketing developed from direct response marketing campaigns which emphasize customer retention and satisfaction, rather than a dominant focus on sales transactions (Samaha). It is based on the responses and reactions received as a result of direct marketing. It also involves making friends with your potential customers, often buying lunch or dinner, and then breaking their defense by being their friends, and sell through influence instead of showing them what a seller has to provide directly. China is a country which relationship marketing is widely practiced. You may want to look into that more.

On the other hand, there is a concept of Integrated marketing. Integrated marketing is a cross-pollination of various marketing efforts. Various companies and organizations need to create and adopt a mixture of various marketing strategies in order to stay ahead in today’s dynamic marketing world of digital technology. Integrated marketing guides a business owner or organizer where to put his or her money in order to approach the right kind of audience and earn maximum number of revenues.

Works Cited

Chiang, Wei-yu Kevin, Dilip Chhajed, and James D. Hess. "Direct marketing, indirect profits: A strategic analysis of dual-channel supply-chain design." *Management science* 49.1 (2003): 1-20.

Samaha, Stephen A., Joshua T. Beck, and Robert W. Palmatier. "The role of culture in international relationship marketing." *Journal of Marketing* 78.5 (2014): 78-98.