Marketing direct mailing

Student’s Name

Institution

Date

\**Marketing direct mailing**

Marketing is an important component of an organization. It provides customers with insight of water a company offers. It also developed to increase sales, and build loyalty to the brand. However, in the case of Apple, direct mailing will be used to invite loyal and frequent customers to an event hosted by Apple to appreciate their loyally to the brand. It is therefore, the decision who to invite is made based on the analysis of the list of purchase of all customers in the last few months. The data of customers’ rate of purchase and the amount spend were analyzed using descriptive statistic and the customers with the highest average were invited for the event.

However, using Recency, Frequency, Monetary (RFM) strategy, the sales data were analyzed to determine, which clients should be invited for VIP event. Based on the analysis of the data, the following clients were found to be the suitable for VIP invitation to attend the event. The clients ID 69938, 65232, 47129, 48820, 11023, 61091, 95173, 97204, 60364, 21162, 95954, 41232, 44463, 92263, 71719, 63313, 45855, 60369, 83804, 36434, 25351, 21465, 38946, 32486, will be invited because in the last few months the client have purchased items worth more than $1500. Based on the analysis of the data, these clients have been with the company for several years. Again, in the last three months they have purchased items, which worth more than $1500.

It is important to note that data was also analyzed further to determine clients who are can be given discount of $ 100 on old iphone. The decision was based on frequent customers who have been with the company for a longer period of time. And based on the data, the analysis was based on the mode of the statistic analysis, therefore, the clients with id 87073,69442,42180, 88084,22348, 96654, 91719,29888,63811,85572,54119,40902,10866,67516,97672, 4642,48211,46550,64006,91892,4591.98850,86400,99145,59147,43433, 58041 were discovered to have been with the company for a longer period of time. The same time they are frequent customers. The company, therefore, will give them a discount of $100 as a token for appreciation for being loyal to the brand. It is therefore, means that 30 email will be directly sent to these clients to inform them of the offer for their next purchase. In order to make it effective, the selected customers will be given a choice to claim their discount in any Apple stores anytime within a period of two months.

The company will also decide on the customer to get $50 gift for new IPhone. It will be done based on recency. The recency depends on when a customer purchase a product. And in this case, the decision will be made on customers who have taken a longer period before purchase any Apple products. Therefore, the choice of whom to invite to pick the gift card will purely be based on clients who have taken long time before visiting our store. And based on the analysis of the data, these clients have taken a longer time before purchasing a new product and therefore, they shall be invited via email to pick gift cards of $50.

Therefore, after sending 110 direct emails to customers informing of products and gift given to them, the remaining clients will be emailed on the new products, clearance going on with old IPhones and the functions for only VIP being undertaken. The email intends to urge to purchase Apple products to stand a chance to be invited for a VIP treatment and also win a gift card. It will create awareness of the benefit of being loyal clients. It is important to state that this intends to attract many customers hence improve market share and sales of the company.