

DIRECT MARKETING – THE ONE-TO-ONE FUTURE

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ABSTRACT

Mass marketing is obsolete. This is due to changing households, complex technology-based products, new ways to stop and pay, intense competition, additional channels, and declining advertising effectiveness. Personal marketing is what the customers want.

The emergence of 1:1 media will produce a totally new kind of business competition -1:1 marketing .In the 1:1 future, we will find businesses competing for one customer at a time....they will not be trying to sell a single product to as many customers as possible. Instead, they'll be trying to sell a single customer as many products as possible-over a long period of time, and across different product lines. Today with the advent of new media in the form of Computers, modems, fax machines, tablets, e-mail, the Internet and the online services, direct marketing has become even more sophisticated. The arrival of technological advancement and at reasonable costs have substantially enlarged and widened the direct marketing horizon. Companies can now talk to their customers directly and customize their products and services and meet their needs and wants in no time. This paper attempts to analyze critically the nature, role and growing applications of direct marketing. Needless to say that direct marketers need to plan their marketing campaign carefully to be successful. They must be cautious ethically and also in deciding on the objectives, target their markets and prospects precisely, design the offer's elements, test the elements and establish measures to determine the campaign's success.

KEYWORDS: Direct Marketing, Mass Marketing, One-to-One Marketing, Ethics in Direct Marketing