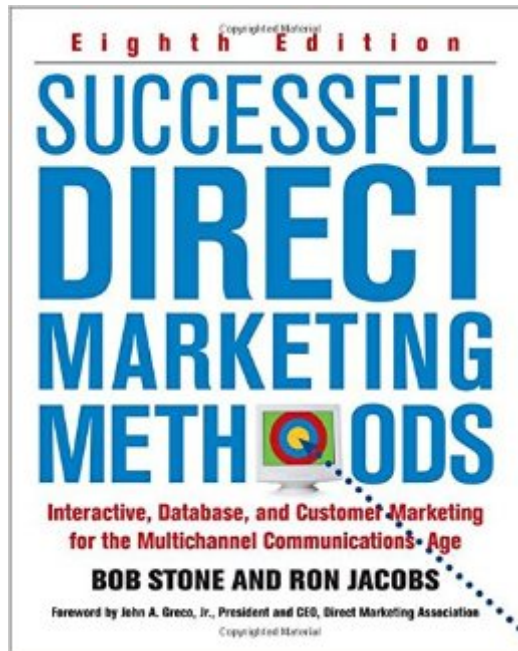


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# Successful Direct Marketing Methods



## Synopsis

Direct marketing has grown beyond its roots in traditional mail order to embrace a host of new technologies, customer relationship-building techniques, and performance measures. Today, businesses and nonprofits of all kinds use direct marketing, which now garners 25% of the U.S. marketer's budget, surpassing newspapers and broadcast TV. Hailed as the "bible" of direct marketing for over 30 years, *Successful Direct Marketing Methods* has been completely updated and expanded with all the latest tools and techniques needed for success in today's digital, multi-channel marketplace. Written by world-renowned direct marketing experts Bob Stone and Ron Jacobs, the Eighth Edition of *Successful Direct Marketing Methods* contains major revisions to chapters on the creative process, fully covering the development of direct mail advertising, catalogs, and print advertising. The Eighth Edition also explores such new topics as: The expanding objectives of direct marketing in the digital age Techniques for optimizing customer acquisition, up-selling and cross-selling, reducing defections, extending loyalty, and improving retention CRM applications, data mining, call center, campaign management, and sales force automation Customer experience management--connecting customers and brands at every touch point Brand building with direct marketing tools and techniques The growth of direct marketing in Europe, Asia, and Latin America Methods of international marketing--both direct and telemarketing *Successful Direct Marketing Methods* offers professionals a comprehensive roadmap for direct marketing success across today's multiple marketing channels.

## Book Information

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## Customer Reviews

This is a good book for getting an overview of Direct Marketing. It is, however, not up to date. From the time of the last publishing (1996, 6th edition) there have been many changes in the world of direct marketing. Some of the terminology is outdated, especially in the chapter on creative writing. There is no mention of newer types of direct marketing, i.e. Loyalty Programs and the chapter on New Media is thin, with scant info. on the internet. (This review refers to a previous edition of this title.)

It was written before smartphones. As a marketer, you can draw a clear line between "marketing before smartphones" and "marketing after smartphones." This falls into the former. The information is technically correct, just completely outdated.

The book lists and describes the direct marketing media you can use (magazines, newspapers, direct mail, etc), but it doesn't really give an insight on what works, what doesn't. Don't expect to get a good advice on how to write headlines for instance. There are no case studies or examples. If you are a beginner, or a student, it might come handy. I was a little disappointed though.

So many marketers today have 'forgotten' the fundamental testing techniques which build the Mail-Order industry. This book helps you grasp those key concepts. It is more of a text book overview than a how-to guide - but I would start here before diving into building your own direct marketing empire. You might also enjoy *Spinning Straw Into Gold* - more geared to people in the industry already. *Spinning Straw Into Gold: An Executive Guide to the Magic of Turning Data Into Money*

I jumped from the 4th edition to this 8th: the last written by Bob Stone. Full professional and integrated with today's marketing practices. Lots of new information and an internet marketing section that is right on top of today's marketing practices. I actually recommend both the 4th and this 8th edition, bought at the same time. There is some repetition from one edition to another but both support each other. A must buy if you're in direct marketing. I like his philosophy of what you read, try to adapt it to your business objectives.

Mr. Stone lays out in complete and easily to understand terms, the essential techniques for planning objectives and strategies and properly using tactics. Every direct marketer has read this book and uses its guidelines for timeless, quality, financially successful direct marketing planning. I encourage you to read it.

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