



Contemporary Direct & Interactive Marketing (2nd Edition)

Lisa Spiller, Martin Baier

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Learn to identify a firm's ideal customer and turn him into a life-long client. The Internet has made personal communication faster than ever, giving advertisers the opportunity to speak directly to their audience like never before. Spiller/Baier combines the theory of direct and interactive marketing with highly practical strategies and examples. Direct and interactive marketing require a focused set of skills for maximum effectiveness, including customer profiling, research and testing, and interactive media planning. Students learn to use the fundamental principles of direct marketing to create hi-tech campaigns using the latest technology. In this newly revised second edition, the text has been updated to reflect the most recent innovations in online advertising and customer interaction. Among these additions are sections on blogging, social networks, and search engine advertising.

The Foundations of Direct & Interactive Marketing (D&IM); Integrated Marketing Communication (IMC): The Message & Media Decisions in Direct & Interactive Marketing; Response, Measurement & Metrics of Direct & Interactive Marketing; Applications & Future Directions of Direct & Interactive Marketing

A career in marketing today increasingly requires direct marketing and online marketing skills. Spiller/Baier prepares students with everything they need in order to plan and execute interactive and direct marketing campaigns using today's latest technology.



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