

Principles of Direct, Database and Digital Marketing

fifth edition



Alan Tapp
Ian Whitten
Matthew Housden

Principles of Direct, Database and Digital Marketing

fifth edition

Alan Tapp Ian Whitten Matthew Housden

The growth of digital marketing is the most important yet unpredictable trend in marketing today. How can the online world be harnessed by the companies of today and tomorrow to grow their marketing impact? What role do information and databases have to play in this system? And why do some non-digital means of direct marketing still remain so powerful?

Alan Tapp's successful text has long been a leading authority on direct marketing, and for this fifth edition he is joined by Ian Whitten and Matthew Housden for the most up-to-date book yet. The authors all bring great expertise across direct, database and digital marketing to provide comprehensive, compelling coverage of the key theory and debates of the fields.

Key features of the 5th edition

- Coverage of all recent developments in digital marketing, including analysis of the seemingly relentless rise of Facebook, Twitter and other forms of social media
- Thoroughly updated case studies covering companies and organisations from sports teams to car manufacturers and non-profits
- A new chapter on Data Protection legislation and its impact on marketers

About the authors

Alan Tapp is Professor of Marketing at Bristol Business School at the University of the West of England.

Ian Whitten is a senior lecturer and tutor at the University of Greenwich with almost 20 years of professional direct marketing experience.

Matthew Housden is a principal lecturer at the University of Greenwich, and a tutor and senior consultant with the Institute of Direct and Digital Marketing.

ISBN 978-0-273-75650-7



9 780273 756507 >

www.pearson-books.com

Front cover image:
© Getty Images

Principles of Direct, Database and Digital Marketing

Table of Contents

Cover

Cover2

Half Title Page

Title Page

Copyright Page

Contents

Preface to the fifth edition

Acknowledgements

Part 1: Introducing direct and digital marketing

Chapter 1: What is direct and digital marketing?

Objectives

Introduction

1.1: What is direct and database marketing?

1.2: Defining direct, digital and database marketing

1.3: Direct marketing in practice

1.4: The historical growth of direct marketing

Summary

Questions

References

Case study: Volvo: from product to consumer-led response marketing

Case study: Rapid Pizza

Chapter 2: The database

Objectives

Introduction

Table of Contents

- 2.1: What is a marketing database?
- 2.2: The data to hold
- 2.3: Data sources
- 2.4: Database management issues
- 2.5: Self-regulation in direct marketing
- Summary
- Questions
- References
- Case study: Saco Drive-In

Part 2: Using direct marketing to analyse the marketing situation

Chapter 3: The customer database: analysis and applications

- Objectives
- Introduction
- 3.1: Uses of the database
- 3.2: Segmentation applications for database marketers
- 3.3: Analytical techniques
- Summary
- Questions
- References
- Case study: Segmentation in action
- Case study: Tesco Clubcard
- Case study: Training and Enterprise Councils

Chapter 4: Using external databases in direct marketing

- Objectives
- Introduction
- 4.1: Introduction to external databases
- 4.2: What are external databases used for?
- 4.3: External databases explained
- Summary
- Questions
- References
- Case study: The Salvation Army

Table of Contents

Case study: Depaul UK iHobo app

Part 3: Setting objectives and strategies within direct marketing

Chapter 5: Direct marketing objectives and strategies

Objectives

Introduction

5.1: Setting direct marketing objectives

5.2: Creating direct marketing strategies

Summary

Questions

References

Case study: Nissan GB Qashqai Launch 2011 TMW and Indicia

Case study: Managing acquisition and retention BK Bank

Case study: Coventry City Football Club

Appendix 1: Extracts from research carried out with season ticket and
ex-season ticket holders, November 1999

Appendix 2: Extracts from research carried out at an open day, June 1999

Appendix 3: The typical fan research findings

Appendix 4: Research carried out from segmentation of supporters study,
November 1998

Appendix 5: Casual fans: two types of casuals

Appendix 6: The loyalty issue

Appendix 7: Groups distinguished by match- day behaviour

Chapter 6: The strategic influences on direct and digital marketing

Objectives

Introduction

6.1: Influences on direct marketing strategy

6.2: The use of marketing databases in the wider company environment

6.3: Knowledge management

6.4: Delivering direct marketing strategies

6.5: The total product/service

Summary

Questions

Table of Contents

References

Case study: Social marketing in action: how direct marketing could be used for social good
(Sport England)

Case study: Sony Professional

Chapter 7: Relationship marketing and CRM

Objectives

Introduction

7.1: Relationship marketing

7.2: Customer relationship management (CRM)

Summary

Questions

References

Case study: Insureco from direct sales to direct CRM

Chapter 8: Digital marketing and the Internet

Objectives

Introduction

8.1: What is the Internet?

8.2: The growth of the Internet

8.3: How companies use the Internet

8.4: Distinctive features and benefits of the Internet

8.5: The impact of the Internet on direct and database marketing

Summary

Questions

References

Case study: Dycem Ltd

Chapter 9: Social media

Objectives

Introduction

9.1: Social media objectives

9.2: How consumers use social media

9.3: How businesses use social media

9.4: Other commercial users of social media

Table of Contents

9.5: Geo-location based offers how businesses COULD use social media

9.6: Measurement and control of social media

9.7: Some social media sites (not mentioned elsewhere so far) offering great potential for marketers

References

Case study: Where the hell is Matt?

Part 4: Direct marketing implementation and control

Chaptrt 10: Offers and incentives in direct marketing

Objectives

Introduction

10.1: Defining offers and incentives

10.2: Using incentives in direct marketing

10.3: Programmes to existing customers

10.4: Programmes of contact to attract new customers

Summary

Questions

References

Case study: Bounty

Case study: Barclaycard Freedom

Case study: ARK Skincare

Case study: Friend get Friend Campaign

Chapter 11: Direct marketing media

Objectives

Introduction

11.1: The range of media in direct marketing

11.2: Factors affecting media choice

11.3: Discussion of individual media

11.4: The Internet

11.5: E-mail

11.6: Direct mail

11.7: Mobile marketing

Summary

Table of Contents

Questions

References

Case study: Xerox wins gold how to make direct mail interesting

Case study: Dell

Case study: Pimm turns gold

Case study: Heinz At home

Chapter 12: Acquisition media

Objectives

Introduction

12.1: National press

12.2: Magazines

12.3: Direct response television

12.4: Interactive television

12.5: Inserts

12.6: Household delivery/door-to-door distribution

12.7: Direct response radio

12.8: New or unusual media

12.9: Combining media to maximise efficiency: the contact strategy

Summary

Questions

References

Case Study: Crocs Mobile Coupon campaign

Case Study: Choosing media Gillette

Chapter 13: Creative practice and consumer behaviour in direct marketing

Objectives

Introduction

13.1: Introducing creative practice

13.2: using creative as a form of research

13.3: The strategic drivers of creative practice

13.4: Creative execution

Summary

Questions

Table of Contents

References

Case Study: England and Wales Cricket Board Limited

Case Study: Friends of the Earth

Case Study: Lynx Attract

Chapter 14: Testing, budgeting and research in direct marketing

Objectives

Introduction

14.1: Testing

14.2: Budgeting for direct marketing programmes

14.3: Market research in direct marketing

Summary

Questions

References

Case Study: The Royal National Lifeboat Institution

Appendix 1: Membership rates and grades

Appendix 2: Headings from previous RNLI creative briefs to its direct marketing agency,
Burnett Associates

Appendix 3: List of questions in survey of yacht club members to be carried out within
three months of the brief

Reference

Chapter 15: Legal impacts on direct, database and digital marketing

Please note

Objectives

Introduction

15.1: The Data Protection Act (1998)

15.2: Opt-in versus opt-out

15.3: The use of cookies

15.4: The future of data protection legislation

References

Index