



Direct Marketing Institute

Course Type

In-person

Duration

3 Days

Course Overview

Whether you're a beginner in the direct marketing world or a seasoned professional looking to be brought up to date on the latest techniques and technology, the three-day Direct Marketing Institute is for you. This seminar will cover the core areas of each marketing channel, from offers and propositions to copywriting and design—across digital, direct, and integrated marketing—all with detailed examples and step-by-step tactics. You'll come away with a firm grasp of direct marketing's best practices and the practical strategies needed to implement them.

Topics

- DM essentials and best practices
- 360° marketing
- Offers and propositions
- Channel overview

Course Outline

Day 1: 9:00 A.M. – 5:00 P.M.

Introduction/Essentials of Direct Marketing Campaign Management

- How to master direct marketing's 8 Cardinal Principles for Success
- Why general advertising techniques fail in direct marketing
- Examples of International ECHOTM Award-winning campaigns
- Making it easy to respond: PURLs, QR codes, mobile landing pages, & more
- Critical issues of ROI and lifetime value of a customer
- Key direct marketing analysis measures
- How to make campaign integration successful

Audience Targeting and Relationship Marketing

- New list building strategies: online ad retargeting, social sign-in, and more
- How to get the right mailing list for acquisition
- What to know about choosing mail and email lists
- Important audience selection characteristics that can lift your response
- Sources of list information
- List hygiene and how to improve deliverability
- Database marketing and market segmentation

Offers and Propositions

- Creating irresistible offers to melt away inertia
- How to effectively use an incentive
- Proven offers that increase response, average order value, and retention
- ROI secrets for sweepstakes, premiums, freemiums, discounts, and more

Day 2: 8:30 A.M. – 4:30 P.M.

Digital Marketing

- Key online marketing pressure points
- Search secrets and the role of social media
- SEO and SEM integration
- How to get and keep email registrations
- How to avoid the most common email failures
- Top tips to improve click-through rates
- Key elements that determine the success of your website
- Proven strategies to convert your website visitors to customers
- How to avoid mobile marketing pitfalls

The Direct Mail Package

- How to make direct mail work in a digital world
- Differences between business and consumer mail
- When to use a self-mailer vs. envelope package
- How to prevent your mail from ending up in the trash unopened
- What formats get the best response?
- How to get your envelopes opened
- Effect of personalization on response
- How to strengthen inserts and get results

Graphics and Design

- How people view websites, email, brochures, and catalogs
- What typography and layout choices impact comprehension and results
- How to improve response by improving readability
- Ensuring your creative works on mobile platforms

Day 3: 8:30 A.M. – 4:30 P.M.

Proven Creative Platforms

- Understand what triggers response
- Direct response copywriting vs. advertising – don't get caught in the trap
- Guidelines on writing strong copy for email, search, banner ads, and mail
- Translating features into benefits
- Class project

Evaluating and Strengthening Your Copy

- How to prevent prospects from ignoring your offer
- What to look for when you critique
- Why most copy fails
- How to close the sale

Research and Testing

- Why do you need both?
- 3 things research tells you that testing can't
- 4 ways direct marketers use research
- When to use quantitative vs. qualitative research
- What you should know about focus groups
- What you should know about internet research and social media listening
- How to ensure statistically valid results
- How to get an accurate test and test for less

How to Achieve Multichannel Marketing Campaign Success

- Multichannel integration, synergy, and budget allocation
- Key media combinations that deliver the greatest results
- How to allocate your media budget
- Key media overview – top social media guidelines, digital and print display ads, and DRTV

NOTE: Outline is subject to change.

Registration Rates

DMA member	\$1,199
Non-Member	\$1,999

Instructors

Elizabeth B. Smith

Founder
Smith Browning Direct

Beth is the Educational Director of DMA's Direct Marketing Institute. She is a 35-year veteran of direct and loyalty marketing and has taught thousands of professionals in the U.S., Canada, Europe, Asia, and South Africa. Smith Browning Direct specializes in direct response programs and strategic planning for commercial and nonprofit organizations. Beth was previously with Epsilon, where she held several posts, including Creative Director and Vice President of Marketing.

Ashleigh Sawdon

President
The APG Group

A 30-year advertising and direct marketing professional, Ashleigh has been part of the senior management teams at major agencies and database marketing firms, orchestrating direct marketing programs for a broad spectrum of clients in both the consumer and business-to-business arenas. The APG Group provides advertising, direct marketing, and database consulting to large and small companies and agencies.