

Direct Marketing Terms

Introduction

The terms and jargon of direct marketing are sometimes confusing. In this activity, your task is to simply match the term to its best description.

| Various Direct Marketing Terms | | | |
|--|--|-----------------------|------------------------------|
| Direct Marketing | Loyalty Programs | Tele-sales | Direct Response Advertising |
| Database Marketing | Customer Relationship Management (CRM) | Inbound telemarketing | Info-commercial |
| Match to the best description below | | | |
| <i>Description</i> | | | <i>Direct Marketing Term</i> |
| 1 | Any form of advertising (such as TV, press) that allows a consumer to directly deal with the firm (that is, via a phone number, or returning a coupon) | | |
| 2 | A call center that primarily handles incoming phone calls (either enquires or sales) from customers | | |
| 3 | An extended commercial (sometimes up to 30 minutes duration) that is often presented with a series of customer testimonials | | |
| 4 | An overall business approach/strategy designed to build direct person-to-person relationships with key customers | | |
| 5 | A term that refers to a range of tools including direct mail, telemarketing, and personal selling | | |
| 6 | Outbound telemarketing, where the firm calls potential customers in an attempt to generate a sale or an appointment | | |
| | Using a database of customers to identify needs and to improve promotional activities and responses | | |
| 8 | A structured system designed to reward regular and/or higher purchase customers | | |