

Les objectifs

Du Marketing direct



Attirer de nouveaux clients

Grâce à une bonne segmentation.



Augmenter les taux de conversion

Et donc le chiffre d'affaires.



Faire connaître la marque

Notamment grâce aux publicités et média sociaux.



Fidéliser les clients actuels

Avec des campagnes personnalisées.



Assurer la pérennité de l'entreprise

En boostant sa compétitivité sur le marché.

Methode De Marketing Direct

Jean-Marc Lehu

Methode De Marketing Direct:

Méthode de marketing direct Bob Stone,1992 L environnement bases de donn es de clients les offres le merchandising choix et vente des produits vente aux entreprises collecte de fonds choix des mediais magazines mailing quotidiens t l marketing cr ation des messages gestion des op ration s **Marketing direct** Pierre Desmet,2001 Avec Internet le marketing direct se g n ralise aupr s de toutes les entreprises Il requiert la ma trise de diff rentes dimensions le niveau strat gique et la place donner au MD dans la strat gie marketing et le niveau tactique avec la s lection des cibles l laboration d une communication personnalis e et le choix des m diais et supports les mieux adapt s aux objectifs Face au d veloppement rapide des technologies et pour viter de c der trop facilement aux effets de mode ce livre a pour objectif de relier la pratique des r f rences th oriques et ainsi de permettre une meilleure compr hension et une anticipation des volutions actuelles Con u partir de l exp rience d velopp e en plus de 15 ans de formation permanente pour un public de professionnels le d coupage de l ouvrage en onze chapitres le rend parfaitement adapt un enseignement de Marketing Direct pour un cours d approfondissement en universit ou cole de commerce Pour une lecture pratique l ouvrage offre un sommaire d taill et un index th matique de plus de 250 entr es A la fin de chaque chapitre une synth se est pr sent e avec les points retenir et des compl ments sont propos s soit en termes de lectures compl mentaires soit en approfondissement des points plus techniques comme sur le plan commercial la segmentation RFM et l analyse des r sultats d un test Marketing direct s adresse non seulement aux tudiants 2e et 3e cycles de gestion coles de commerce et universit s mais aussi aux acteurs du monde professionnel

Le Marketing direct Laurent Hermel,Jean-Paul Quioc,1993-01-01T23:00:00+01:00 Le marketing direct est aujourd hui un moyen fondamental de promotion et de d veloppement des produits des services et des marques de l entreprise et du commerce Utilis avec le succ s que l on conna t par les soci t s de vente par correspondance il se diffuse aujourd hui aussi bien dans les grandes entreprises que dans les banques les PME PMI et les services publics Le principal avantage des techniques de marketing direct r side pour l entreprise dans la parfaite ma trise de sa communication associ e une grande efficacit Ce livre r pond aux questions que chacun se pose sur le marketing direct Quelles sont les techniques les plus efficaces Quand et comment employer ces m thodes Que peut on faire soi m me et quand faut il sous traiter dans une op ration de marketing direct O et qui faut il s adresser pour r ussir Comment introduire le marketing direct dans une entreprise qui n en a jamais fait

Méthode de marketing direct et de vente par correspondance (V.P.C.) J. Triponez,Reiner K. Selz,1987 ***Les atouts du marketing direct*** Max de Mendez,Jean-Pierre Lehnisch,1984-01-01T00:00:00+01:00 Comment vendre plus et mieux C est la question que se posent dans le difficile contexte economique actuel un tr s grand nombre de responsables et de cadres d entreprises soucieux d innover et d adopter de nouvelles techniques de vente Le marketing direct constitue incontestablement l une des plus performantes notamment dans le cadre d actions concert es avec les r seaux de repr sentants ou de revendeurs En praticiens exp riment s Max de Mendez et Jean Pierre Lehnisch proposent avec

ce livre une approche très concrète de ce mode d'action commerciale en pleine expansion la création d'une annonce en publicité directe l'exploitation efficace des fichiers en marketing direct la vente par téléphone la vente domicile la synergie réseau communication Voici des atouts essentiels pour la conquête des marchés Trop souvent mal connus ils sont présentés analyses et traités ici avec le souci constant d'une mise en œuvre dynamique concrétisée entre autres par les Conseils pratiques aux chefs d'entreprise Grâce cet ouvrage de lecture aisée pour tous ceux qui souhaitent sortir des sentiers battus d'ouvriront les perspectives nouvelles et extrêmement riches que leur offrent le marketing direct et ses prolongements dans les réseaux de vente

Successful Direct Marketing Methods Bob Stone, 1988 This newly revised and expanded edition of direct marketing's classic work takes the reader step by step through the entire direct marketing process from the why's and how's of successful creative to the business side of profitable direct marketing to the new world of interactive media and relational databases All media are covered including the traditional areas of print broadcast coopératif and telemarketing as well as the new electronic and interactive media

Marketing direct Hervé Rioche, 2010-10-14 Ce livre va vous aider à toucher efficacement vos clients et futurs clients avec les moyens de la communication d'aujourd'hui Conçu pour les non-spécialistes il met les techniques du marketing direct à portée de tous auto-entrepreneurs indépendants TPE ou PME en tenant compte de leurs budgets et de leurs moyens limités Au terme de cet ouvrage vous serez en mesure de définir précisément vos objectifs de campagne et agir pour vous développer votre notoriété de conquérir de nouveaux marchés ou de fidéliser vos clients actuels Choisir les supports de marketing direct adaptés à votre objectif votre cible votre organisation et votre budget mailings par courrier ou par fax salons phoning catalogue sur internet e-mailing mobile Mettre en œuvre les actions marketing pas à pas vous serez guidé dans la rationalisation de vos opérations afin que rien ne vous échappe pour un maximum d'efficacité Disposer d'outils simples et fiables pour suivre chaque opération indicateurs de coût de remontées pour mesurer précisément la performance de vos actions commerciales Aller plus loin une fois que vous maîtrisez les opérations promotionnelles simples vous pourrez grâce ce livre envisager des actions plus complexes mettant en œuvre plusieurs supports de marketing direct le multicanal De la préparation à la rationalisation et au suivi de chaque opération ce nouveau guide va devenir l'outil essentiel de votre développement commercial

Méthode de marketing direct et de vente par correspondance Reiner Selz, 1993

Analytical Dictionary of Retailing Jeanne Dancette, Léon F. Wegnez, Christophe Réthoré, 2000 **Praximarket : les mille mots clés pour maîtriser le marketing** Jean-Marc Lehu, 1995-12-31T23:00:00+01:00 Le marketing voulue s'enrichit et universalise Un nombre croissant de professionnels étudiants et de chercheurs de tous horizons pratique quotidiennement cette discipline Son évolution constante rendait nécessaire la constitution d'une véritable boîte à outils contenant l'ensemble des termes, notions et concepts du marketing Praximarket rassemble les 1 000 mots clés permettant de maîtriser le marketing Il recouvre aussi bien les domaines de la recherche des études ou du marketing stratégique que les activités sportives telles que la production la distribution la vente ou la communication Chaque mot est accompagné de sa traduction anglaise et d'une

d finition claire complète si nécessaire par des schémas des graphiques et des citations de spécialistes reconnus sur le sujet Ces définitions renvoient d'autres termes susceptibles de les enrichir Deux index français et anglais facilitent l'accès aux différents termes tandis qu'une bibliographie de plus de 2 500 titres classés par genre permet chacun d'approfondir ses connaissances Praximarket a été sélectionné par l'ADETEM il peut ainsi prétendre devenir une référence dans son domaine

Le marketing direct d'entreprise à entreprise Patrick Visier, Jean-Maurice Tamisier, 1985 *Successful Direct Marketing Methods* Bob Stone, 1984 Le Marketeur Christian Michon, Olivier Badot, Ganaël Bascoul, 2010-05-21

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Yvon Le Men, Marc Bruzeau, 1995-01-01 Le marketing direct multicanal - 2e éd. Yan Claeysen, Anthony Deydier, Yves Riquet, 2006-10-27

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Stoquart, 1993 Direct Marketing Techniques Lois K. Geller, 1998 This book is packed with hundreds of great ideas and proven direct marketing techniques that the author has used successfully in building a multimillion dollar business

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