

# 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 données de clients les offres le merchandising choix et vente des produits vente aux entreprises collecte de fonds choix des médias magazines mailing quotidiens et le marketing création des messages gestion des opérations

**Marketing direct** Pierre Desmet, 2001 Avec Internet le marketing direct se généralise auprès de toutes les entreprises Il requiert la maîtrise de différentes dimensions le niveau stratégique et la place donnée au MD dans la stratégie marketing et le niveau tactique avec la sélection des cibles l'élaboration d'une communication personnalisée et le choix des médias et supports les mieux adaptés aux objectifs Face au développement rapide des technologies et pour éviter de céder trop facilement aux effets de mode ce livre a pour objectif de relier la pratique des références théoriques et ainsi de permettre une meilleure compréhension et une anticipation des évolutions actuelles Conçu à partir de l'expérience développée en plus de 15 ans de formation permanente pour un public de professionnels le découpage de l'ouvrage en onze chapitres le rend parfaitement adapté à un enseignement de Marketing Direct pour un cours d'approfondissement en université ou école de commerce Pour une lecture pratique l'ouvrage offre un sommaire détaillé et un index thématique de plus de 250 entrées À la fin de chaque chapitre une synthèse est présentée avec les points retenir et des compléments sont proposés soit en termes de lectures complémentaires soit en approfondissement des points plus techniques comme sur le plan commercial la segmentation RFM et l'analyse des résultats d'un test Marketing direct s'adresse non seulement aux étudiants 2<sup>e</sup> et 3<sup>e</sup> cycles de gestion écoles de commerce et universités 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 développement des produits des services et des marques de l'entreprise et du commerce Utilisé avec le succès que l'on connaît par les sociétés 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 réside pour l'entreprise dans la parfaite maîtrise de sa communication associée à une grande efficacité Ce livre répond aux questions que chacun se pose sur le marketing direct Quelles sont les techniques les plus efficaces Quand et comment employer ces méthodes Que peut-on faire soi-même et quand faut-il sous-traiter dans une opération de marketing direct Où et qui faut-il s'adresser pour réussir 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 économique actuel un très 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 concertées avec les réseaux de représentants ou de revendeurs En praticiens expérimentés 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 méconnus ils sont présentés analysés et traités ici avec le souci constant d'une mise en œuvre dynamique concrète et entre autres par les Conseils pratiques aux chefs d'entreprise Grâce à cet ouvrage de lecture aisée tous ceux qui souhaitent sortir des sentiers battus découvriront 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 co-op 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 la 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, s'agit-il pour vous de 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 pas : vous serez guidés dans la réalisation 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 remontée pour mesurer précisément la performance de vos actions commerciales. Aller plus loin : une fois que vous maîtriserez les opérations promotionnelles simples, vous pourrez grâce à ce livre envisager des actions plus complexes mettant en œuvre plusieurs supports de marketing direct : le multicanal. De la préparation à la réalisation 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, 1995-12-31 T23:00:00+01:00 Le marketing évolue, s'enrichit, se universalise. Un nombre croissant de professionnels, d'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 périphériques telles que la production, la distribution, la vente ou la communication. Chaque mot est accompagné de sa traduction anglaise et d'une

d'information claire complète et nécessaire par des schémas des graphiques et des citations de spécialistes reconnus sur le sujet. Ces définitions renvoient à d'autres termes susceptibles de les enrichir. Deux index français anglais et anglais français facilitent l'accès aux différents termes tandis qu'une bibliographie de plus de 2 500 titres classés par genre permet à 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 Maîtrisez les fondamentaux du marketing et ses applications pratiques et initiez-vous aux dernières nouveautés de la discipline avec cette nouvelle édition profondément mise à jour et richement illustrée de cas et d'exemples actuels *Pratique du marketing direct* Yvon Le Men, Marc Bruzeau, 1995-01-01 Le marketing direct multicanal - 2e éd. Yan Claeysen, Anthony Deydier, Yves Riquet, 2006-10-27 Comment laborer une base de données. Quelle opération promotionnelle concevoir. Via quel canal. Comment optimiser l'outil CRM. De la prospection à la reconquête du client en passant par sa fidélisation. Cet ouvrage aborde le marketing direct sous toutes ses facettes : aspects juridique, RH, financier, commercial. Illustré de cas d'entreprise, ce livre est un guide complet qui présente les approches et méthodes du marketing direct et leurs nouvelles applications. Le nouveau défi du marketing direct Chantal Ochs, Patrick Ochs, 1991 *Les techniques informatiques en marketing direct* Jacques 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 *Marketing direct mode d'emploi* Guy BIRENBAUM, 1997 **Le Moci**, 1998

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