

Direct marketing checklist

Obtaining consent for marketing

- We use opt-in boxes
- We specify methods of communication (eg by email, text, phone, recorded call, post)
- We ask for consent to pass details to third parties for marketing and name, or clearly describe those third parties
- We record when and how we got consent, and exactly what it covers

Bought in lists

General

- We check that the seller is a member of a professional body (or is accredited in some way)
- We don't use bought-in lists for texts, emails or recorded calls (unless we have proof of opt-in consent within last six months which specifically named or clearly described us)
- The product, service or ideals we are marketing are the same or similar to those that the individuals originally consented to receive marketing for
- We only use the information on the lists for marketing purposes
- We delete any irrelevant or excessive personal information
- We screen the names on bought-in lists against our own list of people who say they don't want our calls (suppression list)
- We carry out small sampling exercises to assess the reliability of the data on the lists

Direct Marketing Checklists

Anne Aylward



Direct Marketing Checklists:

Direct Marketing Checklists John Stockwell, Henry M. Shaw, 1994 Shows how to set goals plan an effective marketing program conduct market research select media and create direct marketing pieces **Checklist Direct-Marketing**, 1982

A, B, C, D Direct Marketing Checklist Emerick, Tracy, 1992 Questions to show you how well your company is prepared to take advantage of lead generation and customer based direct marketing *A Guide to Step-by-step Direct Marketing* Anne Aylward, 198? *Advertising & Marketing Checklists* Ronald B. Kaatz, 1995 Advertising Marketing Checklists gives you the distilled wisdom of decades of experience in advertising and marketing communications It s a valuable tool for any marketing professional seeking to plan implement or manage any advertising or marketing effort This totally updated and expanded second edition offers the advertising and marketing professional fast practical solutions to teh challenges of marketing communications With 30 all new checklists and charts Ron Kaatz has significantly expanded and improved his highly successful first edition Topics new to the second edition include Protecting your brands Creating effective Yellow Pages ads Making the numbers work for you Evaluating new media opportunities Keys to home stopping and infomercial success Monitoring your agency s media capabilities Author Ron Kaatz is a professor of Integrated Marketing Communications at Northwestern University and is the Senior Vice President Director of Media Concepts at the J Walter Thompson advertising agency *Response* Lois K. Geller, 2002-11-01 Marketing experts know that Direct Marketing is the single most effective way to sell products and services It is the only form of marketing that is testable trackable and when done the right way always profitable Lois K Geller a leading Direct Marketing expert updates her classic book to include the latest tips and techniques plus expanded coverage of Direct Marketing in the age of the Internet The new Revised Edition of *Response* offers all marketers in any size company a strategy for creating and sustaining a profitable Direct Marketing program both on and off line Leading the reader through this program of planning budgeting forecasting testing building lists choosing suppliers selling overseas and developing loyal customers Geller explains how to create profitable direct mail packages print ads television and radio commercials inbound and outbound telemarketing programs and more Plus she shows how all of these strategies can be applied to Internet direct marketing including loyalty programs online catalogs fulfillment and customer service and more With scores of up to date examples drawn from companies large and small including Ford Motor Company American Express and 1 800 Flowers plus an updated glossary and resource guide this Revised Edition of *Response* will be the authoritative source for Direct Marketing strategies and techniques *The Complete Guide to Infomercial Marketing* Timothy R. Hawthorne, 1997 Examines the history appeal strategy and likely future of the 30 minute advertisements which target more than just the bored and insomniac Provides step by step formulas to help determine whether or not an infomercial is the right marketing approach for a particular company s product goals and budget Chapters cover topics such as identifying target audience producing an infomercial financial realities and inbound telemarketing

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The Product Manager's Handbook Linda Gorchels,1996 A practical manual examining the role and operation of product management planning skills for product managers product skills and functional skills with chapter ending checklists cases illustrating product managers in action and a glossary Annotation copyright by Book News Inc Portland OR

Interactive Marketing Edward Forrest,Richard Mizerski,1996 Marketing strategies and tactics Media tactics and techniques in the interactive age Data collection and analysis and research strategies

The Marketer's Handbook Mark J. Hiltz,2001 The Marketer s Handbook A Checklist Approach is a dream tool for marketing practitioners looking to increase performance It delivers a powerful wealth of practical marketing information in checklist form Armed with this resource you will gain priceless marketing know how with leading ideas proven strategies practical information organized in a quick easy to use reference format This handbook will help you to focus in on specific areas to ensure that you haven t forgotten anything The wealth of information contained in each chapter is there to help you think about consider just what it is that you have to do The checklists help to identify remind prompt evolve questions to ask on ideas issues considerations that need to be acted upon Checklists trigger thoughts help to generate new ideas new ways of doing things Use the checklists to help you plan marketing programs undertake research develop strategies segment your target market develop products setpricing plan promotional activities all of the other marketing related functions The Marketer s Handbook A Checklist Approach arms you with what you need to win Free sample checklists are available to look at prior to ordering ISBN 0 9685593 3 6 CD ROM 2 715 pages Price 395 00 plus shipping applicable taxes E mail sales markcheck com Web site www markcheck com Marcheck Publishing P O Box 56058 Ottawa DN Canada K1R 7Z1

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