

18.8: Advantages and challenges

Permission-based direct marketing can give the highest return on investment of any marketing activities. Technology allows mass customisation, allowing personalisation across a large list of subscribers. When used to foster relationships with a customer base, direct marketing can go a long way to increasing the lifetime value of that customer.

Direct marketing is highly measurable, and databases are able to be easily and thoroughly segmented. However, with the increasing numbers of companies and individuals using email and SMS marketing, many consumers are fatigued. It requires ingenuity, focus and dedication to maintain a direct marketing database and consistently deliver useful quality messages that will be read.

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