

18.S: Direct marketing - email and mobile

Direct marketing can deliver the best ROI of any digital marketing tactic. It is:

- Highly targeted and customisable
- Cost effective
- Easy to set up, test, and track.

Gaining explicit permission to send marketing messages to a person is an essential prerequisite for successful direct marketing. Once you have this permission, all messages sent by an organisation and the individuals in that organisation can be seen as marketing opportunities.

Successful direct marketing requires careful planning and testing. HTML emails need to be tested across a range of email clients, and should be tested for a spam score before being deployed. All messages sent to a list of subscribers needs to provide an easy and accessible unsubscribe option. Make sure you adhere to your local regulations for direct marketing.

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