



Full syllabus

Strictly limited numbers for this new Certificate Course. Apply now.

The course will cover the following subjects:

Module 1 – The basics of Direct and Interactive Marketing

Once this module has been completed, students will have an adequate understanding of:

- What is D&IM and what it is not
- Why modern integrated D&IM is playing an increasingly important role in marketing strategy
- How D&IM can build and develop brands
- The direct and interactive marketing's three main tasks - customer acquisition, development and retention
- The Pareto principle - why identifying high value customers is essential
- The catalysts of change in modern marketing
- The differences between distance selling and interactive marketing
- Direct marketing in real-time - interactive marketing
- How interactive marketing is different

Module 2 – The European Legal and Social context

Once this module has been completed, students will have an adequate understanding of:

- The various legislations affecting D&IM
- How to integrate these into a marketing plan/ campaign
- Data Protection and Privacy, electronic communications and the European Directive, self-regulation and codes of practice
- The pitfalls and opportunities of international direct and interactive marketing
- The consumer and technological landscape of the future
- Fulfilment challenges for International businesses

Module 3 – The customer as the only profit centre – segmentation, targeting and customer focus

Once this module has been completed, students will have an adequate understanding of:

- The complexities of customer contact and behavioural data
- How that data should be stored and the implications when it is not integrated
- Strategic role of customer databases in planning, setting communication objectives, determining contact strategies, response management, performance monitoring, relationship building and competitive analysis
- Setting up a customer database - structure, function, data sources, software, processors
- What customer loyalty is and is not
- The business value of loyalty and customer lifetime value
- The customer journey and loyalty drivers

- Creating a loyalty framework and focussing on high value customers
- Setting up a basic retention programme; welcome, cross-sell, up-sell, reactivation, renewal
- Using Lifetime value's to drive differentiated service propositions
- Assessing the value and relevance of loyalty cards/club concept
- The importance of "moments of truth"
- Empowering staff to deliver the "customer experience"

Module 4 - I&DM, a numbers game (research, testing, result analysis and LTV)

Once this module has been completed, students will have an adequate understanding of:

- What is testing?
- Why test?
- The 7 key marketing variables
- Constructing your test matrix – direct mail and e-mail
- The statistical principles of testing
- Samples and sampling methods
- Testing for smaller users
- Testing when response rates are low
- The cost of testing
- Monitoring and evaluating test results
- Testing and measuring performance in the different media
- What is “customer lifetime value?”
- The factors affecting customer lifetime value
- How we use LTV analysis
- Using LTV analysis to compare the effectiveness of various marketing strategies
- Useful market research techniques for interactive and direct marketing

Module 5 –Where to find customers – media planning and integration

Once this module has been completed, students will have an adequate understanding of:

- The role of brands and mass advertising communications
- Media channels in a multi media age
- Getting organised for media neutral planning
- Building brands through response and optimising integrated communications
- What makes direct marketing media different from non-direct media?
- Reviewing the options for assessing media owners, including in-house versus brokers and agencies
- Planning, scheduling, negotiating and buying media on and offline
- Unique characteristics of addressable media (direct mail, email, fax, phone, SMS) - lists, costs, duplications, privacy
- Press, inserts and door-to-door - formats, costs and response
- Telemarketing - in-bound, out-bound, role of contact centres
- Terrestrial and satellite DRTV and response radio
- Field marketing and ambient media
- Developing digital marketing campaigns
- Online web advertising and email/permission marketing
- Interactive TV, mobile and SMS - the advance in digital marketing

Module 6 – Getting people to act – creative for D&IM

Once this module has been completed, students will have an adequate understanding of:

- Principles of Direct marketing creativity: Rules, objectives and principles, Awareness and response, The proposition, Features and benefits, AIDCA
- Direct marketing creativity in practice: tone and style, how the use of data defines the creative content, creative for different media
- The four stages of briefing: the client brief, the pre-brief, the written brief, the briefing
- Reviewing creative work
- What makes effective on and offline creative
- Processes by which creative concepts are produced, amended, approved and produced
- Principles of creative evaluation
- Analysis of successful campaigns that delivered great ROI

Module 7 – Planning for D&IM – strategy and campaigns

Once this module has been completed, students will have an adequate understanding of:

- The four stages of marketing planning
- What the strategic marketing plan is and why it is needed
- Internal and External analysis
- Objectives and strategies
- Communication strategy
- Writing the plan
- Managing and actioning the plan
- Defining the status of a campaign
- Measurement, analysis, forecasting and control
- Creating a direct marketing budget

Module 8 – D&IM in practice

Once this module has been completed, students will have an adequate understanding of:

- How successful businesses have been built using D&IM techniques
- D&IM for charities
- D&IM for B2B
- D&IM for Financial Services
- D&IM for Mail order
- D&IM for publishing
- Sales promotions
- How to recruit good people