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**Article no. 26**

# **Direct Marketing Trends – From Theory to Practice**

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## 1. Background

In this article, we present the findings of a survey recently conducted in 281 companies around the world, in an attempt to evaluate their priorities when it comes to direct marketing plans (direct mail, telemarketing, database management etc.), and to learn how they plan to achieve their goals vis-à-vis these plans and the challenges they face.

## 2. Survey Results and Conclusions

The research upon which this study was based included an analysis of over 30 different aspects of direct marketing, and a number of evident trends in the current market.

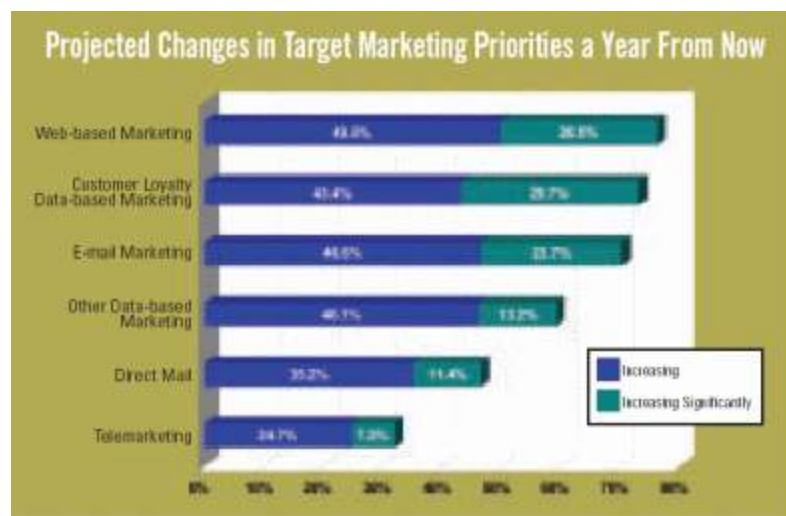
Survey results clearly indicate the importance of the Internet as a marketing channel in marketing-oriented organizations.

80% of company representatives indicated that web marketing would obtain an increasingly significant part in their direct marketing activities.

Investments in websites and Micro sites were indicated to be "extremely important" and even "critical" by about 53% of company reps.

Furthermore, Search Optimization was indicated as the main subject for required improvement.

In addition to maintaining user friendly websites for existing and potential customers, over 70% of survey participants indicated their plan to invest more in email marketing.



The chart illustrates the changes predicted in the prioritization of direct marketing activities within one year.

Another interesting survey result is the growing significance of Database Marketing. While companies are making an effort to assure their message was received and understood, a more profound inspection of customer segments and/or individual customers becomes the main objective of marketing strategies.

Given these trends, we predict growing investments in two key technological aspects:

### Marketing Automation and Analytics.

Regarding marketing automation, more tools will be required to enable creating unique portals for existing and potential customers. These portals will feed the information gathered about customers from their website visits directly to the CRM system, and will also provide support of E-marketing campaigns. These technological upgrades are all aimed at enabling marketing managers to optimize Internet use as part of their marketing plans.

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Improved analyzing abilities will be required to facilitate better segmentation of target markets. In order to effectively launch direct marketing campaigns, companies will have to personalize their marketing messages as much as possible, especially in email campaigns that can be easily spam-guarded or ignored.

Luckily, the greater the demand for targeted marketing, the more available the relevant technologies become. Both software startups and traditional CRM companies continue to invest in the development of such technologies, which leads to new applications specifically designed for marketing support.

## **About Synergy**

**Synergy** is an international consulting company, specializing in Analytical CRM solutions.

**Synergy** offers marketing oriented business ventures, formed by a team of leading local and international industry experts.

**Synergy** aims to provide its customers with the ability of acquiring commercial advantages by informative analysis of their customers' shopping data.

**Synergy** has vast experience in working with leading commercial organizations, both locally and internationally, and its clientele includes foremost industry leaders in the communications, financial and retail fields.

For more information, visit our website at: [www.il-synergy.com](http://www.il-synergy.com), or email us at: [info@il-synergy.com](mailto:info@il-synergy.com).

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