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GCSE Business Studies

Direct marketing

Direct marketing is aimed directly at the customer, so bringing the promotional activity straight to the target audience e.g. direct mailing or door-to-door sellers.

Examples of business than rely on direct marketing are:

- ▶ QVC (TV Selling)
- ▶ Boden (clothes from catalogues)
- ▶ Sunday Times Wine Direct (wine through flyers in newspapers)

Direct marketing has the following advantages and disadvantages:

Advantages	Disadvantages
<input checked="" type="checkbox"/> No intermediaries (e.g. retailers) to take part of the profits	<input checked="" type="checkbox"/> Costs of distribution of promotional material
<input checked="" type="checkbox"/> Producer can control own marketing	<input checked="" type="checkbox"/> Costs of making distributional material (e.g. catalogues for Next)
<input checked="" type="checkbox"/> Chance to reach customers who would not have gone to the shops	

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