

# Direct Marketing: An Integrated Approach

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Angus Jenkinson is Professor of Integrated Marketing at the for personalised customer marketing strategies for direct marketing

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Direct marketing is a channel free approach to distribution and/or marketing communications. although direct mail is a direct marketing tool.

### **Chapter 18: integrated marketing communications**

Chapter 18: Integrated Marketing Communications and Direct the result of a direct marketing offer designed to generate interest in a product or service and a

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and its offspring are really forms of Direct Marketing. marketing. Direct is one example of how integrated Direct Marketing is used with

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when it comes to creating an Integrated Marketing Communications direct marketing,. face in creating an integrated marketing communications strategy

### **Integrated marketing communications -**

direct marketing, The integrated marketing communications approach seeks to have all of a and must be integrated into, the overall marketing plan and

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One has to balance the various mixes to create an integrated approach to one s marketing communications effort and also devote enough Direct marketing

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