

## **CHAPTER THIRTEEN**

# **DIRECT MARKETING AND E-COMMERCE**

### **LEARNING OBJECTIVES**

Having completed this chapter you should be able to:

- Describe the characteristics of direct marketing
- Explain why direct marketing has grown in prominence in the past decade
- Differentiate between direct and database marketing
- Recognize the importance of customer retention and customer acquisition
- Describe the various direct marketing media and their characteristics
- Analyse the various components of the direct marketing offering
- Recognize the importance of testing to direct marketing