

DIRECT OR INDIRECT MARKETING?

Advantages of Direct Marketing

Direct marketing strategies make the desired sale obvious to the customer. Examples of direct marketing include mailers, telemarketing calls and coupons. Since the sales pitch is obvious to consumers, one of the advantages of direct marketing is that it typically works quickly. That is, you either get the sale or you don't at the time of the marketing pitch. This also makes these techniques highly measurable, another advantage to direct marketing.

Disadvantages of Direct Marketing

In light of how immediate the payoff is for effective direct marketing, the mediums used for direct marketing can be more expensive than those for indirect marketing. Television ads, large-scale direct mailings and contracting telemarketers can be costly, particularly for smaller businesses that haven't done extensive market research before launching a campaign. Furthermore, consumers may perceive heavy-handed direct marketing as too pushy, turning them off to your company.

Advantages of Indirect Marketing

Indirect marketing refers to marketing strategies that offer potential customers benefits outside of the product or service your company is offering, such as entertainment or expertise in your field. Examples of indirect marketing include blogging and social media. One advantage to this technique is that potential customers are invited to engage at the level they feel comfortable, so you can avoid hard-selling tactics. These techniques also tend to be inexpensive.

Disadvantages of Indirect Marketing

Because indirect marketing relies on building relationships and trust, these marketing strategies can take a long time to start working. Another disadvantage to indirect marketing is that it can be difficult to measure. For example, you could measure the number of Twitter followers your company has, but that doesn't necessarily translate into sales. Finally, indirect marketing techniques rely heavily on content generation and creativity, something your company may not have the resources to handle.