

Certificate of Multi-Channel Direct Marketing



Overview

This comprehensive course covers all the essential elements of best-practice direct marketing. From understanding how to use data, creating strategy for B2C or B2B markets, to achieving measurement and accountability within your media.

SUCCESSFUL CANDIDATES WILL BE ABLE TO:

- identify the characteristics and process of direct marketing
- ensure resources are directed to the right customers through targeted and insightful data
- construct a direct marketing plan that can be applied to increase the value of customers
- develop a range of tools and skills that will enable you to take the lead in managing customer relationships
- develop an integrated media strategy relevant to direct marketing.

CERTIFICATE

Qualification: Certificate

Duration: 16 weeknights or 5 full Saturdays

CPD hours: 35

Region: Auckland, Wellington and Christchurch

Time commitment: On average, a further 2 hours per week self-study outside of class is recommended

Language requirements: IELTS 6.5

COURSE CONTENT

- Introduction to direct marketing
- Market research
- Strategy and the direct marketing plan and its relationship to other business plans
- Relevant legislation
- Databases and segmentation
- Direct marketing channels: traditional and new media
- Measuring effectiveness
- Testing
- The direct marketing offer and the marketing mix
- Direct mail
- The creative process
- Production and fulfilment
- Managing direct marketing campaigns

ENTRY REQUIREMENTS

You'll need an understanding of basic marketing principles to get the most from this course. Our two-day Marketing Fundamentals short course is recommended to attend first, if you are new to marketing.

ASSESSMENT

Short test 10%

Individual assignment 25%

Group assignment 25%

Peer assessment 5%

Exam 35%

CAREER OPPORTUNITIES

The ability to move into a marketing role.

Advance your current marketing role.

Direct marketing specialist.

Direct marketing manager.

RECOMMENDED NEXT COURSES

Certificate of Digital Marketing.

Certificate of Marketing Management.

Short courses which deal with your particular marketing interest.

Visit marketing.org.nz/certificates to find out more.

Proudly sponsored by

New Zealand Post 

 **35 hours**

Chartered CPD Programme
The Chartered Institute of Marketing



The course was highly interactive. It not only gave me a practical understanding, but also helped me see what drives the day-to-day activities in a marketing environment. We had a great tutor, with a real passion for one-to-one data-driven customer engagement. The content was practical, relevant, and brought to life with real-life everyday examples – often presented by industry experts.

Kirsty Hansen – Enterprise Channel
Communications Specialist, Vodafone



Certificate of Multi-Channel Direct Marketing

Modules

INTRODUCTION TO DIRECT MARKETING

Guidelines and requirements for the course
Marketing and direct marketing defined
Direct marketing and the marketing mix

STRATEGY MODULE

The direct marketing plan and its relationship to other business plans
The importance of strategic planning
How to produce a direct marketing plan
Understand your target market
The difference between business and consumer marketing
The implications of the Privacy Act and other legislation on marketing activities
How to develop a SWOT analysis for a direct marketing plan
The difference between objectives, strategies and tactics, and how these fit together in your direct marketing plan

DATABASE MODULE

Introduction to databases and database marketing
Building a marketing database
RFM
Database structures
Dealing with a List Broker
RFM segmentation
Additional segmentation variables
Specialised segmentations for different businesses

MEDIA AND MEASUREMENT MODULE

Media options
Media Integration - what is this?
Selecting media for direct marketing
Contingency planning
Direct Mail
Magazines
Press/ Newspapers
Television
Radio
Calculating Media Effectiveness

Using a Call Centre
Telemarketing
Online Marketing
Websites
Search - SEO and SEM, what are these?
Measuring website and search traffic
Social Media
Mobile

TESTING AND RESEARCH MODULE

Market Research - What is it?
Types of market research
Testing - What is it? How testing differs from research
What to test
How to test

DEVELOPING THE OFFER AND DIRECT MAIL WITHIN THE MARKETING MIX MODULE

The direct marketing offer
Types of offers
What makes a good offer
Direct mail types of mail packs

THE CREATIVE PROCESS MODULE

Getting the creative process right
Writing a creative brief
Guidelines for working with creative teams
What to look for in creative work

PRODUCTION AND FULFILMENT MODULE

Managing direct marketing campaigns
Front end management
Timing plans
Back end management

START DATES

Auckland

Tuesday - 17 February

Wellington

Tuesday - 17 February

INVESTMENT

MA members = \$2,409+ GST

Non-members = \$3,309+ GST

Note: Discounts are available for groups of 3 or more, registered charities and students, please contact us for a special offer – limited places available.

In the new world of digital marketing omni channel marketing and big data, all marketers need to understand the principles of databases, data integration, single customer view, single product view and direct marketing. You will learn how these elements drive the day-to-day activities how they affect the marketing environment. We cover the essentials one-to-one marketing from which you can then follow any of the other certificate programmes and build your knowledge upon.

Matt Cowie, MCIM Chartered Marketer
Course Director
Certificate of Multi-Channel Direct Marketing

Certificate of Multi-Channel Direct Marketing

Course Directors



SARAH BAIN, MCIM CHARTERED MARKETER

Sarah Bain heads up our Wellington office, and has over 5 years experience within the NZ Marketing Association. During her time with the MA she has been intrinsically involved in many of the regulatory and support services that we provide to our association nationwide, and has studied and contributed to the topical regulatory issues, and best practice strategies occurring in our constantly evolving marketing community. With a direct marketing background established in the fiercely competitive B2B executive conference & training industry, Sarah had extensive formal, DM training while working in Auckland, Sydney, and London offices for one of the World's international conference companies, Institute for International research. This combined with her 'real world' experience establishing a NZ boutique wine distribution company and online retail website, Sarah truly understands and appreciates the challenges of running a profitable small business in NZ.



MATT COWIE, MCIM CHARTERED MARKETER

Matt Cowie, Director of Client Services for ecommbi, has over 12 years experience in direct marketing, media, data insight and retail online multichannel. Matt has worked strategically with many of NZ's most iconic businesses. Matt is a marketing and business strategist with a sales blade and data edge. He has extensive experience in retail strategy and is at the forefront of online multichannel in Australasia. He is a specialist in using data insight to answer burning business questions and has pioneered the use of transactional eftpos and credit card data for retail marketing and catalogue distribution in Australasia. Matt has strong client relationships which includes work with; ASB, ANZ, Bunnings, Countdown, Ezibuy, Farmers, Noel Leeming, Number One Shoes, Paper Plus, Repco, Stevens, Whitcoulls, and The Warehouse. A passionate marketer and strategist, Matt has been a tutor of the Certificate of Direct Marketing at the Marketing Association for 5 years, and is currently serving a second term as an elected member of the Marketing Associations Direct Marketing Network special interest group. Previous roles have included senior management positions at: Datamine (analytics and modelling) Marketview (data insight) Reachmedia/Salmat (unaddressed mail strategy and data analytics) QV online (direct marketing and data analytics).



FIONA MORRIS

Fiona is a marketing consultant with over 20 years marketing experience. Starting her career with Reader's Digest in South Africa she launched FCB Direct there followed by her own boutique DM shop. Experienced in both online and traditional media Fiona has worked on both Agency and client side and with global companies such as Volkswagen, Barclays Bank, Shell and the Tearfund.



MIKE KOTLYAR, FCIM CHARTERED MARKETER

Mike has operated as a senior marketer for over 20 years starting his career as a graduate with Coca-Cola Amatil and working as a Senior Marketer for Foodstuffs, Caltex Oil (NZ), Radius Pharmacies and Save the Children NZ. Mike is a marketing consultant and Director of @Consult, a Marketing Strategy, Channel Tactics and Brand consultancy. As a director of @Consult Mike has provided Marketing Strategy, Brand Management, Channel advice, International Marketing Strategy, B2B Marketing, Online and Social Media, Direct Marketing support and more for a wide range of large organisations and sectors including Membership Organisations, Government, NGO's, Technology, Retail and FMCG. Mike is also heavily involved with clients on big data, business intelligence and analytics. He is also the board for a number of companies with marketing and business development strategy as part of his area of contribution. He is passionate about building strong brands, and using data insights to deliver actionable tangible results.