Platform Promotions Study the Effects of Direct Marketing

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Event marketing firm, Platform Promotions has researched into the effects of direct marketing campaigns on a business' sales.

About Platform Promotions: http://www.platformpromotions.co.uk/services/

Platform Promotions suggest a direct marketing campaign with a clear call to action can help businesses boost sales, increase customer loyalty, and generate new business. The firm have studied the effects direct forms of marketing have on businesses that employ this method of marketing.

Direct marketing is about making direct contact with both, existing and potential customers, in order to promote products or services. Unlike traditional forms of media advertising it enables a business to target a particular group of ideal consumers with a personalised message. Direct marketing can be cost effective and extremely powerful at generating sales.

With the rise of the internet as well as email marketing it was expected that the importance of physically delivered direct mail would be limited. However, Platform Promotions has looked into research which suggests otherwise. Research from the Centre for Experimental Consumer Psychology at Bangor University in Wales using Magnetic Response Imaging (fMRI) suggests that there is a more emotional involvement when participants handled the material than when they viewed the same material online. The research showed that greater processing is facilitated by physical material than by virtual, which should help to develop more positive brand associations.

Platform Promotions specialises in a form of direct marketing where they provide event marketing solutions to their clients. This means that they connect with consumers one-on-one on behalf of their clients' brands. This allows the consumer to see and experience the product/service before purchasing and resolve any queries they may have quickly and efficiently. The firm believes that a successful memorable event can increase the visibility of a brand and promote consumer engagement. By connecting with consumers on a face-to-face basis this creates personal and long-lasting relationships between brand and consumer which generates quality sales, increases customer acquisition, brand awareness and customer loyalty.

Platform Promotions points out that direct marketing in general allows a brand to generate a response from targeted customers. As a result businesses are able to focus their resources where they are most likely to get results. A direct marketing campaign is likely to help boost sales, increase customer loyalty, recapture old customers and generate new business. As well as this, direct marketing can be evaluated and measured precisely, on a much more regular basis than other forms of media marketing. This means campaigns can be tested and analysed to see which target group was most responsive. Platform Promotions delivers results to their clients on a daily basis, and tests each market before they implement their event marketing campaigns so that they can target ideal potential consumers to deliver the best results for their clients' brands.

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