

**Goldbach Media Adriatic &  
AdLINK Media Hrvatska**

**Direct Marketing**

# Direct marketing



## What is direct marketing?

- Direct marketing is a type of marketing that attempts to send its messages directly to consumers, without the use of intervening media.
- It is focused on driving a specific "call-to-action".

## Direct marketing channels

### SMS (MMS) marketing

It uses short messages service for sending commercial messages, promotional codes or simple announcements to an audience.



### E-mail marketing

It uses electronic mail as a means of communicating commercial messages to an audience.



### Facebook messaging

It uses direct message service or status updates for sending commercial messages, web links or videos to an broad audience.



# SMS & MMS direct marketing



- Mobile ad revenues will top \$4 Billion in 2015 up from \$1 billion in 2010.

Source: Coda Research Consultancy

## About SMS direct marketing

- Everybody reads SMS (e-mail might be left unread, SMS not)
- It's important to have the approval from the receiver (opt-in) otherwise SMS is considered SPAM
- SMS is something very personal and it has a big impact on the receiver



Brands going mobile in Switzerland, 2008.

# SMS products



## SMS coupon

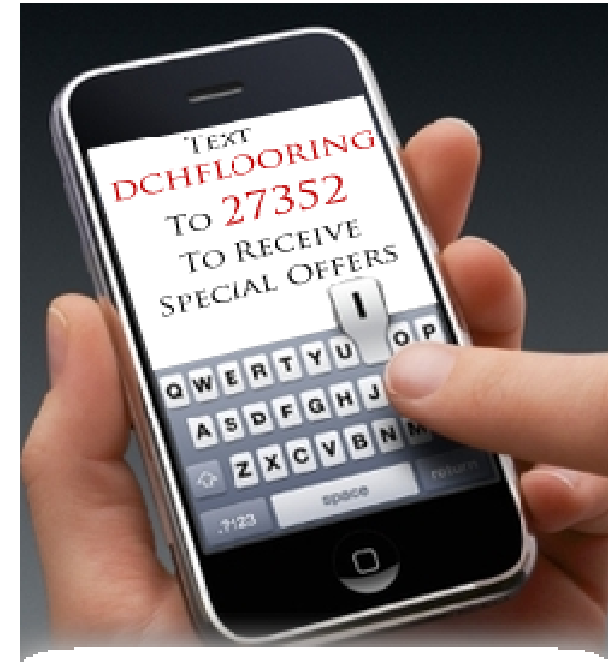
- › “Dear receiver, we thought you might want to know that you can gain 10% discount in every X store by showing this message. Today only. Regards X”
- › there is the direct benefit for the receiver of this SMS
- › it is the call to action

## Simple announcement

- › “Dear receiver, did you know we (X) launched the brand new Shampoo with only Bio ingredients. It’s great for your hair. Hope you will like it.”

## Interaction (for example prize game)

- › “Dear receiver, answer YES to this message and you have the chance to win the holiday among other 500 prizes. Good luck”
- › here we interact with client and have the possibility of creating new database of customers



# SMS inventory in Croatia



## Autoklub – 12.000 members

- › population is 85% male, interested in cars, sports, like to interact and take part in prize games

## OK! – 14.000 members

- › kids ( to ) who like to be cool, love prize games and games in general

## Cosmopolitan– .000 members

- › only young woman (18- 35), interested in lifestyle, fashion, trends & sex

## Gloria – 7.000 members

- › women in their best age (25 to 45), interested in lifestyle, with higher income, love interaction

## Jutarnji list – 10.000 members

- › general public, higher educated, interested in daily news



\* every member in our database is unique and gave permission to receive SMS

# E-mail direct marketing

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## About e-mail direct marketing

- › E-mail marketing is a new step in the process of promoting new products, urgent sales, interesting offers and revolutionary discounts. This tool assumes a direct contact with the target-group through the means of e-mail.
- › Speed and affordability are the two main reasons to start an e-mail campaign.
- › Your message is delivered to customers in seconds, with options to instantly reply to your offer.
- › You can get real-time reports detailing every aspect of your e-mail campaign: from the number of successfully delivered e-mails to sales made.
- › You can cost-effectively customize your message based on customer demographics or interests and send one offer to part of the list and another offer to others.



# E-mail inventory in Croatia

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- › **Jutarnji list**
  - › population is 60 000
- › **Sportske novosti**
  - › population is 15 000
- › **Cosmopolitan**
  - › population is 6 000



\* every member in our database is unique and gave permission to receive e-mail

# Facebook direct marketing

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## About Facebook direct marketing

- Facebook is a largest social network in the world with more than 300.000.000 registered users
- It's the fastest growing service in the world with more than 50.000.000 daily users
- Every user has a online profile with real name, photographs, friends etc
- Facebook.com is a web page that has the biggest number of Croatian visitors – approximately 600.000
- You can send direct message over existing Facebook Pages, Groups and Profiles targeted by user interests and activities.
- Using advanced technology and analysis create aimed messages and actions which as a result have virtual promotion of products or services.



# Facebook inventory in Croatia



- › **9.000 members**
  - › Populations is kids and students 15-25 years old who like to be cool, love communication and gadgets

\* every member in our database has confirmed that wants to be a part of this group



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