



DIRECT MARKETING

Direct marketing is a proven age-old discipline that no matter how much things change it'll continue to be around for many years to come. Direct Marketing course will equip you with practical skills, knowledge, and strategies to effectively engage target audiences, measure campaign performance, and drive results. It is beneficial for professionals seeking to enhance their marketing capabilities, entrepreneurs looking to implement targeted marketing campaigns, or anyone interested in gaining insights into the world of direct marketing.

COURSE OUTLINE

- Understanding the Industry.
- Direct Marketing Media- Online and Mobile.
- Essential Abbreviations, acronyms and analytics.
- Designing compelling creative- Audience and Approach.
- Creative Development- copy and design.
- Testing and response management.
- Putting data into action.
- Trends today and tomorrow.
- Working with or for a direct marketing agency.

Choosing the Right Course to Study for My Career

When coming to making a career choice there is no right or wrong career, it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!



KEY LEARNING POINTS:

- The basic concepts of direct marketing and how to put these into practice.
- How to understand the audience in order to develop effective media and creative strategies.
- The acronyms and analytics that define success or failure.

COSTS

Once Off: R 4 500

