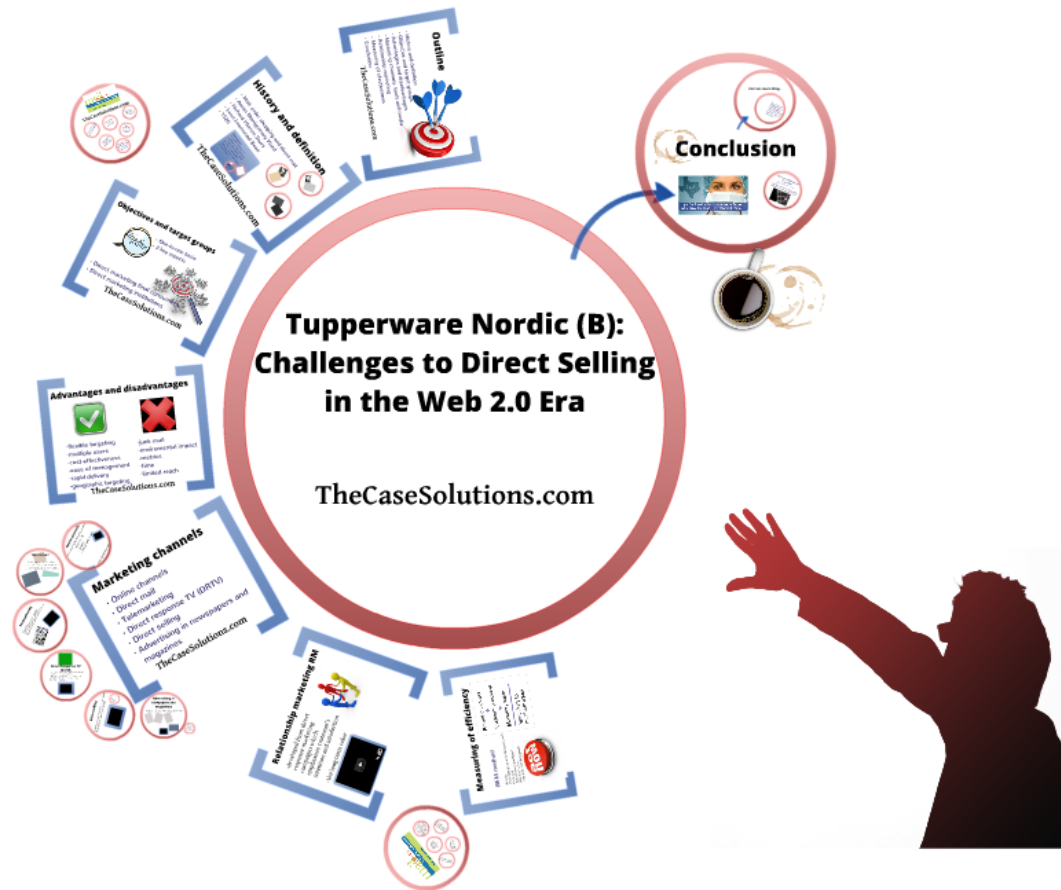
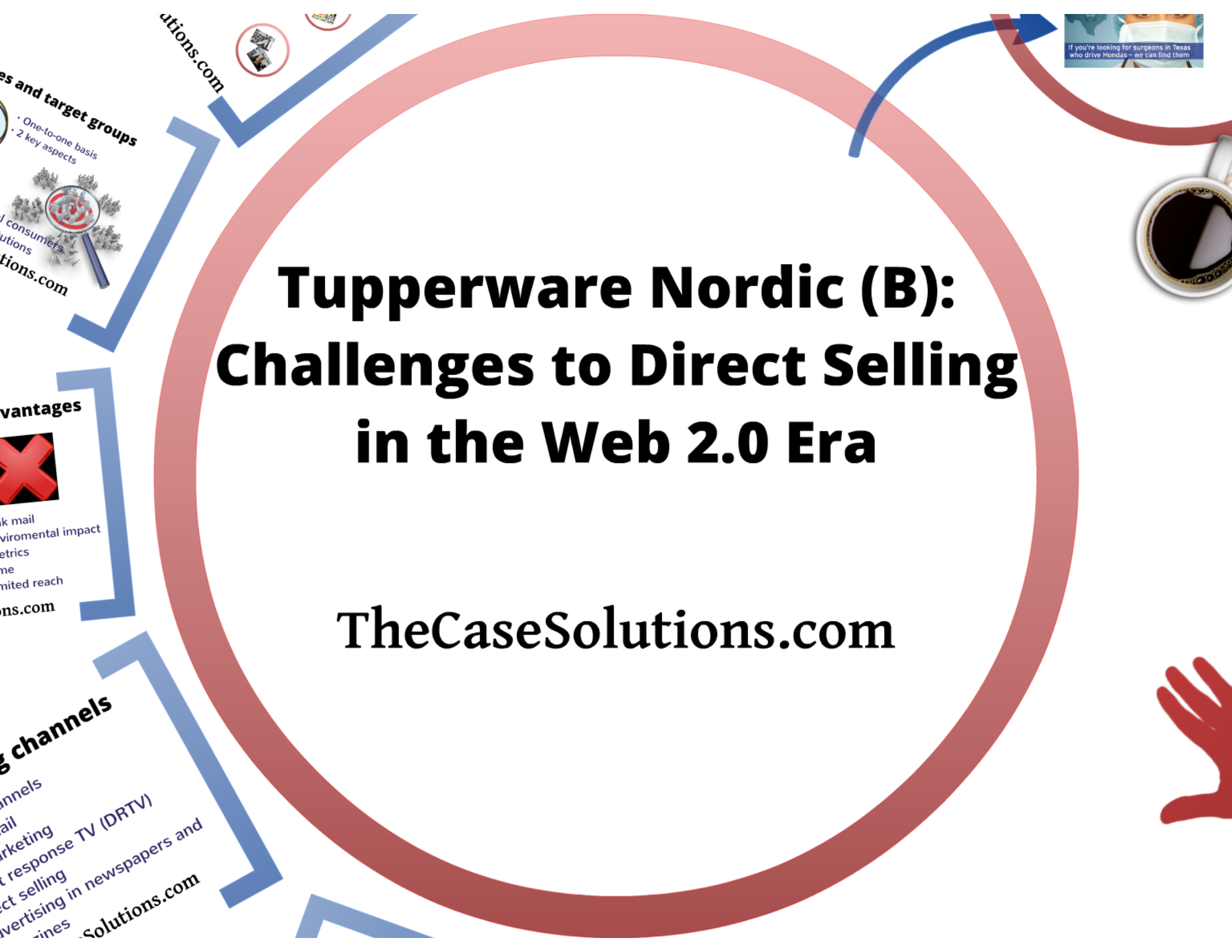


Thank you for your attention!



Tupperware Nordic (B): Challenges to Direct Selling in the Web 2.0 Era

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Outline



- History and definition
- Objective and target groups
- Advantages and disadvantages
- Marketing channels- tools and media
- Relationship marketing
- Measuring of effectiveness
- Conclusion

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History and definition

- Mail- order shopping and direct mail
- Aaron Montgomery Ward
- Richard Warren Sears
- Leon Leonwood Bean
- 1926

Definition

"Interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location."



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mail
matters

Fun Facts about Direct Mail

Did you know?

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The first American
mail-order catalog

Asa Candler
invented
the coupon

Sears Roebuck and
Company sold over
70,000 homes by
mail-order.

Direct
Marketing
Association
(DMA)

Using guided
missiles to
deliver letters

\$200 billion in
contributions were
collected through
direct mail.

Objectives and target groups



- One-to-one basis
- 2 key aspects



- Direct marketing final consumers
- Direct marketing institutions

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Advantages and disadvantages



- flexible targeting
- multiple users
- cost-effectiveness
- ease of management
- rapid delivery
- geographic targeting



- junk mail
- environmental impact
- metrics
- time
- limited reach

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Marketing channels

- Online channels
- Direct mail
- Telemarketing
- Direct response TV (DRTV)
- Direct selling
- Advertising in newspapers and magazines

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Online channels

- Expansion of digital technology and tools
 - Display Ads
 - Search
 - Social Media Sites



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