



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Direct Marketing Techniques, First Edition

### Course Specifications

**Course Number:** AXO84-090

**Days:** Self-study

**Description:** This book is packed with hundreds of great ideas and proven direct marketing techniques that the author has used successfully in building a multimillion-dollar business. This is a "quick start" approach that entrepreneurs can use to expand their businesses.

## Topic-Level Outline

### Part 1: How to Use Direct Marketing to Build Your Business

- What Is Direct Marketing?
- Why Direct Marketing?
- Why Does Your Business Need Direct Marketing?
- Evaluating Your Business
- Finding Your Target Market
- Direct Marketing Feasibility

### Part 2: Planning Your Direct Marketing Campaign

- Step 1: Clarify Your Objectives
- Step 2: Choose Your Strategy
- Step 3: Choose Your Tactics
- Step 4: Design a Marketing Plan

TOC Continue...

### **Part 3: Creating a Direct Mail Package**

Elements of a Direct Mail Package

### **Part 4: How to Use Direct Response**

#### **Advertising**

Direct Response Ads

Direct Response Ad Checklist

How to Effectively Use Advertising Space

What to Expect from Your Ad

### **Part 5: The Offer**

What Is An Offer?

Offer Categories

### **Part 6: The Finishing Touches: Lists, Printing, and Fulfillment**

Mailing Lists

Printing

Fulfillment

### **Part 7: Ask Dr. Direct: Most Frequently Asked Questions**

### **Part 8: A Final Word**

## ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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